A study on facing problems in execution of e-commerce

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Abstract: E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. The general category of ecommerce can be broken down into two parts: EMerchandise & E-finance. E-commerce stands for electronic commerce. E-commerce is doing business online and electronically. The E-commerce has completely revolutionized the conventional concept of business. E- commerce deals with selling and purchasing of goods and services through internet and computer networks. This paper attempts to highlight the different challenges faced by the E-commerce in India, understand the essential growth factors required for E-commerce, describes the prosperity of ECommerce in India and retail E-Commerce sales in India. The study found that, in the world of E-commerce, the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their products to the retailers and the consumers. Wholesalers can take the advantage of E-commerce in establishing contracts with reputed producers and linking their business with the online. The study also found that, E-commerce provides the various types of opportunities to the wholesalers, retailers, producers and the People.

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1. Introduction:

E-commerce represents electronic commerce. It means dealing in goods& services through the electronic media and internet. The speedy development of e-commerce in India is being driven by greater customer choice and improved convenience with the help of internet the vendor or merchant who sells items or services directly to the customer from the gateway using a shopping basket system or computerized truck and permits payment through debit card, credit card or electronic asset transfer payments. In the present scenario ecommerce market and its space is increasing in demand as well as an impressive showcase or range of a specific type of services. E-commerce is already appearing in all areas of business, customer services, new item development and design. Ecommerce is business is filling in India because of wide range of item with least price wide range of suppliers and customers internet. In this modern era every business unit need to join online business because increasing extent of internet users in India. E-commerce in India is still in developing stage however it offers considerable open entryway. (Shruthi, 2016) The e-Commerce industry in India is developing at a remarkable pace due to high penetration of internet and sophisticated electronic devices. However, the recent development rate of e-Commerce in India is far falling behind than other developed countries. There are numerous huge problems and challenges faced by an e-commerce industry. Factors like safety and security of online money exchange being the biggest problem alongside others, have control the smooth expansion of the online business in the country. The key challenges to overcome here are a diverse cluster of languages, a newness to computerized systems, and preferences for an eclectic exhibit of items across miniature markets. This multitude of variables demand the implementation of an appropriate omni-channel strategy. By merging this with a hearty offline-to-online model, assisted sales and item curation, these new entrants to the ecommerce market can anticipate a smooth integration into the wider ecommerce ecosystem. Be that as it would, these figures are set to fundamentally change. (Devaraju, 2016) With lockdowns, brick-and-mortar retailers are facing a harsh reality, considering that the government has enforced quarantine and restricted outdoor trips. With e-Commerce, on the other hand, shipping and supply challenges are persisting. A survey conducted by February Re-Hub in China states that Chinese consumers are expecting this situation for at least the next four months. Adding to it, 6 people in 10 claimed that they might end up spending more on consumer products in the forthcoming months as compared to the last year. All the forecasts regarding e-Commerce sales hike across the world in 2020 and upcoming years are likely to alter substantially.

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Today many e-Commerce companies have developed their own ingenious ways to attract the Indian consumer like Cash On Delivery, EMI option etc. Hence, this survey intends to find out the challenges faced by these companies in India due to COVID-19 and the measures that they have employed to overcome these challenges.

E-COMMERCE, E-BUSINESS :

E-commerce companies are meeting challenges in the going with ways for unfortunate knowledge and awareness about the connection Google advancements, Person to person correspondence website, Television advertisements and Rely on verbal. For online Exchange, Check, Demand Draft, Money down. For Money down and Commitment Structure no measures are employed. For Online Security Use of authentic software to registering, Unique Antivirus software, Firewall protection, SSL certification. For Strategies and Shipment Services Self-owned delivery network is used. For fear of using secured payment gateways, Money back guarantee and Real time order endorsement and item following. Contact and Feel Variables Design the website to provide however much look and feel of the item as could be expected, Choice to preliminary and return as from the summary of measures employed above we can see that e-commerce companies have no measure or alternatives for Coordinated variables and shipment services, Money down and Commitment structure. From the results it has been observed that self-owned delivery network it to capital intensive and Money down on economically feasible yet. Therefore, it tends to be concluded that hypothesis has been proved somewhat and somewhat it comes up short. Some analysts and on-line business people have decided that e-business is infinitely superior as a moniker to e-commerce. That's misleading and distracts us from the business goals at hand. The effort to separate the E-commerce and E-business concepts appears to have been driven by marketing motives and is dreadfully thin in substance. Here's the important thing: E-commerce, E-business or whatever else you may want to call it is a means to an end. The different names, definitions and words referred to in the previous sections are merely a sample of the glossary that has originated from marketing departments to sella concept, the media to describe a sensational 'new' phenomenon, consultants to justify their fees and recommendations, and business to validate and implement the new technology. In fact there is no one definitive meaning of e-commerce or e-business that is perspectives and emphases of different people in different organizations and business sectors. Some argue that it makes little sense to have a restrictive definition for the term e-commerce since it is unlikely that there will be agreement on a single unique definition. 'Attempting to define E-commerce or E-business is guaranteed to generate Byzantine debates with meaningless origins. It reminds me of trying to answer the following question: 'If one synchronized swimmer drowns, would the others follow?" Because of this trend, it is necessary when undertaking any electronic commerce, electronic business or any other e-related project or assignment, to clearly define any term in the context and environment in which it is being used.

THE IMPACT OF ELECTRONIC COMMERCE

E-commerce and e-commerce are not solely the Internet, websites or dot com companies. It is about a new business concept that incorporates all previous business management and economic concepts. As such, ebusiness and e-commerce impact on many areas of business and disciplines of business management studies. For example :

• Marketing – issues of on-line advertising, marketing strategies and consumer behaviour and cultures. One of the areas ion which it impacts particularly is direct marketing. In the past this was mainly door-to-door, home parties (like the Tupperware parties) and mail ordr using catalogues or leaflets. This moved to telemarketing and TV selling with the advances in telephone and television technology and finally developed into e-marketing spawning' 'eCRM' (customer relationship management) data mining and the like by creating new channels for direct sales and promotion.

• Computer sciences – development of different network and computing technologies and languages to support e-commerce and e-business, for example linking front and back office legacy systems with the 'webbased' technology.

• Finance and accounting – on-line banking ; issues of transaction costs; accounting and auditing implications where 'intangible' assets and human capital must be tangibly valued in an increasingly knowledge based economy.

• Economics- the impact of e-commerce on local and global economies; understanding the concepts of a digital and knowledge-based economy and how this fits into economic theory.

• Production and operations management – the impact of on-line processing has led to reduced cycle times. It takes seconds to deliver digitized products

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and services electronically; similarly the time for processing orders can be reduced by more than 90 per cent from days to minutes. Production systems are integrated with finance marketing and other functional systems as well as with business partners and customers (see Intel minicase).

BENEFITS OF E-COMMERCE TO ORGANISATIONS

International marketplace. What used to be a single physical marketplace located in a geographical area has now become a borderless marketplace including national and international markets. By becoming e-commerce enabled, business now have access to people all around the world. In effect all e-commerce business have become virtual multinational corporations. Operational cost savings. The cost of creating, processing, distributing, storing and retrieving paperbased information has decreased (see Intel mini-case). Mass customization. E-commerce has revolutionized the way consumers buy good and services. The pull-type processing allows for products and services to be customized to the customer's requirements. In the past when Ford first started making motor cars, customers could have any color so long as it was black. Now customers can configure a car according to their specifications within minutes on-line via the www.ford.com website. Enables reduced inventories and overheads by facilitating 'pull'-type supply chain management- this is based on collecting the customer order and then delivering through JIT (just-in-time) manufacturing. This is particularly beneficial for companies in the high technology sector, where stocks of components held could quickly become obsolete within months. For example, companies like Motorola (mobile phones) and Dell (computers) gather customer orders for a product, transmit them electronically to the manufacturing plant where they are manufactured according to the customer's specifications (like colour and features) and then sent to the customer within a few days. Lower telecommunications cost. The Internet is much cheaper than value added networks (VANs) which were based on leasing telephone lines for the sole use of the organisation and its authorized partners. It is also cheaper to send a fax or e-mail via the Internet than direct dialing. Digitisation of products and processes. Particularly in the case of software and music/video products, which can be downloaded or e-mailed directly to customers via the Internet in digital or electronic format.

BENEFITS OF E-COMMERCE TO CONSUMERS

24/7 access, Enables customers to shop or conduct other transactions 24 hours a day, all year round from almost any location. For example, checking balances, making payments, obtaining travel and other information. In one case a pop star up web cameras in every room in his house, so that he could check the status of his home by logging onto the Internet when he was away from home on tour. More choices. Customers not only have a whole range of products that they can choose from and customize, but also an international selection of suppliers. Price comparisons. Customers can 'shop' around the world and conduct comparisons either directly by visiting different sites, or by a visiting a single site where prices are aggregated from a number of providers and compared (for example www.moneyextra.co.uk for financial products and services). Improved delivery processes. This can range from the immediate delivery of digitized or electronic goods such as software or audio-visual files by downloading via the Internet, to the on-line tracking of the progress of packages being delivered by mail or courier. An environment of competition where substantial discounts can be found or value added, as different retailers vie for customers. It also allows many individual customers to aggregate their orders together into a single order presented to wholesalers or manufactures and obtain a more competitive price (aggregate buying) for example www.letbuyit.com

BENEFITS OF E-COMMERCE TO SOCIETY

Enables more flexible working practices, which enhances the quality of life for a whole host of people in society, enabling them to work from home. Not only in this more convenient and provides happier and less stressful working environments, it also potentially reduces environmental pollution as fewer people have to travel to work regularly. Connects people. Enables people in developing countries and rural areas to enjoy and access products, services, information and other people which otherwise would not be so easily available to them. Facilities delivery of public services. For example, health services available over the Internet (on-line consultation with doctors or nurses), filling taxes over the Internet through the Inland Revenue website.

WHAT ARE THE BARRIERS TO E-COMMERCE

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The drivers of e-commerce were identified and summarized in Table 1.1Conversely there are also barriers to the growth and development of e-commerce. Numerous reports and surveys identify the different kinds of barriers, and many of them focus on security as being one of the largest inhibitors to and problems for e-commerce. CommerceNet (anon-profit consortium of business, technology academic and government leaders who develop and implement e-commerce technology and business practice) conducts and annual time series survey of visitors to the CommerceNet website, to identify the barriers to e-commerce. Different nations are at different stages of development of e-commerce and as such the issues that are relevant to one nation may not be relevant to another. Similarly, the issues that are relevant to the type of organization also differ. For example, large organizations have different needs and infrastructures to SMEs. The study of 1,000 visitors divides the findings into the perspectives of three different types of organization : large B-to-B organizations; SME B-to-B enterprises; and B-to-C retailers. The study divides the results into US and non-US based. This is particularly useful because the USA is at a more advanced stage in the e-commerce adoption lifecycle than the majority of other nations and so can be used as a predictor of things to come or as a warning to prevent followers experiencing similar pitfalls and problems. The findings summarized in Figure 1.6 show that barriers to e-commerce can be seen as being relevant both to the macro-environment and the micro-environment level of the firm itself. Overall, all three kinds or organizations have similar barriers but with different emphases. Internet infrastructure deals with issues such as availability and quality of the internet in terms of speed and reliability. This barrier is of particular concern to SMEs and B-to-C organizations, since their business relies more on general consumers and so the was with which the general public can connect to the Internet has a direct impact on their Web-based business. Technically infrastructure deals with issues of standardization of systems and applications, which is a particular concern for larger organizations who want to implement solutions such as value chain integration and e-supply chain management. Security in its broadcast term is one of the most significant barriers to e-commerce both within the organization and external to it. Identified as Security and Encryption; Trust and Risk; User Authentication and Lack of Public Key Infrastructure; Fraud and Risk of Loss it relates to the development of a broader security infrastructure and it also relates to the kinds of measures organizations can take to improve security. Although security is a major companies in the B-to-C e-commerce retail sector, since it reflects the concerns and perceptions of users and potential customers that are conducting financial transactions on-line. The commercial infrastructure relates to issues such as international trade agreements, taxation laws and other legal agreements that facilitate all kinds of on-line trading and so is a barrier relevant to all types of organizations. At the level of the organizations itself, there are many barriers to e-commerce that relate to issue of organizational structure and culture. These are most significant for large organizations that have to deal with change management issues. For example, there is a sense that much work still needs to be done to design the right organizational structure and corporate culture that will promote and be able to maximize the benefits of widespread e-commerce applications. Additionally, there is a perception that business partners face similar organisational and technological problems, which raises the barrier further. Another significant issue was found to be the lack of qualified personnel to implement in-house and third-party e-commerce systems. For SMEs, this is a particularly strong concern because internally they do not have sufficient resources to attract and maintain their own support staff to develop a sophisticated technology infrastructure. With regards to third parties, the qualified personnel tended to worek for larger organizations, which were more concerned about noted that, ‘small firms get lots of vague and general exhortations to go “online” but find it very difficult to get reliable, well informed advice and also to get honest, effective support from a Web services provider.’ Another major barrier to the development of e-commerce was a lack of proven business models. This is a reflection of the instability of the whole dot com phenomenon, and the poor performance of the dot coms on the world’s stock exchanges in late 1999 and early 2000 after the dizzy heights to which dot com companies rose in 1998-9. A financially successful business model has yet to emerge into the business world’s limelight as the model to follow.

LIMITATIONS OF E-COMMERCE TO ORGANISATIONS

Lackof sufficient system security, reliability, standards and communication protocols. There are numerous reports of website and databases being hacked into, and security holes in software. For example, Microsoft has over the years issued many security notices and ‘patches’ for their software. Several banking and other business websites, including Barclays Bank, Powergen breaches in

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security where ‘a technical oversight’ or ‘a fault in its systems’ led to confidential client information becoming available to all. Rapidly evolving and changing technology, so there is always a feeling of trying to ‘catch up’ and not be left behind. Under pressure to innovate and develop business models to exploit the new opportunities which sometimes leads to strategies detrimental to the organization. The ease with which business models can be copied and emulated over the Internet increase that pressure and curtail longer-term competitive advantage. Facing increased competition from both national and international competitors often leads to price wars and subsequent unsustainable losses for the organization. Problems with compatibility of older and ‘newer’ technology. There are problems where older business systems cannot communicate with web based and Internet infrastructures, leading to some organizations running almost two independent systems where data cannot be shared. This often leads to having to invest in new systems or an infrastructure, which bridges the different systems. In both cases this is both financially costly as well as disruptive to the efficient running of organizations.

LIMITATIONS OF E-COMMERCE TO CONSUMERS

Computing equipment is needed for individuals to participate in the new ‘digital’ economy, which means an initial capital cost to customers. A basic technical knowledge is required of both computing equipment and navigation of the Internet and the World Wide Web. Cost of access to the Internet, whether dial-up or broadband tariffs. Cost of computing equipment. Not just the initial cost of buying equipment but making sure that the technology is updated regularly to be compatible with the changing requirement of the Internet, websites and applications. Lack of security and privacy of personal data. There is no control of data that is collected over the Web or internet. Data protection laws are not universal and so websites hosted in different countries may or may not have laws which protect privacy of personal data. Physical contact and relationships are replaced by electronic processes. Customers are unable to touch and feel goods being sold on-line or gauge voices and reactions of human beings. A lack trust because they are interacting with faceless computers.

LIMITATION OF E-COMMERCE TO SOCIETY

Breakdown in human interaction. As people become more used to interacting electronically there could be an erosion of personal and social skills which might eventually be detrimental to the world we live in where people are more comfortable interacting with a screen than face to face. Social division. There is a potential danger that there will be an increase in the social divide between technical haves and have-notes-so people who do not have technical skills become unable to secure better-paid jobs and could form an underclass with potentially dangerous implications for social stability. Reliance on telecommunications infrastructure, power and IT skills , which in developing countries nullifies the benefits when power, advanced telecommunication infrastructures and IT skills are unavailable or scarce or underdeveloped. Wasted resources. As new technology dates quickly how do you dispose of all the old computers, keyboard, monitors, speakers and other hardware or software ?

CHALLENGES OF E-COMMERCE IN INDIA

Numerous e-commerce services provides in India wish to become goliaths in e-commerce sector in India. In India these providers are defying some very extreme challenges that have risen due to parcel numerous elements, for example, unfortunate infrastructure, unclear expense structure, absence of access to internet to a greater piece of populace and absence of awareness about these companies. Even however such challenges exist numerous goliaths have emerged like Flipkart, Myantra, Jabong and numerous other little players. Numerous elements contribute to heavy misfortune making by these companies. Be that as it would, they are still in business in since the potential in this sector is great. Banks are reluctant to lend to companies with untested business models, so essentially every last piece of it is being financed by fickle equity. Revenue models look temperamental. To secure repeat business, most entrances offer incredibly low prices, payment with money down and, nearly consistently, free transportation. Consumers love it however companies are searching for approaches to shedding the operational burden. Unexpectedly, the very things that have propelled e-commerce in India could lead to its defeat. E-commerce represents just 0.12% of all retail sales in India, compared with over 4% in China and America. Be that as it would, expect developing torments. Even Flipkart, seemingly the best online retailer, presently really can't make money. Suppliers, merchants and courier service providers consider Assessment structure to be the second biggest challenge because in online

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exchanges the Expense is levied in the different manner (i.e. seller becomes irrelevant and income generated by the standard intermediaries is lost to govt). Even the Information Technology Act 2000 is incredibly silent about charge collection from e-commerce companies. These companies sell variety of items which come under different expense structures hence developing reports and examining is a basic problem. Another issue is charge assessment is different for B2B and B2C sales. When association indulges in both it becomes hard to demarcate and identify which exchange belongs to which category. Customers consider online exchanges and security to be second biggest challenge faced by ecommerce companies in India. Ever increasing news about online extortion fake lottery sends and stunt of credit cards information being stolen has shaken customer confidence in this system. Hence, by far by far most of the customers in India prefer to purchase merchandise through money down choice. Need severe consumer protection regulations in case of online exchanges and diminished confidence in legal system people tend follow on the method of Money down model. Self-owned delivery network is a huge investment and due the current stage of benefit in India that essentially selling item for more than whatever you're getting it for does not permit such investments to show results. However, having one's own delivery solves a lot of problems like payment for COD overheads for record maintenance, holding up days before money comes back etc. However self-delivery is the way forward because it permits companies to provide delightful customer experience like Amazon. Many can't manage the expense of it due to absence of investment and unclear future. These days peoples of India are likely going to trade items and services over the electronic system, or in other words, we can say that now in Indian society, people are modernized using reliable and comfortable that using of e-commerce. Uses of e-commerce directly connection to the customer with manufacturer, stakeholders, marketers, government, and service providers. That is called Electronic commerce. E-commerce in India is developing step by step, it's very delicate and reliable intersection for customer choice and convenient with the help of internet. For the buyer, it is a new and friendly channel to trade items through online. However, an ecommerce entry having the most freedom, and as well as protection for customers to use the internet and do the window searching for items, make reconciliation of different models, evaluate their prices and customer acceptable comments examination. As well as in India most of the government alliance is using electronic correspondences technologies to connect with the customer, to fulfill their need and for dealing with the raising problems step by step. These days in India different social e-commerce intersection available for the customer. In last we can say that e-commerce is the powerful equipment in our clamoring lives to fulfill every one of the needs through fastest way and serenely from the home or our working place. The concept and sending off of e-commerce are not new. It has started its journey from few decades immediately after sending off information avenue i.e. internet. Both the customers and traders are currently using the benefit of ecommerce. It is getting well known step by step with increasing its trust to general people. It takes what's happening to people's psyche due to increasing the use of different interpersonal interaction sites. People can easily be aware of the item description, quality, and price by their mobile phone, PC or other devices. Then they can take purchase decision quickly due to its accessibility of information and convenience. Like other developed and developing countries, Indian e-commerce market is being well known step by step. It bears a positive trend of development which is adding to the public economy. It creates a great deal of open circumstance to educated jobseeker which helps to reduce unemployment rate. Indian ecommerce players are making serious areas of strength for a to get comparative concepts as their international competitors. They are attempting to bring impending and imminent hardening, which is evident from the probable mergers of India. Brand steadfastness Price has been the decision component in the Indian market and the customer isn't hesitant in changing brands frequently to benefit the lucrative offers presented by competing brands. There is a ton that e-commerce players in India would have to do to make their customers feel special to retain them, as the dedication erodes speedy when the shopper is confronted with advancements and deals. Understanding what your customers need and offering them appropriately could conceivably drive this, which is possible by using huge data techniques to predict consumer preference and behavior. Brands have taken the mobile advertising route and are step by step getting. Online retailers have realized the potential increase of online shoppers through their mobile phones in future. Furthermore, as consumers develop more comfortable with including mobile devices for perusing and shopping, they are presently more open to getting messages from brands through their mobiles. Businesses are implementing strategies for integrating mobile into their marketing efforts and before they do that, they ought to make efforts to optimize legacy websites for mobile to improve

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customer experience. This is where the responsive design will come into play. Fixing the mobile snaps is imperative as an unresponsive design would lead to the customer disdaining the site in a few seconds causing a low conversion rate and unfortunate return on investments. Another huge consideration is the social aspect and marketers have realized its importance very well. Item and service feedback through virtual entertainment channels have an impressionable effect on the personalities of the larger customer base

CONCLUSIONS

There is no one commonly agreed definition of e-commerce or e-business. Thus, there is a need to clarify terms being used and explain the context in which they are being applied. E-commerce has an impact on three major stakeholders, namely society, organisactions and customers (or consumers). There are a number of advantages, which include cost savings, increased efficiency, customization and global marketplaces. There are also limitations arising from e-commerce which apply to each of the stakeholders. These include information overload, reliability and security issues, cost of access, social divisions and difficulties in policing the Internet. Successful e-commerce involves understanding the limitations and minimizing the negative impact while at the same time maximizing the benefits.

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