

A LITERATURE REVIEW ON E-COMMERCE: CHALLENGES, BENEFITS AND SOLUTIONS

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ABSTRACT

“Electronic commerce is known as e-commerce which is buying and selling goods and services across the world using computer network system such as internet”. In the modern era of technology people gets attracted towards the e-commerce. E-commerce has major impact on global business. E-commerce is become part of day to day life of human being. E-commerce is beneficial to customer. As increasing use of smartphones and internet e-commerce became available all customer around the world. E-commerce helps to generate employment which will be helpful to increase in GDP of country. E-commerce also eliminates middle men as it connects directly manufacture to consumer. This study helps to understand the concept of e-commerce. This study also shows the benefits of e-commerce, challenges and solutions to overcome that challenges. E-commerce completely changes the way of traditional business, its economical comparing to traditional business. E-commerce has strong impact on emerging economy of country.

KEYWORDS: E-commerce, goods and services, customer.

1. INTRODUCTION

India is 3rd largest e-commerce economy after China and U.S. respectively. Now a day's e-commerce gains so much importance in emerging economy. It began around 1995. E-commerce changes the business now it is quicker and more reliable. With increasing use of internet, smart phone, tablets, computer e-commerce is going to evolved and expands. It became very easy with the help of social media know about customer and they can interact with the customer. E-commerce can be used to increased business. A customer gets an opportunity to choose the kind of product they want, from where they want and whenever they want. In e-commerce customers are free to choose goods and services here buyer and seller can be anyone from anywhere around the world. Buyer gets more option globally they can compare product among respective seller and buyer can change the product easily if they are not happy with it. Seller does not need to show physical appearance of the goods and services.

E-commerce can be divided into two parts:

- E-merchandise: E-merchandise is where selling of goods and services electronically through distribution channel. ex. online shopping of electronic gadgets, groceries, clothing etc
- E-finance: E-finance is where all the online transaction happens such as debit card, credit card telephone and internet banking

There are different types of E-COMMERCE:

- B2B: B2B stands for Business -to- Business; a business sells goods and services to another business for ex. selling of raw material from one organization to another organization.
- B2C: B2C stands for Business -to - Consumer; a business sells their goods and services to the consumer such as applications of amazon, flipkart, snapdeal, paytm mall etc.
- C2B: C2B stands for Consumer- to – Business, In this a platform is created where consumer gives feedback or their need towards product here consumer offers services to businesses
- C2C: C2C stands for Consumer-to- Consumer, a business where two individual consumers sell and buy goods and services among themselves for example, Olx.in, droom.in, etc.

2. LITRATURE REVIEW

Dr. Shahid Amin (2016): E-commerce influences both seller and buyer as e-commerce means buying and selling goods and services using internet. E-commerce used to boost the existing business. By digital shopping payment can be done using electronic fund transfer, debit and credit cards. The person who started new business is more likely to use e-commerce.

Abdul Gaffar khan (2016): Information technology (IT) plays very important role in emerging economy of country. Due to increased in use of smart devices and using internet e-commerce become part of people's day to day life and it changes their life. E-commerce has more benefits when it comes to satisfy consumer needs and consumer also get advantages of competitive market as more options are available.

Rhitabruta Kumar : India has seen a change in digital market in last two decade. E-commerce provides quality of service with various offer on the goods and services to attract the customer. E-commerce fulfils the requirement of customer. In last few years e-commerce has grown by significant margin and technology took e-commerce to another level. Consumer behaviour changed as they started using e-commerce. E-commerce helps in generating employment also it also contributes in India's GDP.

Ohidujjaman, Mahamudul Hasan, Mohammad Nural Huda (2013): due to rapidly growing IT in world, plays strong role in business. The e-commerce refers as online business. It creates job opportunity in e-commerce. In traditional bu siness market middlemen firm value chain are important and e-commerce eliminates these elements.it connect directly manufacture to consumer.

M. Farhan Fatima (2016): E-commerce shows massive growth in economy. Considering India's region and internet is spreading rapidly hence accessibility of internet is increased. India is considered to be major digital market for sellers. Seller can sell the goods and services directly to the customer. E-commerce provides various types of product with low price and many numbers of sellers. E-commerce works in customer services, product design and product development for increasing the business.

Dr. Rajeshwari M. Shetter (2016) : E-commerce is doing business electronically. E-commerce completely change s the concept of the business. In this wholesaler's existence is at risk, as in e-commerce can be eliminated. E-commerce helps to create connection between producer and consumer and it creates opportunity to producer retailer and people.

Dr. Nishant Shrivastava (2013): E- business is a new concept in India. Indian economy tries to take the benefit of E-business to capture the international market. E-business tries to understand and fulfil the needs of their client, it also helps to increase the efficiency of the company. E-business covers almost all sectors in India. E-business help to communicate company's external and internal elements.

Kumar Anuj, Fahad Fayaz , Ms. Namita Kapoor(2018) : Indian economy is one of the growing and largest economy in the world. E-commerce plays important role when it comes to increase in GDP of country. Internet user are increasing rapidly, researchers says that by the time 2021 it will be twice. The potential thing about e-commerce is it helps to grow country economically and socially. It also develops rural area of country by providing them bigger market.

Pallavi saxena (2016): In today's time every business should be flexible and they must try to adopt new technology of business. E-commerce uses the world wide web for the transaction although other technologies can be used by the company

3. OBJECTIVE OF THE STUDY:

1. To study the current scenario of the e-commerce.
2. To study the benefits, challenges and solutions of e-commerce.\

4.RESEARCH METHODOLOGY:

Qualitative research method is used for the study.

5.DATA COLLECTION:

There is lots of information available in journal, internet, and article about the e-commerce such as challenges, problems, and role in economy. Secondary data is collected through journals, internet, articles etc.

6.BENEFITS OF E- COMMERCE:

The main benefits according to customer perspective are that they can buy almost anything from anywhere they don't concern about where the seller is from. Seller does not need to show physical appearance of the goods and services.

1. Customer doesn't need to go out for buying goods and services.
2. E-commerce has no geographic limitation
3. Easy and convenience for customer
4. Attract new customer as customer base is high
5. Customer gets detailed information about the product from this customer can decide to buy or not to buy the product.
6. There is direct contact between seller and buyer
7. Seller can keep an eye on customer's habit of buying and according seller advertises product.
8. Start up capital for the seller is low.
9. Customer can access e-commerce website and shop anytime; there is no time limit for that.
10. Reduces advertising and marketing cost, eliminate travelling cost.
11. Provides comparison between similar type of product and the best can be purchased.
12. Some seller provides cash in delivery for the purchased product.

7.CHALLENGES IN E-COMMERCE:

1. Due to lack of education about e-commerce customer can not take benefits of e-commerce.
2. Private organisation or government is not involved in e-commerce.
3. There can be security patch due to which customer can loss their money if e-commerce site is hacked or crashed.
4. Lack of privacy policy.
5. Rate of internet usage is high, without internet customer cannot access the e-commerce sites.
6. Lack of internet coverage area, In India there are some where internet supply is not available.
7. Lack of trustable business and enterprises.
8. Seller and buyer cannot meet personally.

8.SOLUTION TO OVERCOME CHALLENGES: Following are some solution to

Challenges:

1. Product should be prepared according to the requirements of the customer i.e. customised product.
2. By providing one-time password (OTP) while transaction it can be secured and customer feel safe about it.

3. E-commerce website should be easy to understand and it should be simple, visually attractive.
4. Product should be available for customer all the time. If customer get product on time then they get satisfied and may become loyal customer for that e-commerce site.
5. Time to time information should be provided to customer such that customer came to know about their product
6. Product should be delivering on time to right customer.

9.CONCLUSION:

E-commerce is growing very rapidly as the usage of mobile phones increases. E-commerce is beneficial to both seller and buyer as buyer has many options and seller has so many customers to sell their product. As middle men are not there, customer gets product in less price. Still e-commerce sites need to improve their policies for secure transaction and easy to understand for the customer. E-commerce helps seller to expand their business globally. Internet price should be low so that E-commerce help in steady growth in economy.

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