An Eye on the Mantle of E-commerce

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Abstract

E-commerce is boon in this modern world of business, E-commerce means Electronic Commerce. It involves buying and selling products and goods over an electronic network. E-commerce could be a paradigm shift influencing both marketers and the customers. Rather e-commerce is sort of just differently to boost the prevailing business practices. It's resulting in a complete change within the traditional way of doing business. This significant change in the business model is witnessing an amazing growth around the globe and India isn't an exception. An outsized Internet penetration has added to the growth of E-commerce and more particularly start-ups are increasingly using this process as a differentiating business model.

The current research has been undertaken to describe the way of electronic commerce and also analyze the trends of electronic commerce. The study further examines the key to the success of the E-commerce model.

Keywords: E-commerce, Electronic Network, Online business, Self-service

1. Introduction

E-commerce has grown at an exponential rate during the unprecedented outbreak of the COVID-19 [1]. Many companies, including small businesses have recognized the potential of selling their products through the online websites. Due to this COVID-19 humans have accelerated their shift towards a more digital world. It led to the expansion of e-commerce transactions, starting from luxury goods and services to everyday necessities. These online websites has increased across different product and categories during the pandemic. More online users are using digital and mobile technologies to look about products or services. They will be intrigued to finalize their online transactions and make a buying deal, if they perceive that the service quality of these online business would meet and exceed their expectations.

In the past few years, we have noticed there are a lot of changes in technology. Technological changes that occur in each and every industry have contributed a significant amount of differences, which result in customer progress towards the services and also consumers behaviour changes quickly. More than half of the world's total population 4.5 billion people have access to the internet the generation of internet and technology has made an evolution in the E-commerce market.

E-commerce involves carrying a business with the help of the internet or information technology. E-commerce relates to the website of the vendor on the internet. Who trade goods and services directly from an E-commerce portal. This portal allows a gateway for payment through credit cards and debit cards.
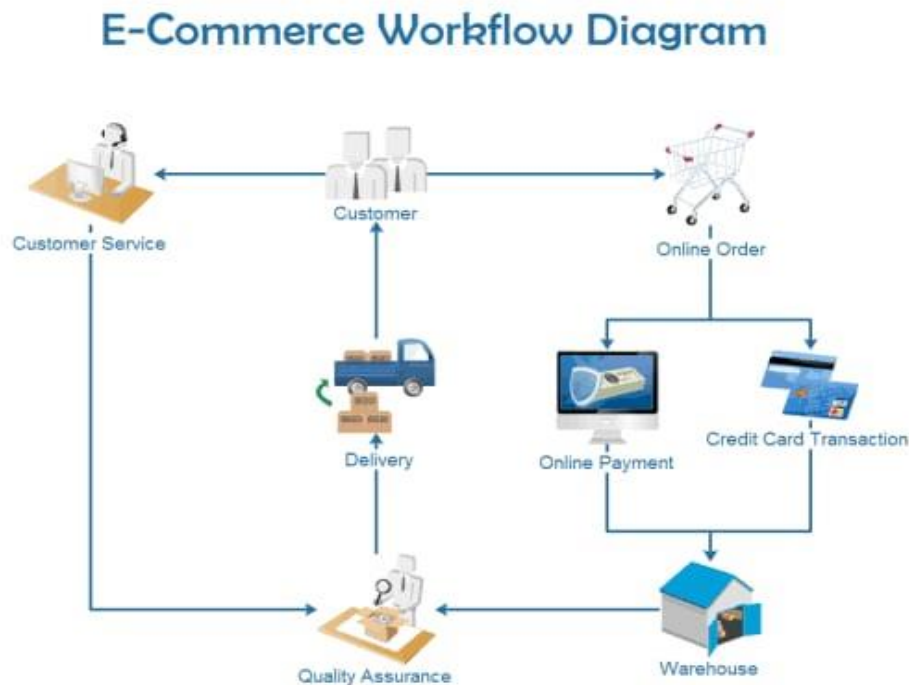
E-Commerce Workflow Diagram

Fig. 1 E-commerce Workflow Diagram

2. Literature review

The journey of E-commerce in India is not in the rising stage at the beginning. In the beginning, Indian customer was very new to this Component. The Payment component and logistics were essential issues of Concern. The Indian government came up with an innovation that introduced online payment in IRCTC which makes customer easier to understand the online payment method but there were a lot [2] of technical difficulties and later took these technical challenges as Opportunities. There is a lot of E-commerce site like Flipkart, Myntra, Snapdeal and Amazon this introduced a trustable payment gateway like PayPal. They are safe and secure and also won the trust of the customer. E-commerce is a revolution and turning point in the online business practice and that makes a huge contribution to the economy.

3. How our website is different from Existing E-commerce websites?

Apart from the already existing E-commerce website, on our website, multiple vendors can open their online shops and also can add the categories and products they want to sell. There is a lot of customization on our website shop owners can change the price of products and the description of the product and In the future, if they want to add more products they can add that too.

4. Advantages & Disadvantages of E-commerce

Like everything has two aspects. E-commerce also have certain advantages and disadvantages.

4.1. Advantages

The E-commerce sector has a huge market; as online users are overweight, so that benefits e-commerce by having more viewers and websites. As technology is used, the benefits are to test customer comprehension in the product lines purchased by them and the levels of satisfaction, recommending other similar products for SEO activities. Technology is a great way to analyze big data or information easily. Quick answers to customer queries and an easy way to understand the market for customer needs demonstrated by research, as well as the point that making an e-commerce website is less expensive. The more people rely on the internet for all the simple needs, the more sales are increasing. Website features collects certain products that differ in its design, price, or best-selling terms, making it easier for the customer to access and find a particular product. From an E-commerce website customers can purchase any product very easily at any time it does not matter holiday is there or rainy or sunny or road blocked. If anyone needs household commodities or even anything from the internet we can get it with one click from sitting at home. It saves our time, by using the online website we can order the product sitting at home and our product will be delivered to our address.

4.2. Disadvantages

While there are many benefits of e-commerce, there are disadvantages of customer fear in e-commerce trading, while product selection has a lack of personal touch which also reduces customer satisfaction and assurance. Also, the quality of the product displayed online when received does not satisfy customers many times which makes the company unreliable in the market, and their reputation declines. There is a high risk of credit card fraud that many customers fear as their information is shared. Competitively as all businesses in the modern world have an e-commerce website, in this process low-profile companies are collapsing while popular brands are gaining momentum.

5. Impact of E-commerce on Employment

E-commerce creates new job opportunities thanks to information-related services, software applications, and digital products. But it also causes job loss. Areas with high job losses are predicted by shops, post offices, and travel companies. The development of e-commerce will create jobs that require highly skilled staff to manage large amounts of information, customer needs, and production processes. In contrast, poor people are less likely to enjoy the benefits of income. On the other hand, because e-commerce requires sufficient stock that can be delivered to customers on time, retention becomes a priority. The warehouse needs more staff to manage, direct and organize, so the condition of the warehouse will be affected by the staff.

6. The Conceptual Framework

6.1. E-Loyalty

The consumers' re-purchase intentions construct is typically considered as the likelihood that buyers will continue buying products from the particular merchant or website. the buyer loyalty in an electronic service environment prompts online users to revisit e-commerce websites and to repeat their purchase. Their loyalty towards particular online marketplaces (or towards online vendors) is one of the key factors that increases their profitability. Online consumers tend to be less loyal than consumers who purchase products and services through offline markets. In anonymous and automatic shopping contexts, online users can quickly compare the same products and services with minimal efforts. Consumers who utilize an e-commerce website services are likely to search out alternative sites that may also satisfy their shopping requirements.

6.2. E-Satisfaction

Customer satisfaction is one of the basic concepts within the marketing literature. This notion epitomizes the customer state of fulfilment and evidences their positive or negative feelings about the goods or services they received. It's often described as a subjective judgement that's driven from the customers personal feelings of enjoyment or disappointment, as they compare the purchased products performance with their expectations. In an online survey, the customers satisfaction from e-commerce websites represents their contentment with relation to previous purchase experiences through a specific website. The e-commerce websites most vital goals are to deliver future value to online customers to trigger their loyal behaviors. Many studies reported that the standard of the mentioned websites and therefore the customers satisfaction levels with relation to their prior purchase experiences can have a big effect on their loyalty towards electronic shopping services. The customers e-satisfaction includes a significant and positive impact on their e-loyalty.

6.3. Website Attractiveness

Many researchers mentioned that website designs and their presentation are important dimensions of e-service quality. The structure, layout and organization of the content on the website can capture users attention. Alternatively, they will lure them to go to other competitors websites. Attractive website designs can easily provide accessible information, use large, bold and legible fonts and should feature appropriate colors that are related with the company's logo. Their calls to action should usually include high-contrast buttons, also the clear information to boost the website visitors experiences, and may facilitate their purchase transactions. Conversely, a sophisticated funnel could prevent prospective customers from finalizing online transactions.

The aesthetics of appealing website designs can play a major role in improving the browsing experience of online users. The looks of corporate websites is typically the primary determinant that's noticed by the users. Of course, different users will have different preferences. They'll hold varying attitudes and outlook on what they consider as key elements that may increase the websites looks. For example, they will favour one color or image, over another. A selected color could also be alluring to someone, yet it's going to be considered inappropriate for other individuals. Website developers may utilize certain colors to have interaction with online users. They'll use vivid, eye-catching varieties, pleasant tones and shades. Additionally, they should include good-quality graphics, images, animations, including Java applets, moving objects, and other effects, to enhance their visual appeal. Generally, too many or insufficient images, in addition of the use of small text and pictures aren't appropriate to captivate the eye of the users.

6.4. Website functionality

The websites functionality is associated to its instrumental utility, technical ability and efficiency in terms of providing relevant information about the products. Online users will usually look on the service of a website if they're in a position to test out its content, with less efforts. Hence, e-commerce websites should be useful and simple to use, to satisfy their customer needs for information. Online users should find it effortless and simple to access and to seek out their way through shopping websites. They expect to search out what they require, without problems, and to manoeuvre effortlessly and swiftly, through the website pages. Prospective users need to be in an exceedingly position to distinctly understand the ecommerce website content, including their terms and conditions. These websites must be reliable, concise and accurate. Hence, the websites functionality is taken into account to be one amongst the foremost important dimensions that increases the customers satisfaction.

6.5. Website security

The security of the website has been defined as the standard to which online users trust that website page is safe and their private information is protected. Consumers should be convinced that they're using a trustworthy shopping website. They need to be assured that the information they're sharing with the website or the marketplace, including their Payment details, cannot be accessed by anyone for the false purpose. Online users should feel confident that the website offer safe and secure transactions within the virtual context. Thus, the concern of website security is usually related to website privacy in an online environment. The absence of privacy in a website is one amongst the major concerns of online users and can stop them from shopping online.

The website's security could be a vital e-service quality dimension. Online businesses are entrusted with their customers private information. It's their responsibility to guard their customers information. To prove that their transactions are safe and secure they should use SSL certificates. In this way, users will be feel assertive that the ecommerce websites are trustworthy and reliable because they're protecting their online details.

6.6. Customers fulfilment

Secure websites make sure that the customers personal data remain secure. However, before providing their personal information and payment details, customers need to choose their desired products, add them to their cart and proceed to check-out, if they're readily available in the stock. Many researches have pointed that out-of-stocks puts negative impression on the customers. Retailers face a trade-off between offering a good range of product categories in their website whereas incurring higher inventory costs, to satisfy their customers need. The e-commerce websites should provide wide product assortment, fulfil their orders correctly, deliver items as quickly as possible and must be as responsive as possible to customer enquiries, within a particular timeframe. They need to facilitate the fast completion of a online payment and may strive to reduce their consumers efforts. Their ongoing provision of customer service could be a key element for achieving good end results on the website.

Customers are increasingly expecting a fast service and a quick response to their complaints. Very often, online users are given different delivery options in addition with specific information including shipping dates, timeslots and estimated delivery time before placing their orders. However, potential customers may respond in numerous ways to an online retailer's services. They will either choose to purchase more products. Alternatively, they might abandon their cart. If they value more highly to order their chosen items; they will be informed about their delivery dates. The online sellers inadequate communications of contingent issues including the availability of shipping information, service breakdowns, delays, lost orders, returns, refund requests can lead customers to move to other competitor websites that deliver on their promises. After that more likely, they're going to also engage in negative word-of-mouth publicity with other individuals.

6.7. Quality Assurance

Quality assurance is very important for every e-commerce website to maintain quality checks on product or service terms for the purpose of assuring customers of safety, security, and reliability. This clearly shows that a positive effort to ensure quality leads to more identification and reassurance of brands. As example Snapdeal lost out on selling counterfeit products at cheaper prices, with the goal of attracting customers to their cheaper deals, but turned out to be a failure in that regard, a particular reason why many customers prefer quality over pricing. Regular product evaluation, allocate time to evaluate performance or quality improvement, high quality assurance and extensive communication with customers to understand their needs and achieve the goal of satisfaction. It is a process of improving the performance of high performance, the usability of a particular system. With regard to website maintenance statistics under quality assurance, errors or omissions lead to the display of inaccurate information leading to misconduct, low sales, and poor website reviews resulting in low customer engagement and loss.
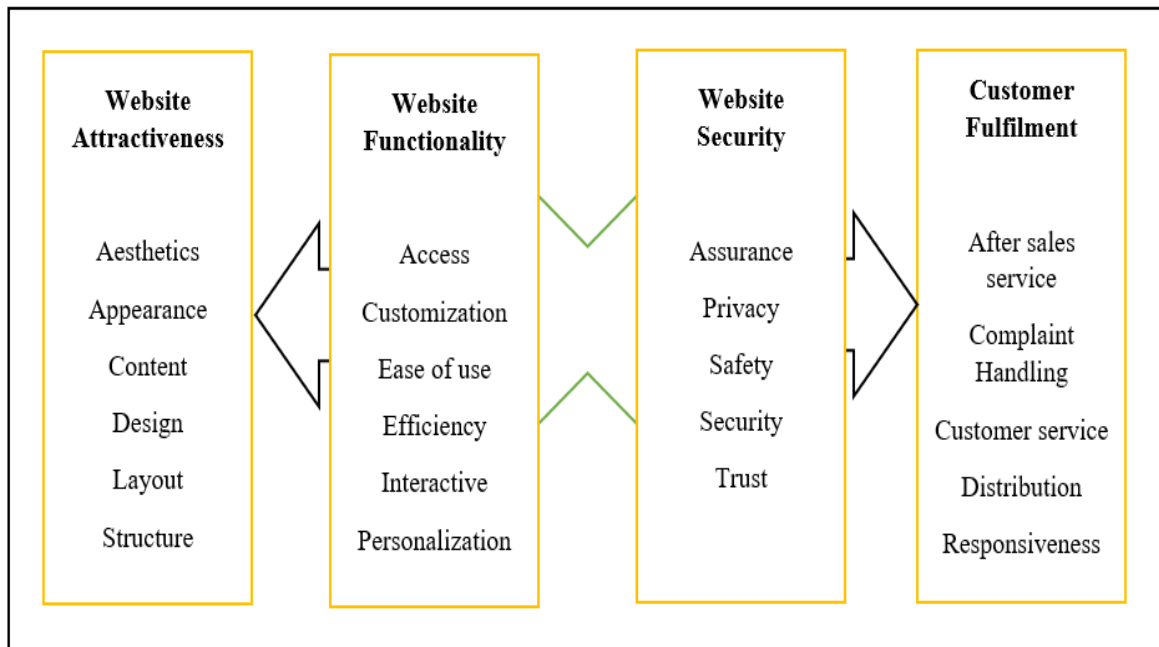
Fig. 2 Key elements for the effective delivery of service quality of e-commerce websites and online marketplaces

7. Conclusion

This research paper provides insight into development of e-commerce website. While understanding nuts and bolts of its various features with special emphasis on B2C e-commerce. As it has shown great growth in the recent years due to increased consumer awareness, investor confidence and technological advancement. The research also produced styles and items which will promote further growth within e-commerce in the Indian market. A sustainable business practice can be pushing e-commerce and m-commerce as a complement instead of replacing traditional business. The relationships between offline businesses and online businesses will be able to improve efficiency and maintain a stable presence. The long term and involves a situation that will testify business niche growth, and integration as well purchased so that the firms could grow in an inanimate way. Firms must be committed to providing services once and for all use of online marketing, acquisition and storage to the audience. With mobile penetration, opportunities exist emerging within the rural market which is a mobile app infrastructure, content development in local languages and communication flow. Also, within the aftermath of demonetization, the share of digital payments is it is expected to increase, in order to maintain the right, the firms to improve secure payment infrastructure.

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