ELECTRONIC COMMERCE – AN OVERVIEW

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Abstract

The concept of e-commerce and how the online trading is sustainable to the environment by reducing paper are discussed in this paper. Sale of eco friendly products, ecommerce forwards to go green trend i.e. traditional shopping to online shopping. Points to keep in mind when doing online shopping site selection check for delivery time, hidden charges, reviews, etc. How to buy products online? Things we need to do online shopping. Types of ecommerce: B2C, B2B, C2C, C2B, B2A and C2A. The paper discusses the list of ecommerce companies in India and worldwide, how to start a business in online, how to buy something in online, and the advantages and disadvantages of online business.

Keywords: E-commerce, online trading, types of e-commerce, online shopping, etc.

1. Introduction

In this digital world, ecommerce become a trending business. E-commerce also known as electronic commerce, it is a method of buying or selling of goods or services online using internet. Online shopping means any form of sale that is carried through internet. E-commerce allows customers to purchase any products anytime and from anywhere. We can buy mobile phones, toys, shoes, books, gift items, accessories, electronic items, etc. from online by sitting from one place.

2. Why e-commerce is sustainability?

Because e-commerce completely depend on internet as everything involved in online business. The internet can be force for sustainability if powered by renewable resources such as wind energy and solar energy. By estimates worldwide the internet uses 2% of the world's electricity. Some companies like Google, Apple and Facebook have committed to powering their internet operations with 100% renewable energy. As we are using internet for all our transactions, reports, documents, etc. there is very less need of paper. Already numbers of trees are reducing for various purposes; at least we can reduce the cut down of trees for making papers. In offices, schools, colleges and universities also they stopped sending circulars by paper to each person. So that there will be reduction in wastage of paper. E-commerce is good for environment also. As we are not driving to shops to purchase we are actually saving fuel. So less people will be driving around so minimize the use of fuels. In shopping, there is paperless billing which saves trees. In traditional shopping we use paper for bills, receipts, coupons, etc. Because of ecommerce, we reduce the usage of paper. Through this e-commerce people are much aware about eco friendly products. Customers can come to know new products through online advertisements, reviews, etc.

itself. There is no need to issue paper advertisements to door to door steps. E-commerce, they are using sustainable packaging, they eliminate the use of unnecessary paper, shipping materials and shipping. They use flexible sustainable packaging. So it is not much harm to environment. They are stamping the packaging with a guide by explaining ways about how the materials can be recycled.

3. Traditional shopping vs. online shopping

In traditional shopping you have to go to shop personally. Whereas in e-commerce you can sit with a computer having internet you can shop. If you want to compare the cost of a product you have to go shop to shop but in online shopping it shows different cost of same product of different retailers. In traditional shopping they have less products because of shelf space occupies. In online you can view more product of items with different price, quality, color, etc. easily. In online marketing you need not go to shop physically. There is no tension to carry purchased items.

4. Points to keep in mind when doing online shopping

Site selection: We need to be very careful while selecting shopping websites. Check out the copyright information and compare the image the product and description.

Delivery time: Don't try to shop to get at the last minute. Make sure your delivery date should be before two days.

Hidden charges: It is common that the same product shown is lesser in some sites compared to other sites. They are doing like this to attract more customers. But they increased the cost in delivery charges that also too high.

Reviews: This is the most important and easy source of information about the product. You can get reviews through social media like Facebook, twitter, etc. Online review has great impact on business. Most of the customers read online reviews and choose the products based on the reviews. Most of the customers read online reviews before visiting a business.

Return and refund: You must check for the refund and return policy. If you are not sure about the color and size of a product, you can return the product.

5. How to buy products online?

If you want to buy a particular brand or from particular store you can straight away go to their websites. There are so many online websites for shopping online. The steps to buy in online are as follows:

1. Search for a product using Google Shopping search. For example type 'Christmas décor items', you will see a wide range of websites.

2. Find the products which you like to buy. If you click the item further then you will see the product details as well details of sellers, size of the product, different color, reviews of the customers, etc.

3. Once you like an item to buy you just add in to basket. You can select number of quantities; color, etc. and click 'Add to Basket'. This will save the details of item until you are ready to buy.

4. Continue shopping if you want to buy some more everything will be added in basket. Once you ready to buy click 'Go to cart' and pay for the items you have chosen.

5. Checkout and pay. Some websites ask you to create an account whereas some allow you to buy without creating an account.

6. It will ask for credit card and debit card details.

6. Types of e-commerce

Business to consumer: It is the widely used sales model. This type of e-commerce is happened between businesses and the end user. It is the retail section of e-commerce as how the normal traditional trade system works. In this you can buy any items like bags, dresses, shoes, make up accessories, home décor items, etc.

Business to business: Relates to business (sale) between business entities. That means the sale between manufacturers and a wholesaler or retailer. You will find software companies, office furniture and supply companies and many more comes under this. In this mode of business, bulk amount of cash is needed.

Consumer to consumer: In this sale of product or services are made between customers to customers. This site allows consumer to trade, buy and sell items in exchange of small commission amount should be paid to the site.

Consumer to business: In this individual customers can sale their products for business buyers. A large number of individuals market their products available for purchase for companies.

Business to administration: It is done between companies and public administration, involves variety of services. Products related to legal documents, social security documents, etc.

Consumer to administration: Customers selling their products or services to administration. For example, online consulting for education, online tax preparation, health appointments, information about health issues and payment of health services, etc. comes in this category.

7. List of companies in e-commerce in India

Flipkart Internet Private Limited: It is one of the best e-commerce companies in India. It is founded by Sachin Bansal and Binny Bansal in 2007. The head quarter is in Bangalore. This company initially focused on online book sales throughout the country. Later on they are proceeding with electronic goods, fashions, life style products, etc.

Amazon Development Centre India Private Limited: It is the largest internet based retailers in the world. It started selling books, CDs online and later started to sell DVDs, downloads video/streaming, etc. This site gives you a column to post your reviews which helps the customers to select a product.

FSN Ecommerce Ventures Private Limited (Nykaa.com): It is Mumbai based beauty retailer selling cosmetic and wellness products.

MakeMyTrip India Private Limited: This ecommerce site provides travel services including flight details, holiday packages, tickets, hotel booking, etc.

Myntra: Online fashion store offering for both men and women. It's headquarter is in Bengaluru.

There are so many online websites are available Justdial, Yatra Online Private Limited, Bookmyshow, 99Acres.com, etc.

8. Conclusion

Nowadays everybody is changing into go green, eco-friendly practices. Through e-commerce we cut down the use of paper as everything through online, no need to keep records on paper. They are using sustainable packaging materials like cardboard and paper, bio degradable plastics, bubble wrap, foam peanuts, etc. These are all biodegradable so there is no need of any chemical or method to dispose of these packing items. Particularly if internet uses renewable resources then e-commerce will be completely green sustainable practice only. Nowadays more and more companies are getting into eco friendly, go green slogan. Through e-commerce we save on paper, by stop cutting trees. They are promoting the use of recycled cardboards, recycled plastics, eco friendly furniture, etc. These eco friendly approach not only help the environment, they also focus on employees well-being by understanding them how they are part of eco friendly, go green movement.

9. Reference

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