



“IMPLEMENTATION OF ECOMMERCE ON SMALL BUSINESS”

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Abstract:

As the digital landscape continues to evolve, small businesses face both opportunities and challenges in adopting e-commerce as a means of expanding their market reach. This survey study aims to investigate the extent and impact of e-commerce implementation among small businesses. **Benefits and Challenges:** We assess the perceived benefits and challenges associated with e-commerce adoption, including increased sales, cost-effectiveness, competitive advantage, and concerns related to cybersecurity and technology infrastructure. **Customer Experience:** We analyze the impact of e-commerce on customer experience, including convenience, accessibility, and personalization, and its role in customer retention and loyalty. **Future Prospects:** This research investigates the future outlook for e-commerce in the small business sector, including emerging technologies, market trends, and strategies for sustainable growth. Our findings contribute to a deeper understanding of the evolving role of e-commerce in small businesses and provide insights that can inform business owners, policymakers, and researchers in fostering the successful integration of e-commerce into small business operations. **Keywords:** E-commerce, Small Businesses, Adoption, Benefits, Challenges, Customer Experience, Future Prospects. Please note that this abstract is a general template and can be customized based on the specific focus and findings of your survey study.

Our research explores the following key aspects:

Index Terms–Employee Engagement, Recognition and Rewards, Workplace, Employee Wellbeing, Diversity characteristics.

I. INTRODUCTION

Civilizations all across earth has survived used as material for construction all over the earth. for thousands of years. The majority common building material known to man. exist and is widely accessible. Cob (a mixture of straw, gravel, and clay), wattle and daub (coarse basket work of twigs braided between upright poles and coated with earth), and adobe (roughly shaped, sundried clay bricks) are the traditional soil construction techniques in the nation. Further study is needed to enhance the quality of these forms of earth building because their main flaw is their lack of endurance.

One such method is the block of Compressed Stabilised Earth (CSEB), in which blocks are made by mechanically compressing soil or earth combined with appropriate stabilizer (cement or lime) at the ideal moisture level. In order to create CSEB robust and prevent it from softening as a consequence of water action, the soil must be densified at the ideal moisture content and stabilized. Unskilled laborer are employed through the manufacturing of CSEB. Since baking is not necessary, this practice is environmentally friendly.

This block may be used to construct houses, offices, and bathrooms. The 175 million hectares (mha) of India's 329 million hectares (mha) of land are degraded. Agriculture is practised on 143 mha of land, with 56% of degraded. According to result, it is critical for sustainable development to rethink the alternatives for the raw materials used to create bricks, and it is critical for preventing future damage of the soil. The burned clay business in India produces around 360 billion bricks each year, with considerable negative consequences on land erosion and unprocessed emissions. These bricks necessitates the 15,500 hectares of land.

The top soil required for traditional brick manufacturing is 2200m per billion

II. LITERATURE SURVEY

1. Wan Laura Hardilawati, Siti Hanifa Sandri (2019)

The reason of study is to determine how e-commerce and innovation might assist small firms market more effectively. Revise indicate that, in light of the numerous rival restaurants and other comparable businesses in the culinary industry, innovation is crucial for small businesses looking to increase their marketing success.

2. Sim on Grant (2020)

Here, they identified five levels of electronic commerce maturity, including immaturity, on the internet, strategy decision, implementation readiness, and integration. According to some, it is essential to comprehend and document the small company procedures required for internet technology to use in commerce.

3. Simpson Poon and Paula M.C. Swatman (2019)

The study discovered that small enterprise Internet commerce (SBIC) phenomenon is still in its infancy, despite fact that small businesses find e-mail useful for business communication and document transfer; there is virtually no integration between the Internet and internal applications; Finally, they came to the conclusion that SBIC seems likely to continue to expand in this sector of the market only if small firms actually experience tangible benefits in the future.

4. Wymer and Ellgabeth aregan (2007)

The scope and success of the deployment of e-commerce in the Commonwealth of Pennsylvania as seen by the state's small company owners are all detailed in this report. The findings indicated that the information flow, organizational image, response to consumer requests, higher sales, and access to new markets were the essential components of an e-commerce infrastructure. Businesses' opinion that e-commerce is not strategically important to their industry is the main deterrent participating in it.

5. Steven Courtney, Julia Fintz, and Eric Cloete (2017)

The purpose of explore was to ascertain the current rate of e-commerce adoption by small manufacturing enterprises in the Western Cape. The paper discusses how these small businesses in a developing country perceive the potential benefits of e-commerce. This study unequivocally demonstrates that the adoption of the current technologies falls short of what is required for survival in a setting that is changing quickly.

6. s poon (2017)

According to anecdotal evidence, the internet can help a startup business go global and generate multimillion dollar revenues in a few years. Small firms, however, discover that this isn't always the case. According to the learn, the perception of a competitive advantage and information support are both favourable for internet commerce. Additionally, client involvement in online commerce is essential for success. Therefore, they contend that the advantages small enterprises might reap from online sales depend on the business context.

III RESEARCH DESIGN AND METHADODOLOGY

Objective of the study:

- ✓ To contribute to the outing literature and knowledge on the effectiveness ecommerce small businesses
- ✓ To evaluate input of ecommerce on Nisarga eco bricks
- ✓ To analysis challenge of business by Nisarga eco bricks
- ✓ To explore the benefits and adverb of ecommerce for Nisarga eco bricks
- ✓ To assets the current adoption rate of ecommerce among small businesses

Description of the types of research

Material Analysis: Research can be conducted to analyze the composition and properties of Nisarga Eco Bricks. This may involve studying the different ratios of plastic waste and binding agents used in bricks, as well as examining their structural characteristics, durability, and thermal properties.

Environmental Impact Assessment: Researchers can evaluate the environmental impact of Nisarga Eco Bricks compared to traditional construction materials. This may involve conducting life cycle assessments to ascertain the overall environmental footprint of the bricks, including their production, use, and disposal.

Mechanical and Structural Testing: Research can carry out in order to evaluate the strength, load-bearing capacity, and structural performance of Nisarga Eco Bricks. This can involve subjecting the bricks to various mechanical tests, such as compression, tension, and flexural tests, determine whether they are appropriate for various construction applications.

DATA COLLECTION METHOD:

Primary data and secondary data were used to gather data for this study.

PRIMARY DATA:

Primary data have a distinct character due to fact that bought for the first time. Through direct communication with the organization's personnel, primary data was collected. Employee responses to a questionnaire were gathered in order to examine the organization's recruitment and selection procedures.

SECONDARY DATA:

The term "secondary data" refers to information that has already been collected and statistically processed by another party. We acquired secondary data from range of literature.

Selection of sampling

Since size of unit, it was impossible to contact each individual. As a result, research resorted to the sampling technique because it represents the universe and field accuracy reliable image of the universe, and so the research chose 50 samples for the study and utilized Using a simple random sampling technique, used to pick the sampling technique of data collection.

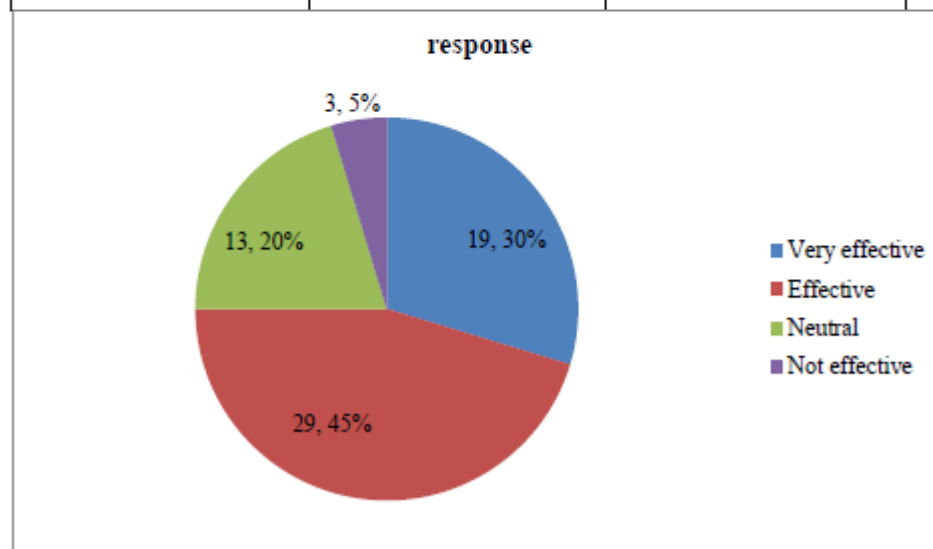
Method of data collection

The data was gathered using the interview approach, in which the interview schedule was utilised to ask the questionnaire to respondents and record their responses. The researcher also employed the observations approach, whic

ANALYSIS AND INTERPRETATION

4.4 TABLE AND GRAPH REPRESENTING THE OPINION ON IMPLEMENTING E-COMMERCE FORNISARGA ECO-BRICKS OF RESPONDENTS

category	response	Percentage of response
Very effective	19	29.7%
Effective	29	45.3%
Neutral	13	26.3%
Not effective	3	4.7%



INTERPRETATION:

According to the chart and table, the investigation results show that majority of people believe that e-commerce is an successful way for small businesses to reach new customers and grow their sales. About 75% of respondents either believe that ecommerce is very effective (29.7%) or effective (45.3%). Only 4.7% of respondents believe that e-commerce is not effective.

IV Results and Discussions

1) The popularity of Shopify is likely due to its ease of use, its affordable pricing, and its wide range of features.

- 2) The finding that 66% of respondents are fairly familiar with digital marketing strategies suggests that this is a growing area of knowledge.
- 3) The majority of respondents believe that e-commerce is very or effective for small businesses to reach new customer and grow their sales.
- 4) The main reasons for considering e-commerce for small businesses are to enhance customer convenience and accessibility, expand customer reach and potential sales, and streamline order management and inventory.
- 5) The majority of respondents believe that e-commerce can provide important benefits for small businesses.
- 6) The majority of respondents would prefer to use e-commerce platforms to buy products from Nisarga Eco-bricks.
- 7) The majority of respondents trust that online marketing and support is important for Nisarga Eco-bricks.
- 8) This finding suggests that there is a general awareness of digital marketing strategies, but that exists still a significant portion of the population that could help from more education and training in this area.
- 9) This finding suggests that there is a collection of experiences among businesses that sell Nisarga Eco-bricks online. Some businesses have faced legal or regulatory challenges, while others have not.
- 10) That businesses should make sure their internet sites are mobile-friendly, as a majority of consumers are using their phones and tablets to shop online.
- 11) The businesses should make sure they have these features in place to provide a good customer experience and boost sales.
- 12) The findings suggest that there is a lack of awareness of government or industry initiatives that support e-commerce for Nisarga Eco-Bricks.
- 13) These should take security very seriously in relation to online payments. They should implement a variety of security measures to protect their customers' personal information and payment data.
- 14) This finding suggests that businesses the are considering starting an ecommerce business for Nisarga Eco-Bricks should consider seeking professional assistance.
- 15) There is a general awareness of e-commerce, but that there is still a significant portion of the population that is not familiar with it or has not yet participated in it.

V Conclusion

THE MAIN CONCLUSION IS THAT IMPLEMENTING AN E-COMMERCE PLATFORM FOR NISARGA ECO BRICKS HAS SIGNIFICANTLY INCREASED SALES AND OVERALL EFFECTIVENESS OF THE SMALL BUSINESS, SHOWCASING THE BENEFITS AND ADVANTAGES OF ADOPTING E-COMMERCE IN THEIR OPERATIONS. THIS CONCLUSION IS SUPPORTED BY THE EVALUATION OF THE POSITIVE INPUT OF E-COMMERCE ON NISARGA ECO BRICKS, THE ANALYSIS OF CHALLENGES FACED, AND EXPLORATION OF THE BENEFITS OF E-COMMERCE, WHILE ALSO INDICATING A HIGHER ADOPTION RATE OF E-COMMERCE AMONG SMALL BUSINESSES. THE HYPOTHESIS (H1) THAT IMPLEMENTING AN E-COMMERCE PLATFORM RESULTS IN AN INCREASE IN SALES IS VALIDATED, DEMONSTRATING THE POSITIVE IMPACT OF E-COMMERCE ON Nisarga eco bricks' business growth.

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