

A Conceptual Study on E-Commerce Shopping in the Business : Rapid Growth

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Abstract – The experts in e-commerce have pushed postal operators throughout the world to develop new services to meet their customers' changing needs. Thus, regarding the physical dimension of the e-commerce transactions, the subpart of city sector somehow plays the critical role of an "invisible hand", transforming the users' clicks into parcels and packages in the hands of the buyer. E-commerce traffic continues to rise exponentially in the business. This paper will help you better understand how your consumers are interacting with e-commerce and what they expect from shopping in the business website. It will also teach you what your business needs to do to keep up with emerging e-commerce trends as well as improved website shopping experience for the end customer.

Keywords - E-Business, E-Commerce, E-Shopping, Market to on door, Rapid E-Shopping.

I. INTRODUCTION

In the past few years, e-commerce has captured general life. So your interpretation is like that, "Well, I bought things online 10 years ago, too." That's true, you did. But the online purchasing process is now fundamentally more evolved. E-Commerce web portal changes there services by providing different facilities like Cash on delivery etc. Since 2012 the best e-commerce sites have setup of assess pertinent to data about their consumers. This data will enhance digital

marketing efforts, further supporting what has always been an integral component of a business overall strategy. The byproduct of the information collected As a result of online shopping creates a truer insight Into important consumer behaviors, footprints, demographics

and patterns. How better to approach marketing than by understanding your audience's needs? The best e-commerce platforms, allows companies to collect information and record customers' transactions, preferences and shopping habits. The importance of this is two-fold. Not only can companies focus their online efforts toward better meeting customer expectations, they can also market across mobile and offline channels as well.

If you haven't focused any energy on your e-commerce system, we suggest that now is the time to do it. Don't get left behind as your competitor's forge ahead using the newest technologies and leveraging the consumer awareness they will gain from upgraded systems and integrated analytics.



Fig. 1 E-Commerce as a Process

• What is e-commerce?

Definition: "Technology-enabled transactions and technology-mediated exchanges of digitized information between parties (individuals or organizations) as well as the electronically based intra-organizational or inter-organizational activities that facilitate such exchanges"

Scope of e-commerce :

1. Exchange of digitized information



2. Technology-enabled transactions
3. Technology-mediated relationships
4. Intra- & inter-organizational activities

- **What is e-shopping or Online Shopping?**

Definition of Online shopping is none another than customers directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

In online shopping customers are not involved physically to buy product by visiting retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Amazon.com and eBay.

This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to product market demands and service requirements.

II. E-COMMERCE TRENDS AND FRAMEWORK

- **E - Commerce Trends**

There are constant changes in this world ,so everybody need to update themselves about such changes. Few changes are occurred interms of emerging e-commerce trends in the second-half of 2014.

- a) **Going Mobile:**

In 2014 increased mobile base application for online shopping for business and begin to develop mobile applications for their services. It is now almost mandatory that every business must have their own web portal, which can also be accessed from mobiles.

- b) **Simple Navigation:**

Its very important that any customer can

easily search online shopping portal. Not only the portal , also customer can easily buy the product as he or she want buy providing strong searching facility by one click which will transfer them to appropriate online shopping portal. This is to avoid loosing customer

- c) **Availability of Digital Goods:**

Companies should be capable for providing number of goods on their shopping portals in terms of uploading digital goods with availability of products.

- **E - Commerce Framework**

Framework tells about the detail of how e-commerce can take place. It defines actually how e-commerce is implemented, how online trading or business can be done. It defines important components that should be present to do some transaction. Framework of e-commerce can be viewed as shown below:-

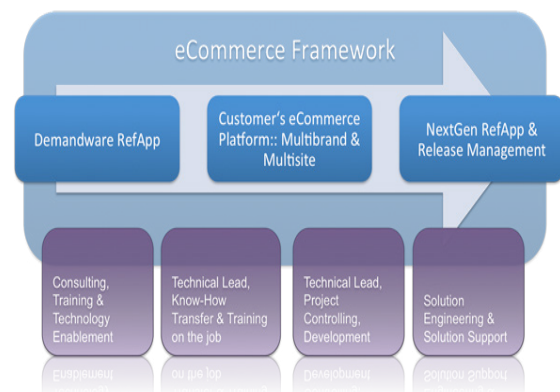


Fig. 2 E-Commerce Framework

These days business is available online for making well profit, this are not believed by few organizations. They need to expand their business for long term profit by making them available online. They also need to maintain following tricks for branding, product selling like

- a. Scalable, service-oriented platform
- b. A multi-channel environment
- c. Advanced and seamlessly integrated processes and data

III. RESEARCH METHODOLOGY

- **Data Collection**

For doing proper observation of customer,



we have followed one of the data collection method as a survey instrument. We created a questionnaire to understand what customer exactly want from online shopping and that questionnaire circulated to 10000 customers. From collected data considered 370 records as sampling size with 5.0% of margin of error and 95 % confidence level as per D Morgan's sample selection table.

• Research Analysis

The statistical analysis of collected data is performed by using SPSS 16.0 tool. The analysis as follows:

Table 1. Customer Interested in Online Shopping Location Cross tabulation

count		Customer Location					
		Nigdi	Pimpri	Chinchwad	Akurdi	None	Total
Interested in Online Shopping	Yes	63	124	53	112	0	352
	No	0	0	0	0	18	18

Bar Chart

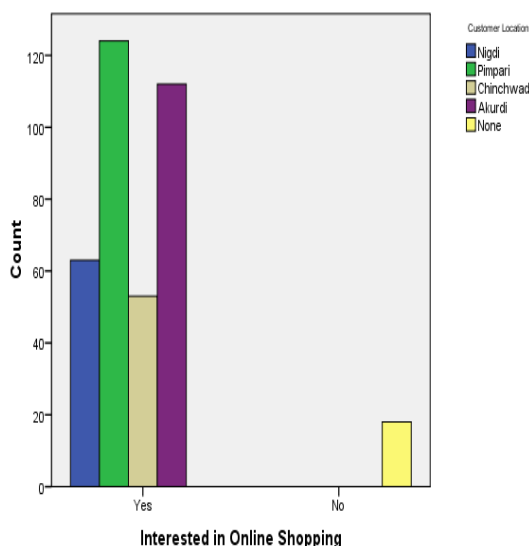


Fig. 3 Bar Chart of Customer who interested in online Shopping (SPSS 16.0)

Table 2. Type of product like to buy online by customers, Location wise Cross tabulation

Count		Customer Location					
		Nigdi	Pimpri	Chinchwad	Akurdi	None	Total
Like to Buy	Cosmetics	23	0	0	17	0	40
	Health Care Product	26	35	7	13	18	99
	Grocery	0	43	13	0	0	56
	Dairy Products	0	0	13	12	0	25
	Vegetables	14	37	13	9	0	73
	Fruits and Flowers	0	9	7	61	0	77
	Total	63	124	53	112	18	370

Bar Chart

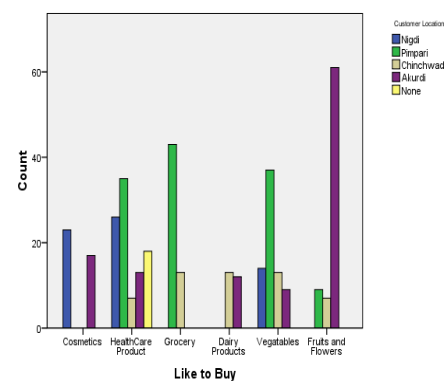


Fig. 4 Bar Chart for Customer Interested in buying Online Products (SPSS 16.0)

Table 3. Payment mode preference for online shopping by customer, Location wise Cross tabulation

Count		Like to Buy						
		Cosmetics	Health Care Product	Grocery	Dairy Products	Vegetables	Fruits and Flowers	Total
Payment mode Preference	Cash On Delivery	35	66	56	22	67	77	323
	Card Payment OR Online Banking	5	15	0	3	6	0	29
	None	0	18	0	0	0	0	18
Total		40	99	56	25	73	77	370

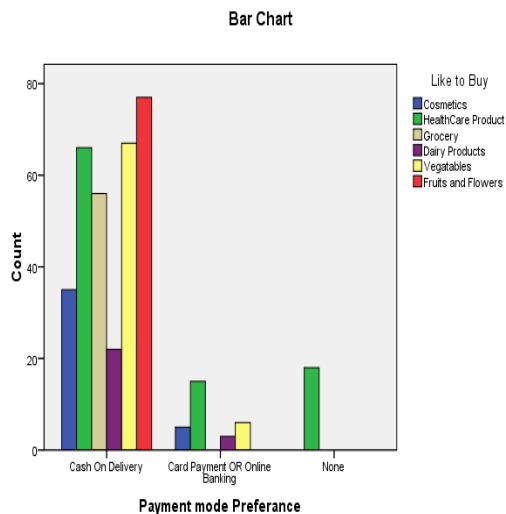


Fig. 5 Bar Chart for Payment mode preference Online Shopping by customers. (SPSS 16.0)

IV. RESULT AND DISCUSSION

• Innovation and E-Commerce Implementation

As per result of the Research Analysis and observation, as a part of experiment we observed online shopping portals and by using such site customer can shop various categories of products like: Vegetables, fruits and flowers, cosmetics, health care, dairy products, grocery and Maharashtra special Thali etc.. And most of the customers are using cash on delivery payment methods

• Recommendation for Implementation of e-commerce in business:

More and more, business is utilizing the information they obtain from online transactions to create full scale marketing campaigns. Investing in a flexible, reliable system will allow you to serve customers across all channels, improve the way your business manages its products and information and create a deep understanding of your customers needs.

III. CONCLUSION

If you are running an E-Commerce business, what is it that your customers really want? Discovering what will make them truly happy

is half the battle won towards building brand awareness and loyalty as well as rapid support to your business with the help of e-commerce. The business needs to see the benefits of the transformation. It is realize that for sellers could benefit from e-commerce and sell products within subarea of city on the internet rather than on their local market. The customers can get their required product by doing online shopping at doorstep. The e-shopping promoting to business by implementing concept of e-commerce in the business strategy.

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