

E-Commerce

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Abstract: The purpose of this study is to find out the growth and influence of E-commerce of our nation. E-Commerce is growing at a rapid pace across the world with the penetration of smart phones and internet across the different levels of society across the world. The growth and its gains are already visible from the studies in developed countries, E-Commerce opens a channel of global business, which will witness incremental business in days to come. With the impact of globalization are relaxation in export and import between nations, economies across the world will witness better knowledge and information technology growth and innovations. In addition to the above E-commerce will play an important role in how marketing is done and job markets.

Key Words: E-Commerce, Business, Marketing, Employment, Globalization

I. Introduction

E-commerce means transaction between buyers and sellers on Electronic platform explained in other words as online. E-Commerce is based on multiple technologies such as online platforms, Smartphone/Mobile technologies, Supply chain and logistics and Digital Marketing. Online draws support on technologies such as electronic funds transfer, electronic data interchange (EDI) and Warehouse Management Systems and E Banking. World Wide Web is the most commonly used platform for E-commerce, but with the development of various tablet and smart phone based application, the E-Commerce industry is going through big and big in the nation. E-Commerce virtually eliminated the drawback of distance between buyer and seller as it gives a platform for both of them in this world.

The E-Commerce was only popular and accepted in developed countries, because being Internet penetration, expensive data, lack of infrastructure, resistance to adapt new technology, high cost of hardware etc.

As every coin has two sides, E-commerce also got two-sided impact on employment. Some of the traditional jobs will disappear but it does create new job opportunities too. More and more jobs will be created in technological and information sector both directly and indirectly.

One of the major shifts which will come will be the relocation/outsourcing of back office jobs to countries which provide low cost of people. This impact of employment, its shift and nature will be complex and will be different from country to country are region to region.

This article is divided into three parts, first part will be discussing about the overview of E-commerce, followed by growth and impact of E-commerce, and the final part highlights the impact of E-commerce on global trade, marketing and jobs.

II. E-commerce: An overview

Electronics Commerce will be known as E-Commerce is the very new generation business technique which facilitates and fulfills the various needs of organizations across people in the world, where buyers and sellers meet online which helps to reduce the cost of doing business, time and increase the speed of delivery and productivity. In E-commerce business happens paperless with the help of the Electronic Data Exchange, Emails, and Electronic Fund Transfers. E-Commerce offers variety of benefits such as no physical cash, business happens with the use of credit cards, debit cards, smart payment by cards, bank transfers and other online payment modes and applications. Customers also have the advantage of doing transactions 24x7, as organizations offer their products and services throughout day and night anywhere in the world. E-commerce also helps organization to reach their customers with their new products and services, digital marketing open.

E-commerce provides customers with online support 24x7, which includes both presales as well as post sales. This helps organizations to increase their customer satisfaction as well as brand loyalty in the sales. One of the major advantages of doing business online is about inventory. Sellers need not want to keep the full range of products mentioned on their websites stocked in their warehouse and block working capital, they have the flexibility of sourcing the same as and when customer places the order. As data is all electronically stored it becomes easy for organization to run any sort of report they need at any point of time. This eases the job of product managers which results in better inventory and working capital management. E-commerce provides organizations and its customers to have a very fast, reliable and efficient communication channel where they can

exchange information and transact at each other's will. (ECLAC. Electronic Commerce, International Trade and Employment).

Online is not only giving unlimited opportunity for doing with consumers (B2C), it opens a new horizon for doing business with business in too(B2B). The B2B business help organization in the world to contact each other irrespective of which country they are located, thanks to the advanced level of global logistics and transportation facilities the growth of internet gives every business amazing opportunity to do business across the borders. Today the world is moving from a selling market to a buyers' market and E commerce played an important role in this change.

The main advantage organizations benefited from E-commerce is the way organizations managed redefined the way they restructured their operations.. The drawback of distance was eliminated which helped organization to focus on the better quality products and services, cost effective methods of marketing finally resulting in low cost of products to customers, improved efficiency, quick to market, lower order fulfil time and high level of customer service. (ECLAC. Electronic Commerce, International Trade and Employment)

Advantages of e-commerce on World Economy

E-commerce has a very strong impact on the world economy the pricing, availability of products, method of transportation, and customer behavior has changed dramatically in the last few years because of the way business happens online. B2B business in online contributes to a majority portion of revenue from online sales as well as it influence and contribute a lot to global supply chain networks.. The year to year growth of B2B sales via e-commerce helped the organizations to do the business with lower cost and hence by increasing their profitability. Microeconomic level analysis will show that because of the steady growth in B2B e-commerce, the transportation cost, sourcing cost, warehousing cost and material management cost has reduced substantially. The growth percentage even during the recession was 18%.It's important to note here that a large portion of B2C sales come through mail-order houses, many of which have an online presence as well as traditional storefront outlets. Contrary to popular opinion, mail-order houses still have a very strong online presence, and until just recently their sales outperformed online-only retailers.(ECLAC. Electronic Commerce, International Trade and Employment).

The impact of pricing of products in online versus brick retail is mixed. Previous studies found that the pricing of some of the goods sold online were higher compared in to traditional retailers and one of the main reason for the same was because of the less number of customers who used to transact online. But recent study shows other way, for attracting more customers and to have a high data base, online companies are offering much lower price compared to traditional retailers which is one of the major reason for the increase in revenue.

Effects of e-commerce on Global business, Marketing and Employment

The growth opportunity of E-commerce in immense for nations across the world irrespective how to developed the country at the present. It impacts directly and indirectly in job markets as well as the international business and trade between countries.

E-commerce impact on Global Business

With the extensive usage of internet in day to day life, the process of transacting business between the nations got such easier, faster and economical. In olden days data collection was expensive and it has the challenge of accuracy and authenticity when it comes to acquiring information across borders. As such market research and data costed substantial amount to organization . Business need to find the right source for supplies, setting product specifications and quality standards, price negotiations, transportation and warehousing as well as marketing costed a lot of money to organizations. In this respect, thee-commerce will increase import and export much in the same ways lifting the trade by the barriers would.

E-commerce plays a very important role in service sector. The success for service sector in growth is because of the power of E-commerce and information technology to make and convert nontradable services into tradable services. Activities such as research and development, computing, inventory management, quality control, accounting, personnel management, marketing, advertising and distribution is now getting traded because of the growth in Information technology.E-commerce also encourage and is positively affecting the growth of international cross-border business with wide range of financial ,legal, telecommunication and personalized software and services which are carried out by electronic means (ECLAC. Electronic Commerce, International Trade and Employment).

The main reason developing countries to encourage e-commerce is looking at the potential opportunity to get low cost of imports and to gain better prices by exports. Developing countries do enjoy financial gain in terms of customs when domestic market imports goods and services. Countries do benefit from better and low cost medicines, new technological tools in medical, architectural engineering services, e-learning, and much

lower cost of transactions even though they don't do much exports via E-commerce (Panagariya, A. E-Commerce, WTO, and Developing Countries).

E-Commerce effect on Marketing.

When regular business transaction occurs in online platform. organizations should consider the main differences of customers from a brick store to an online site. The way marketing organization adopt the changes as per the requirements of its customers will be the main determinant for success of online marketing campaigns. The Organizations should adopt marketing tools and techniques by understanding the nature of behavior of customers, hence various digital marketing techniques are now used to reach to the audience. These include, email blasts, web advertising, social media marketing and mobile marketing. There are situations where the same customers can be online customer as well as offline. Hence the marketing strategies should be implemented considering both online and offline customers.

- Product and service promotion: E-Commerce helps organization to reach directly its customers with large data of information and a two way interaction with them where in feedback is available instantly.
- After Sales and Customer Service: with customers having direct access to organizations, it enables them to find detailed information, reverse logistics procedures, and troubleshoot and feedback online itself.
- Brand awareness and product Image: Organizations can create great level of brand awareness and product image with customers at low cost of investment.
- Advertising and Public Relation: with the advantage of two way communication online, organizations get immediate feedback and responses to companies various advertisement campaigns compared to traditional advertising which is mostly one sided.
- Order Process: Electronic order generation is faster, accurate and cost effective, both buyer and seller received order confirmation and status update regularly by email.
- Customer Value Creation: While traditional marketing focus on transaction value creation, electronic commerce marketing target customer value and relationship creation which is long run.

E-Commerce and its impact on Employment.

E-commerce has both positive and negative impact on employment market. With the wide acceptance of online activates, more and more jobs are created in jobs related to computers such as web designing & maintained, application creation, system analyst, computer engineers, data administrators, and programmers etc. E-commerce also requires creative people like artists, designers, writers, editor's musicians for making the E content more interesting and customer friendly this can have an adverse impact on print publications as customers are moving from paper to paper less environment. E-commerce as it's automated with self-service facilities can reduce employment opportunities in administration and back office functions. Self-service systems allow customers, employees, and partners to enter and retrieve information without the help of an administrator.

III. Conclusion

The following results for the conclusion from this paper. E-commerce will show tremendous growth in promotion global business wiping out the barriers of boundaries between nations and will be an integral part in GDP contribution. Countries will open up their markets for imports of goods through E-commerce which will benefit various sections of society in terms of knowledge, skills, technological advancement, and improved ways of marketing as well as employment. With the technological growth happening on a daily basis, new advancement and applications are getting introduced every day and the volume of business will show growth. This led to the situation where customers start placing orders from the shops nearby via online and get products delivered as per ones convenience. Digital marketing is also growing at faster pace where in every origination is moving from traditional marketing to online marketing and its fast, easy and cost effective. Hence this integration of digital marketing with e-commerce will bring innovations in marketing functions. Job market will see a major shift in the nature of jobs and the need to technological skill set. There will be some reduction in traditional jobs because of E-commerce and digital business, but it will open a new horizon of jobs in Information and communication technology sector. The net result will depends on the skill set of candidates irrespective of the sectors.