



ROLE OF E-COMMERCE IN PRESENT BUSINESS PERFORMANCE

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ABSTRACT:

E-commerce is the most preferred way to trade goods and services. Today more and more people prefer to buy articles through the internet and assistive technologies. Key factors driving this e-commerce revolution are social media, advances in e-commerce application development, an increasing emphasis on mobile commerce, and other digital modes. The role of e-commerce applications is very important here. The word Commerce means buying and selling things or goods and services as well. The term E-commerce means electronic commerce. Buying and selling goods in electronic Way, E-commerce is much more than buying and selling. An ecommerce business is a company that generates revenue from selling products or services online. For example, an ecommerce company might sell software, apparel, housewares, or web design services. We can run an ecommerce business from a single website or through multiple online channels like social media and email. This paper is a modest attempt to study the role of E-commerce in present business scenario.



KEYWORDS: Business Performance, B2B, B2C, C2B, C2C, E-commerce.

INTRODUCTION :

E-commerce applications are a bit misleading terminology because it leads to two possible understandings: one, where e-commerce is used as a marketing medium; Retail and wholesale; Auction; E-banking; Booking, and so on. The second idea of a software application such as Amazon, eBay, Group, etc. It can be a web application or a mobile application (now called m-commerce applications). With the presence of E-commerce, businesses have been given the opportunity not only to market their products and services online but also to offer the products for purchase to a huge set of consumers. With regards to E-commerce, there are three major types of it that are implemented in the contemporary environment and they are businesses-to-business, consumer-to-business, business-to-consumer. The presence and development of E-commerce have provided numerous opportunities to organisations and it has had varied impacts as well.

TYPES OF E-COMMERCE APPLICATIONS

We may classify e-commerce apps in many forms, but here we present a definition that is aligned with the growth of e-commerce for mobile apps.

1. B2B (Business- to — Business)

The B2B eCommerce application concerns the delivery of goods and services between two businesses. Therefore, the products they sell to become the raw material for another industry. Mobile apps that offer vehicle spare parts, computer components, etc.. fall into this category of applications.

2. B2C (Business to Two Consumer)

This represents the majority of the mobile apps we use today. It connects a business that provides a product or service to an individual customer. The affair here is direct with the consumer.

3. C2C (Consumer-to-Consumer)

This is where two or more users exchange. The best example of such transactions are applications that facilitate the auction of products.

4. C2B (Consumer-to-Business)

Although these types of applications are few, agencies such as Clutch and GitHub are laying the groundwork for such opportunities. Designers, content writers, or professionals in various fields can present their masterpieces to businesses through such C2B e-commerce applications. If you have such wonderful mobile app ideas, don't wait and start working on them.

E-commerce Importance in Business

E-commerce business is the best option available for the people to build a better business world for insuring success in future rather than doing a traditional mode of business. For any business person, to have an e-commerce business is added advantage for their business. Several factors for the importance of ecommerce business:-

- **Convenience**

Sometimes, the question arises that why do you use e-commerce website for online shopping? The most prominent answer to this question is convenience. One person can shop, buy and sell products while sitting at home at anytime.

- **Round the clock service**

E-commerce provides us round the clock services at all times even in midnight. So the customers do not require visiting a physical market if they need something during the night. It is the most convenient option for the people who are usually busy with their working schedules. So it helps you to be available for your customer 24*7

- **Wide Platform**

E-commerce brings a wide range of customers across the nation or globe to your business. Therefore, it is a wise choice to choose an e-commerce platform to cross the geographical barriers for your business.

- **Business promotion**

E-commerce is directly link to your business promotions, as it is the age of digital media. Making your business available online is crucial to your business development such as, highly convenience, wide exposure, global customer, easy to run, etc. and it will help in creating a strong & global brand image for your business.

Importance of Ecommerce

- **Lesser cost**

If the inventory management of goods and services is an automated process then not only there will be a reduction in costs, but also in risk. Also having an ecommerce business is much more cost effective than a physical store as it saves your extra expenses like rent, electricity, etc.

- **Easy setup**

The setting up cost of e-commerce business is extremely low as compared to setting up of a physical shop. Moreover, it is quite easier to license and permit e-commerce marketing site than a physical shop.

- **Economy**

As, there is no investment in terms of infrastructure or insurance in the e-commerce business, more money can be invested in the products, strategy & promotion. It will boost your marketing strategies and thus can also increase the traffic on your e-commerce website.

- **Better product information**

Most web business locales have positive information of their things close by the photos and accounts for thing show. It helps in client getting an undeniable image of the thing and its usability. So by and by after you understood that it is so basic to have a web business webpage for your business, we ought to examine the eventual fate of web business headway associations:

E-COMMERCE AND BUSINESS PERFORMANCE

Online business has arisen to be quite possibly of the most basic development in the contemporary climate. Organizations from one side of the planet to the other working in differed businesses have leaned towards the use of Web based business to advance the open doors and upgrade its general exhibition. Web based business and business execution could be viewed as related with one another in various ways. Giving high importance to preparing and advancement must be a piece of the hierarchical culture to ensure that each representative is given the right arrangement of preparing and their abilities to get more gotten to the next level. While this might take up specific assets of the business at first, the outcomes accomplished from this would become undeniably more unrivaled over the long haul. Web based business further has prompted an expansion in the effectiveness of creation and activities the executives. With a web-based presence, it has become additional plausible for firms to take up orders from the clients, get them created and conveyed in a successful manner. Organizations working upon the Internet business models have been offered the chance to get the items conveyed to clients inside no time period. The handling time has been brought due down to the coordination of a few divisions of the organization like money, promoting, and significantly more. Utilizing Internet business, organizations have been offered the chance to enter new business sectors and lead towards internationalization. With the utilization of online stages associations have been offered the chance to contact clients everywhere. It has been surveyed by firms that to develop and extend their tasks it is fundamental that the interest of their items and administrations is tracked down in fluctuated nations and social orders. Today, as contest has gotten fiercer and intricacies have risen, firms have prompted lean more towards internationalization and worldwide activities . Numerous on occasion, when organizations can't find sufficient interest locally, they will generally go into various business sectors where they can track down adequate interest for their contributions. This market improvement becomes simpler and more practical with the utilization of Internet business where the presence of the organization isn't actually arranged at any spot. The objective of firms in Online business is to recognize interest for their items and administrations all around the world and afterward foster routes through which the interest could be satisfied. Despite the fact that compelling store network the board is expected for this, many firms have had the option to effectively execute the procedures and guarantee great execution. Legitimate and regulation issues connected with Web based business additionally should be thought about as they will more often than not adversely influence organizations in the business. Many guidelines and strategies have been created by the state run administrations connected to Online business in the new past and that has restricted the productivity and execution of organizations. Different lawful and moral issues happen while working on the web and this confines and postures impediments on how well the firm does in general. Legislatures and other related legitimate specialists have fostered specific regulations connected with client security, straight

forwardness, copyrights, tasks, advertising, and shifted different regions that cutoff and effect the manner in which E-organizations capability. Firms need to ensure that they comprehend each regulation and strategy that is connected with them relying upon the idea of business. Whenever this is finished, every one of the tasks and exercises should be planned in understanding to keep away from any kind of intricacies or issues from now on.

Lacunae of E-commerce

- There are heaps of safety issues.
- Assuming that your site is crash everything organizations will go down.
- It is basically impossible to test the item before buy
- There is late conveyance of items
- There is no security.
- A few items are hard to purchase on the web.
- There is an expense issue.

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