

E-Commerce Service

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ABSTRACT :-

E-Commerce (electronic commerce) is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products.

E-Commerce shopping carts provide you with a platform to sell your products online. We use open source standards and technology in all of our projects that enables us to pass on significant savings to you.

Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. .Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

This paper presents the key component of the E-Commerce, working of E-Commerce. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices ,product ,place and order merchandise sitting at home on their PC.

INTRODUCTION :-

Commerce is an organized system for exchange of goods and services between member of the industrial world. E-Commerce which was started in early 1990's has taken a great leap in the world business. The term "Electronic commerce" (or e-Commerce) refers to the use of an electronic medium to carry out commercial transactions. Most of the time, it refers to the sale of products via Internet, but the term e-commerce also covers purchasing mechanisms via Internet (for B-To-B). E-commerce provide all kind of facilities as B2B,B2C and C2C at the present.

Internet has played a importance role in this communication technology.E-commerce is the latest revolution sweeping through the world business.

Conducting business online. Selling goods, in the traditional sense, is possible to do electronically because of certain software programs that run the main functions of an e-commerce Web site, including product display, online ordering, and inventory management. The software resides on a commerce server and works in conjunction with online payment systems to process payments. Since these servers and data lines make up the backbone of the Internet, in a broad sense, e-commerce means doing business over interconnected networks.

OBJECTIVES OF THE STUDY :-

Following of the objectives of the study.

1. provide an overview of electronic commerce
2. to understand concept of e commerce
3. to understand the working of E-Commerce
4. to understand e-commerce application

SCOPE OF THE STUDY :-

The study is limited only electronic commerce

RESEARCH METHODOLOGY :-

This research paper completely depend up on secondary data which is collected from internet, news papers, magazine, research paper.

CONCEPT OF E-COMMERCE :-

Electronic commerce or ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

The definition of e-commerce includes business activities that are business-to-business (B2B), business-to-consumer (B2C), extended enterprise computing , d-commerce, and m-commerce. E-commerce is a major factor in the economy because it assists companies with many levels of current business transactions, as well as creating new online business opportunities that are global in nature.

WORKING OF E-COMMERCE :-

The consumer moves through the internet to the merchant's web site. From there, he decides that he wants to purchase something, so he is moved to the online transaction server, where all of the information he gives is encrypted. Once he has placed his order, the information moves through a private gateway to a Processing Network, where the issuing and acquiring banks complete or deny the transaction. This generally takes place in no more than 5-7seconds.

There are many different payment systems available to accommodate the varied processing needs of merchants, from those who have a few orders a day to those who process thousands of transactions daily. With the addition of Secure Layer Technology, E-Commerce is also a very safe way to complete transactions

USES OF E-COMMERCE :-

In the current commerce industry e-commerce has been entered in finance, services, retrials, automobile, telecommunication and information technology. E-Commerce is being widely accepted in world and it is being more used as a popular way of business.

ROLE OF INTERNET IN E-COMMERCE

Internet is a good place to learn, enjoy, communicate, and shop. There are a lot of things that we can do with the internet and shopping is one of the most important among these things. There are a lot of entrepreneurs who opted to be more aggressive and open-minded by choosing to start an e-business than starting a traditional one.

E-business is a term which describes businesses that are based and mainly operate online. In other words, these are the shops and companies that we can see on the internet which provide different sorts of products and services.

One benefit that we can point out when it comes to shopping online is that we no longer need to go out of our houses just to get what we want. We can just do the shopping at the comforts of our own homes. All we need is computer which has internet access and an accepted method of payment such as credit card and then you are ready to shop online.

Internet has impacted the business or commerce industry so much that there have been a lot of people who became rich just because of e-commerce.

It is true that internet has advanced over the years and it has also changed the way we live. Before, if we want to purchase something, we need to go to the nearest shop to be able to get what we want but today, we can get almost anything that we want with just a click of a mouse or just a press of a button.

E-COMMERCE APPLICATION :-

E-Commerce is a massive growth area, where colossal sums of money are being made and spent every day. This is largely to do with the hype of the Internet and on-line shopping. The Internet is growing exponentially, and will continue to grow for some time to come. This, coupled with good advertising, can provide a solid foundation from which to launch a stake in the Internet and e-commerce boom.

E-commerce is important in business. The fact that people want it is probably the biggest lure for companies to jump onto the bandwagon, but there are other factors, making e-commerce a good sense solution.

- Lower transaction costs. If the site is implemented well, the web can significantly lower order taking costs and customer service costs after the sale by automated processes.
- Variety for shoppers: It gives people the opportunity to shop in different ways.
- The ability to build an order over several days
- The ability to search large catalogues easily
- The ability to compare prices between multiple vendors

Some common applications related to electronic commerce are:

- Document automation in supply chain and logistics
- Domestic and international payment systems
- Enterprise content management
- Group buying

- Print on demand
- Automated online assistant
- Newsgroups
- Online shopping and order tracking
- Online banking
- Online office suites
- Shopping cart software
- Teleconferencing
- Electronic tickets
- Social networking
- Instant messaging
- Digital Wallet

ADVANTAGES OF E-COMMERCE :-

Looking at the brighter side however, e-commerce obviously has numerous advantages over traditional commerce, the number one advantage being convenience of use. The user can browse online stores, compare prices and order merchandise sitting at home on their PC. Following are main advantages of ecommerce

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- Global location
- Convenient Shopping
- No need of physical company set-ups.
- Easy to start and manage a business.
- Customers can easily select products from different providers without moving around physically.
- Time saving
- Easy to compare
- Easy to find reviews

DISADVANTAGES OF E-COMMERCE :-

- There is no guarantee of product quality.
- Mechanical failures can cause unpredictable effects on the total processes.

- As there is minimum chance of direct customer to company interactions, customer loyalty is always on a check.
- There are many hackers who look for opportunities, and thus an ecommerce site, service, payment gateways, all are always prone to attack.
- It takes more time and more cost
- Any one, good or bad, can easily start a business. And there are many bad sites which eat up customers' money.

CHALLENGES:-

The biggest obstacle in the course of advancement of e-commerce is that the consumer's senses are limited to seeing and hearing the product. The second largest problem that e-commerce has been facing over the past few years is that of security. Traditional buyers and sellers are still paranoid about conducting business online.

SOLOUTION :-

Promotes technical awareness via presentations, publications, demonstrations, and consulting. To handle security issue in these areas cyber laws must in place.

The online shopping experience even more better, there are a lot of new technologies like Verifi, DigiScent's, iSmell and Touch Sense that have emerged over the last couple of years. Even though iSmell and TouchSense are very new technologies and they haven't been adopted by the majority of internet shoppers yet, they promise a consumer-friendly future. Verifi is one technology that has been widely adopted today, and for good reason. This information is then stored as a cookie in the shopper's browser. Then, when they view a product image, the system reads the information in the cookie and combines this with the profile of the scanner that the merchant used to produce the image to generate a color-accurate image in the shopper's browser.

CONCLUSION :-

There are definitely several positive and negative opportunities that ecommerce has brought on in the past couple years. Globalization is an important aspect of ecommerce, as it is a result of online communications.

E-Commerce refers to all forms of business activities across the internet. This can include E-tailing, B2B, intranets and extranets, online advertising, and simply online presence of any form that are used for some type of communication. E-Commerce has several advantages and disadvantages as indicated in these papers.

E-commerce will present over time countless opportunities and challenges to our economies and societies. Expansion of commerce and technological innovations are two of the levers of economic growth. These forces are combined in the progress of E-commerce.

E-commerce has entered a stage of rapid and sustained development. A large number of business models have been enabled by it.

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