



Short Review Paper

A study on exploring the transformation and dynamics of an emerging economy

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Abstract

E-commerce is a paradigm shift influencing both markets and the customers. Information technology is playing a vital role in the future development of financial sector and the way of doing business in the emerging economy. The advancement of communication and information technology has brought a lot of changes in all spheres of daily life of human being. E-commerce has a lot of benefits which add value to customer's satisfaction and their convenience in any place and enables the company to gain more competitive advantages over the other competitors. This study predicts some challenges in an emerging economy. The success of E-organization has been well reported in the news media in recent years.

Keywords: E-commerce, modernization, Information technology, Finance, Global emergence.

Introduction

E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying out a business with the help of internet and by using the information technology like electronic data interchanges. E-commerce is rapidly transforming the way in which enterprises are interacting among each other as well as with consumers and government as a result of changes in the landscape of information technology customer satisfaction business.

E-commerce has an ability to play an instrumental role in helping and developing electronic benefits of trade. The use of internet, tablets, and smart phones coupled with larger consumer confidence will see that commerce will continue to evolve and expand with social media in recent years.

E-commerce can develop a significant benefit to the business in developing countries by increasing their control over its place in the supply chain thus improving its market efficiency. The literature on technology adoption in e-commerce reveals that the instrument through which the transaction occurs plays a vital role in the success of user adoption. For example, the theory of reasoned action (TRA) by Klopping and McKinney¹ is based on the principle that beliefs influence attitudes, which leads to the intention to use and finally to the actual performance of the behavior. In this case, the attitude and beliefs are influenced by what the user perceives via the instrument.

Objective: i. To understand the present status and trends of E-Commerce. ii. To reveal the key variables influencing the increased usage of E-Commerce. The main objectives are

involved an attempt to determine the current awareness and alert in the particular area in E-commerce. iii. This study provides best solution to e-commerce domain companies/industries and alert and awareness to common man. iv. For safe and secure transaction consumers and e-commerce domain companies should follow some basic rules and regulations with latest technologies.

Review of Literature: E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals².

The main types of electronic commerce are: Business-to-business (B2B), business to-consumer (B2C), business-to-government (B2G), consumer-to-consumer (C2C) and mobile commerce (m-commerce). Dennis et al.³ apply TRA in the context of e-commerce and use the following factors as those that influence attitude and belief: perception of the e-retailer's image, e-interactivity, ease of navigation, web atmospherics, trust.

Klopping and McKinney¹ state that the theory of planned behavior (TPB) is an expansion of TRA that introduces the construct *perceived behavioral control*. According to Ajzen⁴, the construct was added in order to overcome a weakness in the original model and to indicate the individual's perception that he or she has control over performing the action, or not. Pavlou and Chai⁵ incorporated the following as factors that influence perception of perceived control in the transaction: trust, attitude, and subjective norm.

As indicated, the factors PEOU, PU, trust, security, quality, and social influence play a prominent role. This means that, in order to create a positive perception in the consumer's mind that can be translated into action, the user interface of the e-commerce website must effectively communicate all of these factors. The challenge facing website designers is how to achieve this goal.

Results and discussion

E-Commerce Trends -A New Business Revolution in India:

E-commerce is an explosion in the modern business. It is leading a complete change in traditional way of doing business. It is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. Moreover, E-Commerce has every potential to check the pollution and thus producing significant influences on the environment.

Underlying Factors in E-Commerce: The research works on E-commerce propose good number of variables to be taken care of if marketers need to be successful in this newly business model. The important feature in e-commerce is privacy which not only increases competitive advantage but confidence level

of the customers. The factors which will significantly contribute to the success of the E-Commerce industry and focused upon should be consistency of transaction steps, consistency of Web site design, replacement guarantee, M-Commerce services, consistency of promotions, consistency of in-stock indications, consistency of product variety, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal. The research also suggest 18-35 as the good customer age to be promising and to be targeted irrespective of gender for better results.

The e-commerce industry participants must also understand and address the cultural issues that are unique to the target country and relate to off-site transactional process, the large scale diffusion and success of such endeavors will be greatly impeded. E-Commerce firms must also find most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact.

The governments should offer a level field to its E-commerce firms to allow the country's significant development. The thrust on E-Commerce should be to offer a legal framework so that while domestic and international trade are allowed to expand their horizons, basic rights such as consumer protection, privacy, intellectual property, prevention of fraud, etc are highly protected. The banks also need to select suitable security tools and policy to protect itself and its customers. E-Commerce is a boon for any country- if given right impetus and good environmental framework to prosper can significantly lead to country's progress and development.

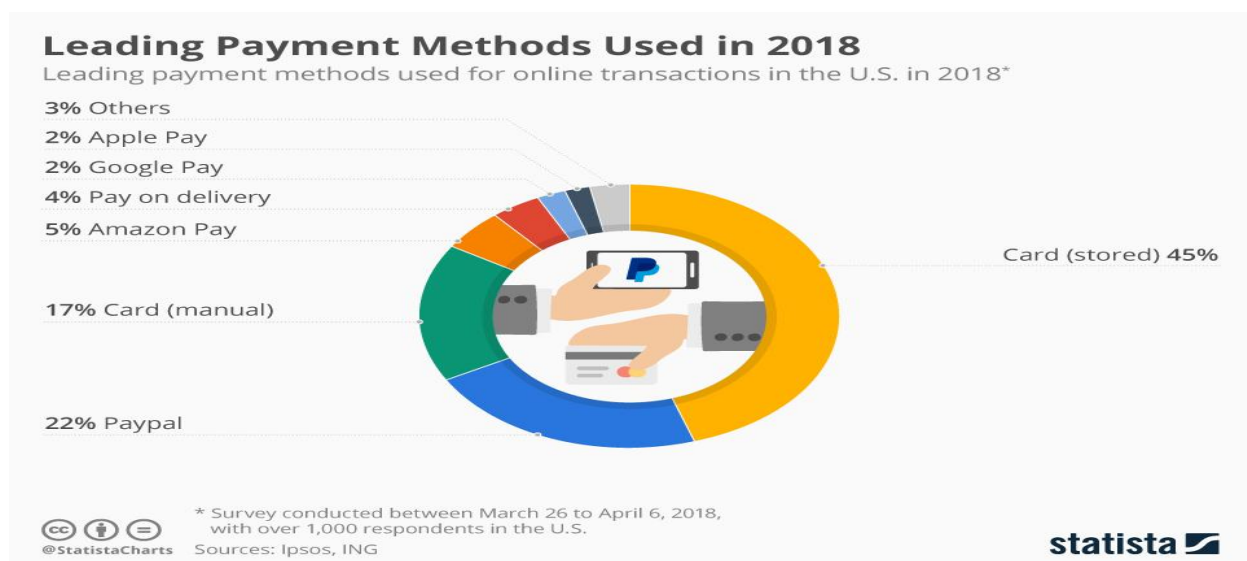


Figure-1: Payment Methods Used in 2018 ⁶.

E-Commerce advantages for businesses: Increasing customer base: The customer base is every business's main concern, online or off. When online, a business doesn't have to worry about getting the best property in town, people from around the world have access to their products and can come back at any time.

Rise in sales: Any business will have more sales online with a higher profit margin. They can redistribute money to make the consumer shopping experience faster and more efficient. While being available to international markets, more products will sell.

Expand business reach: A great tool on the internet is...translation! A business online does not have to make a site for every language. With the right marketing, every consumer around the globe can find the business site, products and information without leaving home.

Recurring payments made easy: With a research, every business can set up recurring payments. Find the provider that best suits your needs and billing will be done in a consistent manner, payments will be received in the same way.

Immediate transactions: With e-commerce there is no more waiting for the check to clear or a 30-day wait for certain other types of payment. Transactions are cleared immediately or at most two to three days for the money to clear through the banking system.

E-Commerce Disadvantages for businesses: Security issues: While businesses make great efforts to keep themselves and the consumer safe, there are people out there that will break every firewall possible to get the information they want. We have all seen recently how the biggest and most renowned business can be hacked online.

Credit card issues: Many credit card businesses will take the side of the consumer when there is dispute about billing—they want to keep their clients, too. This can lead to a loss for e-commerce business when goods have already been delivered and the payment is refunded back to the consumer.

Extra expense and expertise for e-commerce infrastructure: To be sure an online business is running correctly, money will have to be invested. As an owner, you need to know transactions are being handled properly and products are represented in the most truthful way. To make sure you get what you need, you will have to hire a professional to tie up any loose ends.

Needs for expanded reverse logistics: The infrastructure of an online business must be on point. This will be another cost to the business because money will need to be invested to ensure proper handling of all aspects of buying and selling, especially with disgruntled consumers that want more than a refund.

Sufficient internet service: Although it seems that everyone is now on the internet all the time, there are still areas in which network bandwidth can cause issues. Before setting up an e-commerce business, be sure your area can handle the telecommunication bandwidth you will need to run effectively.

Conclusion

A growing number of firms in various industries, such as banking, education, commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence. The issues related to E-commerce are also on the rise which is posing serious threat to its tall future and hence demands right strategies on part of marketers.

A developing country may well attempt to be modernized if it introduces e-commerce effectively and efficiently. It will improve its output and lead to its competitive advantage. Information Technology (IT) has uplifted ecommerce worldwide. Now it's at ease to enter to a new market and marketers' can easily evaluate their product and company's performance.

Social media may be a backbone for brands and marketers looking to reach target buyers without wasting big bucks on traditional media, but luxury brands have recently found it challenging as unauthorized sellers are luring buyers, most of who fall in to the temptation of getting discounts of up to 60-70% have cropped up using platforms like Face book, Integra, Twitter and WhatsApp. Firms must closely monitor such accounts and spend money on legal checks controls.

In a marketplace model, the ecommerce firm provides just the technology platform while sellers on the site own the inventory. Most E-commerce companies have call centers to connect with customers, the pressing need is the initiative to set up call centers to deal exclusively with merchants as increasing the number of sellers in a marketplace becomes the next battlefield in the E-Commerce.

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