

# Review on the Importance of E-Commerce Business

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**Abstract –** The said research paper includes an investigation of the effect of Electronic Commerce on Business. The research study has featured the Management Information Systems, Finance and Accounting, Marketing and Computer Sciences of E-Commerce on Business. Web based business is a method for directing business over the Internet. Despite the fact that it is a generally new idea, it can possibly change the customary type of financial exercises. As of now it influences such huge divisions as interchanges, back and retail exchange and holds guarantees in zones, for example, training, wellbeing and government. The biggest impacts might be related not with a large number of the effects that direction the most consideration yet with less noticeable, however conceivably progressively inescapable, consequences for routine business exercises. The incorporation of Electronic Commerce and Business will acquire a renaissance promoting capacity. As it present chances to draw near to the client to bring the client inside the organization, to investigate new item thoughts and pretest them against genuine customers.

**Keywords:** *Electronic Commerce, Business Organisation, Management Information Systems*

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## INTRODUCTION

Electronic commerce or electronic commerce is through the Internet. The term electronic commerce first appeared in 1996. Electronic commerce is a limitation of electronic commerce. The receiver and the sender do not meet for a long time. Online commerce, formerly known as electronic commerce, includes a wide range of electronic strategies, such as the Internet or other computer networks. The different sources of online activity and electronic commerce are: adaptive commerce, sponsors of electronic commerce, sales organization, web browsing, online commerce, electronic data exchange (EDI), organizational structures for inventory and automation. Information collection systems. Online activities allow the exchange of information through Electronic Techniques to support financing and parts of the trade. By using online stores, an association benefits from incredible offers and good business practices. Company-specific online to create a website Businesses need two or three complete exams to meet the need

## ELECTRONIC COMMERCE

The development of the individual. In fact, the Web is essential for the existence of electronic commerce. People do not understand the importance of

electronic commerce and electronic commerce. They use both words in reverse order. Here is the difference between web-based businesses and electronic businesses. Web-based companies involve web-based commerce, while e-commerce is a web-based business. Proximity to online commerce. Online activities include external activities on the Web, such as connecting to external customers, suppliers and accomplices; Electronic transactions integrate commerce through the Internet and also include internal activities such as: production, article development, inventory management, risk management and so on., extranet or intranet.

Online commerce is mainly about buying and selling products and businesses through the Internet. As Daniel Minoli is and Emma Minola to have pointed out the electronic commerce is a collaborative exchange of information, leadership and security that comments found commercial applications of different applications to process the information Identified as a result of the transaction.

### **Products and services**

The World Trade Organization (WTO) defines "Internet activities such as the creation, transfer, promotion, dissemination or transmission of

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products and projects electronically." The Organization for Economic Cooperation and Development (OECD) defines also the web activities as those that are completed in open systems based on the preparation and delivery of commercial activities. Organizations and digitized information from the United States, including content, audio and images visual. or closed systems that allow passage through an open system. American Row Black Dakota Andrew B, Winston, and it was noted that trade on a "one to create a line of commerce is a technology that a large part developed and methodology that improves product quality and product management to meet the needs, the transfer of time management cura it is also used in computer systems for information about the Finder support the central leadership of Public Organizations, manufacturers and buyers.

## CHARACTERISTICS OF ELECTRONIC COMMERCE

Simple information exchange and business correspondence are very important for each business. The quality and quantity of information. Use multiple electronic devices to get the information and correspondence you need. Now they work online. The following features can help companies maintain exceptional simplicity.

### Inequality

Before traditional trade, it is important to perform the physical task. It is interesting to note that online commerce is universal and can be used anytime, anywhere. The web is accessible everywhere. As a result, web-based companies reduce the physical storage management market and increase the chances of acquiring at work, at work or at work. Greater customer opening and lower purchase costs. The omnipresence reduces the cost of the client.

### Global series

Electronic commerce is gaining market. Technology extends across national borders and across the world, cross-cultural to the total population. This allows for a cheaper and more convenient commercial exchange than traditional commerce. As a result, the number of e-commerce users is the world's online population. Traditional commerce has been limited to neighboring markets and local investors, while electronic commerce has gone beyond national and international markets, as well as geographical borders.

### Universal standards

An unusual feature of e-commerce is the Internet standard. Used by individuals, companies and governments around the world. Universal screens to facilitate exchange between distributors. Reduce market entry costs, search costs and network

externalities. Due to this feature, it is now possible to find a large number of simultaneous and different suppliers

### Information wealth

Advertising and branded products are an important part of the business. In electronic commerce, there is an augmented reality. Video, audio, dynamism, drawings and images on the market. Customers can see information treasures. Video, audio and text messages are integrated into a marketing message and use the augmented reality experience.

### Interaction

However, before e-commerce began, newspapers, magazines and radios did not imply correspondence between merchants and customers, but e-commerce technology took into account the interaction between the parties. Customers can interact with the content they need in the articles they develop. The Internet provides a non-practical correspondence in traditional marketing. On the web, customers and suppliers can verify information that may contain confidential information.

## REVIEW OF LITERATURE

Electronic services are defined as web services (Reynolds, 2000) or interactive services provided over the Internet (Boyer et al., 2002). Hoffman and Bateson (1997) described the electronic service as an action, effort or achievement achieved through information technology (web counting, information counters and mobile devices). This electronic service includes the following service elements: electronic tracking, support and customer service and service delivery. The need to define a service meeting is not specific to the electronic service, but the limitations and elements of that meeting should be reviewed in the context of the electronic service. It is important not only to understand how consumers perceive and value. The quality of the service experience will probably depend on the activities. Careers range from information collection to customer service through exchange and purchase. Each type of career has its own stages (Rowley, 2006). For example, the purchase of a product may include the identification of the needs, the search for a product, the search for a distributor, the negotiation and the purchase (Brennan et al., 2003). Each of these steps may be related to the electronic service.

Electronic service is the provision of services through electronic networks (Rust and Kannan, 2002). This idea contains the services provided by a set of shared organization services, as well as the services provided by commodity producers, nature plays an important role in

customer service. The idea of electronic networks, the Internet and wireless networks, as well as ATMs, smart card networks, cabinets, etc. It also includes electronic media. The electronic service is a global customer-oriented concept that extends in the direction of entry and flow. the channels of an organization (external clients), as well as the internal organizational units (internal clients). The electronic service includes, for example, all interactive operations in the input and output channels. Interactive exchanges based on information, commercial interactions, developments, exchanges and processes of articles / services. (excluding the actual physical flow of goods). The subchannel covers the concepts of electronic sub -SERVICES, such as the management of relations client / citizen, relationship marketing, personal marketing and service to the customer. Ascending channels, electronic services, an increase in efficiency and cost, superior customer service and expansion activities are secondary. Market (Rust and Kannan, 2003).

Scupol (2008) defined electronic government in a special edition of the magazine in electronic commerce Organizations, developed a typology of electronic benefits and presented the basic karakteristikleri of electronic government. Electronic administrations can be perceived as a subset of online activities. Electronic administrations are the result of the agreed progress. Electronic services are designed by ICT systems, such as Internet-based frameworks and multipurpose game plans. Government services can be provided by consumers, businesses and government agencies and distributed data for various data devices (Hoffman, 2003). In addition, the online advantages have three standard features: The administration is swallowed by a person by methods for the Internet or other electronic systems. The consumer sometimes pays for the use of electronic government, which may not apply to all legal systems proposed by the legislator. The well-known electronic government is online banking or online retail (for example, [www.Amazon.com](http://www.Amazon.com)). For example, different types of electronic government are e-learning. B. Online course, online health, z. Online medical advice (for example, [www.netdoktor.com](http://www.netdoktor.com)), online electronic government (for example, online organizations with tax subsidies, etc.) B. Online billing information), electronic libraries and data chapters; geographic management (Yee, 2006). As a result, four types of online management can be designed: business to business, business to consumer, business to business, and consumer to consumer.

Administrators can be accessed online through a web-based web interface. The methods of conventional devices (such as a PC, PC) are adapted. Gradually, it is also possible to access electronic government through remote interfaces of the website using mobile phone methods (for example, PDA, PDA) (Massey et al., 2007).

Electronic government or electronic government, as it emerged in a traditional way, is now considered one of the most important factors in the success of electronic commerce (Jamie and Aron, 2010). E-Government tasks of the business sector, dissemination together, the importance of evaluating the quality of electronic administration has been adopted in the virtual world and monitoring.

Bakos (1991) defines the electronic market as an "inter-organizational information system that allows interested buyers and sellers to exchange information on prices and product offers." Liu and Arnett (2000) describe it as "a way for companies and customers to communicate electronically through computer networks."

Meuter et al. (2000) defined online retail in the Internet market in which there are articles and services in the form of advanced information and that can be disseminated through Internet channels. The commercial line can be defined as the use of an electronic medium in which the client and the agent can participate in the commercialization of two long utility pieces for the purchase and sale of exchanges (Sahney S et al., 2008).

Like Kaufman and the others. (2002) says that some Internet programs never plan to complete their purchases online, but buy them in squares and mortars. Some consumers may use their imaginable purchases without a purchase plan at the time they are online.

Lindquist and Kaufman-Scarborough (2000) asked for the web-based tracker models, while some clients, such as online contracts such views as a different purchase development without others asking for their decision is clear and made if the advance,, problems due to security issues, skills persistent, modest iT studies such as response time electronic orders portfolio and objectives uncertain web show and the rates they bought (Koprowski 2000, Levy and Nilson 1999).

Parasuraman, Zeithaml and Malhotra (2005) define five sets of radical criteria for E-SQ for further study and consolidation of E-SQ grades: (a) transparency and essence of the data; (b) ease of use or convenience; c) insurance / security; d) appropriate style; and e) irrevocable quality / satisfaction. Collier and Bienstock (2006) rejected the idea that electronic government quality study would not affect the accuracy and accuracy of the data, but suggested otherwise. Planning and availability. Yang and Jun (2008) evaluated two social aspects: Internet buyers and non-Internet buyers. They have discovered that reliability is the most important measure for Internet marketers, which contrasts with access times, usability, personalization, security and validity.

Cronin et al., 2000, Cronin and Taylor 1992, Oliver 1980, Zeithaml et al., Nineteen ninety six).. Reichheld and Schefter (2000). Zeithmal et al. (2002) suggested that the quality of electronic government should have a significant impact on customer behavior. DeLone and McLean (1992, 2004) also suggested that the quality of management affects the client's goal.

Doll and Torkzadeh (1988) developed by Baroudi and Orlikowski (1988). Use and applicability.

Dabholkar (1996) focused on web architecture by reviewing the degradation of the quality components of online management. He said that measuring the quality of online management, including the Internet, can be presented as crucial parameters to measure the quality of online management, Composition, reliability, speed of handling, ease of use, satisfaction and control.

Joseph et al. (1999) identified six key elements of quality of money management: compliance / accuracy, whiteboard / demand, productivity, leadership support, availability and customization.

Loiacono, Watson and Goodhue (2000) created by WebQual, according to 12 criteria: pedagogical adaptation to the task, collaboration, self-confidence, response time, structure, commercial procedures and substitutability. In any case, the main task of the scale is to compile data instead of measuring the quality of the management by our clients, rather than the creators of the web pages.

Boiling and Black (2000) developed traditional services, content, travel, planning, intervention, configuration and customization.

## CONCLUSION

This thesis involves a study of not finding the article quickly, otherwise, premium management is the biggest obstacle to the success of the name. This problem can be solved through electronic commerce, where most organizations offer articles through the Internet. In summary, Indian web-based companies face many web promotion problems. More and more clients live in hard-to-reach areas and do not have enough information on their computers and the Internet. Some urban customer's don't have a credit agency, while online shopping and product offerings are limited to the urban category that Recognizes the PC-based Internet, Indian Advertisers believe that a good website comments found them to the increased success of universal markets Experts are promising and promising for electronic commerce in the 21st century. In a reasonable time, electronic commerce will also become a remarkable tool. Successful electronic commerce has become increasingly popular and features. On the other hand, extreme tensions between e-commerce administrations will increase their progress. In this way, the development

and evolution of transactions on the Internet will be a way of acquiring new e-commerce models. Each year, the number of online markets is changing dramatically. The volume of online store transactions is higher than the wholesale market and the specific markets.

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