

# Information Technology in Indian E-Commerce

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**Abstract – The quantum growth in Information Technology has given fertile ground for development of E-Commerce worldwide. The new way of businesses through internet is commonly witnessed throughout in India from major cities to small town. With faster and faster internet speed every day their wide penetration, E-com industry have progressed rapidly. Innovation, advances in personal computers and broadcast communications have supported in advancement of internet innovation. Clients can get information about things or organizations required and execute in a fast and humble way. Buyers don't need to go to the store where the association sells its product and this grants purchasers to trade safely because in explicit districts it may be amazingly unsafe to drive and pass on extraordinarily a ton of cash. Buyers can make trades from various regions, both from home, office which is an advantageous situation for the overall population**

**Keywords – E-Commerce, Online Market, Data Innovation, Electronic Governance, B2C, B2B, World Wide Web, www.**

## 1. INTRODUCTION

World-wide- web which is nothing but www, was one of the greatest innovation of this century. Internet has brought fast revolution in flow and ease of availability of huge chunk of information everywhere. Innovation, advances in personal computers and broadcast communications have supported the advancement of Internet innovation. Since managers have no problems in obtaining any data at this time to help their business practices, even now they usually have the option to obtain a wide range of data, so they should filter the data to make it correct and applicable. In the business world, especially in large organizations, the use of the Internet has been greatly improved. Since Internet innovation was disclosed in the 1990s, its scope of use has continued to expand as it is seen as providing incredible advantages for the smooth progress of business or business activities.[1]

In response to this situation, the enlightenment and advantages of the Internet business in further developing customer care and enhancing the seriousness of the organization have become the organisation's perspective and the object of this exploration. The use of online business development is one of the significant factors to assist completing huge business projects. In order to accelerate and rapidly increase transactions, we can aim at the rapid improvement of data innovation, and we can regard

online management as an Internet business. The existence of Internet business management can quickly add value to customers and organizations. The organization can provide customers with the best and fastest management. Internet business is the use of communication agencies and personal computers for business measures [2].

## 2. WORLD WIDE WEB

World wide web in short known as www, has been one of the greatest inventions of 20<sup>th</sup> century. As per Jimnez et al. [3], the invention has enabled information access quickly at finger tips for business transactions throughout world. It is understood that it is growing at most phenomenal rate throughout world [4]. Despite www network development, web business moreover requires informational index or data base (email) advancement, email, and various kinds of non-PC development like the delivery framework, and installment instruments for this internet business.

## 3. DATA INNOVATIONS

Most internet business happens between organizations, and also among organizations and customers. The improvement of the utilization of innovation through electronic organizations in everyday life covers all angles, including various exchange practices. Communication through

electronic organizations is mainly business communication through computers and mobiles organized by the Internet [5]

There are three explanations behind the effort to establish data innovation:

- support for business activities;
- support for executive dynamics;
- support for pioneering methodology.

Data innovation affects the way detailed advertising techniques are used because it uses a dynamic framework to provide supervisors with more data. Data innovation can coordinate various parts of an organization and provide regulators with large amounts of data. For example, the main data framework affects the upward development of data within the organization. The ranking supervisor can learn more about the data and reduce the dependence of the data source on the person in charge of the center. The broadcast communication network allows data to flow immediately and efficiently between various departments and offices. Data innovation will also affect the association's interface with the environment, such as customers and suppliers [6].

As per Rajasekar & Agrawal (2016) the E-Commerce business is a revolutionary change from existing business. It is a unique innovation. It has been changing the traditional method of doing business. Earlier there were bricks and mortar form of business units which were involved in trades adopting traditional methods. But with the invent of unique and interesting way of businesses online with the help of internet, smart phones, computers and websites the limitations on place, E-Commerce is the movement of business onto the world-wide-web. Now businesses are conducted online with ease. The online businesses are visible to prospective customers through designing and launching of the website on the world wide web. The effects of e-commerce are appearing in all areas of business, from customer service to new product design [7].

#### 4. WEB BASED BUSINESSES

Web based business is separated into two kinds, specifically: business-to-shopper (B2C) and web based Business to Businesses. A small group characterize electronic trade (web based business), specifically through exchange, which just covers deals that identify with clients and providers. This definition implies that solitary exchanges that alone cross organization's limits and this can be named online business. An exchange stays inside the organization limit, these individuals will consider it an electronic deal. Restricting inside versus outside exchanges on the grounds that the vast majority

believe electronic business and electronic trade to be exactly the same thing [8].

The expanding number of items and administrations accessible for computerized transportation and the expanding number of clients can conquer their hesitation to make buys utilizing the web. The quicker speed of correspondence from home PCs has additionally made the conveyance of computerized items more viable.

- Computerized Products - Certain items and administrations can be shipped off shoppers straightforwardly through the web. Instances of advanced items like melodies, motion pictures, programming. Items and administrations can be straightforwardly burned-through in the wake of downloading.
- Actual Products- Certain items and administrations that can't be straightforwardly burned-through by means of the web, yet should be shipped off buyers. Deals and installment orders can be gotten through the web, after which they are shipped off the purchaser.
- Deals of Maya Versus Mixed - Virtual deals are deals made by an organization that doesn't work an actual selling place. With virtual deals, there is no shop where clients can enter and purchase items. Mixture deals happen when an organization has a spot to sell truly and a site where clients can purchase items. These two retail deals techniques need to educate clients regarding item expenses and highlights, oversee client installments, and produce item shipments. Virtual deals are regularly utilized when organizations can't assemble a spot to sell actually or discover a spot to sell financially achievable actual deals. Blended deals are once in a while alluded to as block and-snap tasks. Most organizations have a spot to sell in light of the fact that generally this is required for their marketable strategies. The most mainstream model as of now is the offer of items through interpersonal organizations, for example, Facebook or different destinations, for example, [www.kaskus.us](http://www.kaskus.us), where the business they do are generally virtual deals or blended deals.
- Electronic Governance -The public authority can likewise profit with internet business. Electronic government or e-government is the utilization of data innovation by the public authority to give

data and administrations to its residents, business undertakings, and different issue

## 5. KEY SUCCESS FACTORS IN E-COMMERCE

An electronic business affiliation can experience on the strength of the item, in any case with a solid regulatory group, ideal development, mind blowing help, exceptional business connection structure, network framework and security, website composition, several variables include:

- Giving affordable competitive prices
- Giving responsive, rapid and especially orchestrated buying associations
- Provide the total and clear data about thing and association
- Give different prizes like coupons and outstanding offers
- Give unique idea like the proposed buy
- Giving an impression of neighborhood conversation, responsibility from clients, and others
- Advantages of exchanging by means of electronic transactions.

## 6. BETTER CLIENT ASSISTANCE AND SUPPORT

Better relations between E-Com providers and customers is endeavored by all these organisations for acquisitions and further life time retention of the customers. In customary exchange, it is extremely challenging for an organization to track down the topographical area of its customers in different nations or different mainlands effectively. It is considered exceptionally productive, on the grounds that each organization needn't bother with hardware to maintain this business, and just necessities of web will help them to manage their businesses. What's more relevant and fruitful is to decrease all degrees of functional expenses, so it doesn't appear to be costly. Since it is gone through online channels for expansion of market. It isn't restricted by the topographical area. Organizations can seems to be drawn nearer to customers. Simply by clicking on the key, customer can reach any site and destination [9][10].

## 7. ADVANTAGES FOR CUSTOMERS

Clients can get information about things or organizations required and execute in a fast and secure way, truly ensured. Buyers don't need to go to the store where the company/ shopkeepers sell its product and this grants purchasers to trade safely

and effectively from any part of the country or abroad sitting comfortably at home. Buyers can make trades from various regions, both from home, office, internet cafe or various other net providers. It is advantageous for the overall population everywhere [10][11].

## 8. ADVANTAGE FOR INDIA

- Ever increasing demand
- Outstanding avenues
- Pro Government policies
- Huge funding and investment

One can observe the popularity of E-Com businesses gaining momentum and spreading everywhere from metropolitan cities to small towns. And it is affecting old systems of running physically located retail businesses. The online businesses are innovating and designing more attractive unique programs to showcase huge inventory with competitive prices. Their promotional programs are also targeting population of awareness and benefits. [12].

Actually, when you see and get into details of E-Commerce. In first instance, one feels that it is only sales and purchase of product and /or services. But the case is not like that. Users use mobile / laptops /computers or tablets. It is a completely integral process where online companies design their process. They develop process of building close relationship with consumers. The suppliers develop processes for selling, procedures for delivering, procedures for packaging and sending it to the mentioned addresses and also payment systems for their products and / or their services. There are large number of studies which are carried out in India these days on the retail sectors [13]. Some more benefits include:

- Open New Job Opportunities.
- Working on the Quality of Human beings
- Client assistance upgrades previously, during, and after deals
- Life time relationship management with the customers

## 9. CONCLUSION

Last few years have witness's rapid and very fast developments in the field of E-Commerce owing to the advancement in speed of internet, flow of data, accessibility and latest high speed personal computers, tablets, laptop and mobiles. The E-Commerce businesses are innovating more sophisticated methods and procedures to

showcase their products and services. The better software's and IT engineers are designing more attractive sites and their displays for customers to visualize and search their need quickly and conveniently. All this is getting matured day by day. And hence the progress in E-Com is exponentially leaping forward.

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