

E-COMMERCE: CONCEPT AND AWARENESS

* *Mr. Pagare M. P.*, Department of Commerce, Siddharth College Jafrabad.

INTRODUCTION:

In the Globalization age E-commerce is a very significance component because due to use of technology. E-commerce is usually associated with buying and selling over the internet or conducting any transition involving the transfer of ownership or right to use of goods or services through a computer mediated network. Popular definitions are not comprehensive enough to capture recent development in this new and revolutionary business phenomenon. A more complete definition of E-commerce can be defined as to complete the business transaction through electronic communication or to use of digital information processing technology. As well as electronic commerce commonly known as E-commerce in the sense buying and selling the product or services over electronic system, such as fund transfer, supply chain management, internet marketing, online transaction, online processing, Electronic Data Interchange (EDI) inventory management system etc. Automated data collection system (electronic commerce) is generally considered to be the main component of e-business.

OBJECTIVES OF THE STUDY

- 1) To create awareness among the stakeholders about online network and facilities to complete business transaction.
- 2) To examine the awareness of E-banking E.D.I, E.R.P., E.P.S. and online payment systems in India.
- 3) To identify the various barriers, growth of e-commerce in organization/firm.

NEED OF E-COMMERCE

There are many benefits from E-commerce. Firstly, the basic benefit is the time saving facility. There is no need to invest more money to use the said facility. Normally today, every business is using internet so only they have needed to learn the procedure to complete the transaction. Means individual or any business can get benefit from it. It helps to create paperless transaction and time saving. To develop the any business or organization there is important to use E-Commerce.

GROWTH OF E-COMMERCE IN INDIA

To find out latest research puts the no. of active internet users in India at is million. Also focus out of five et users long on the internet user base E-commerce is gaining ground with 80% of internet users searching or buying online. This has resulted in Cr. consumer's base and 1.7 Cr. Of these or 29% of all internet users also buy. Considering reputed online reports and tabular information, present study covers period from Dec.2008 to Dec.2011 to come to the conclusions.

Table No. 1.1 show the growth of E-Commerce. At the end of Dec. 2008, 14030 Crore Rs. Transactions was made. In the next year 40 percent growth was calculated by simple annual growth rate method. 20% growth was shown in the year 2010. Means people are getting much awareness about E-Commerce day by day. If there are clearly 20% percent increase noted means

definitely it can conclude it is safe. Considering report of social networking sites the digit of internet users are so high in the world. Means internet users are increasing but as compare to this people from rural area are not so aware of such things with compare to semi urban or urban areas. But only need is that to create awareness about E-Commerce among the peoples it will easy to make transparent and fast transactions.

Table No. 1.1
Growth of E-Commerce in India

Year	Volume(Rs.cr.)	Growth (%)
Dec-2008	14030	--
Dec-2009	19688	40%
Dec-2010	31598	60%
Dec-2011	46000	47%

Source: online report (mediacconnection.in)

INTERNET USERS IN RURAL AREA

Growing internet presentation is providing enormous opportunities for E-commerce. The following table illustrates the trends of internet presentation in rural India.

Table No. 1.2
Internet users in rural India

Year	Claimed users (% to total rural population)	Active Users ((% to total rural population)	Growth in claimed users (%)
Dec-2008	5.5	2.2	-
Jan-2009	5.9	3.7	6%
Dec-2009	7.45	5.5	27%
Jan-2010	10.4	8.5	42%
Dec-2010	15.2	12.2	43%
Jan-2011	21.4	17.	40%
Dec-2011	29.9	24.	40%

Sources: The internet & mobile Association of India.

It is seen from the previous studies and published relevant material that urban India was so far away from electronic devices. It may be reason behind that the lack of education facilities, awareness of computer world, illiteracy etc. But today the distance as getting decreased day by day. But still it remains. Due to certain limitations the present paper cannot examine or find out the reason proper reason but it shows fact and figures. In the Dec. 2008 5.5% people was found claimed users and 2.2 percent noted active users in rural area of the country. In the year 2010 the percent was raised to 42% from 27%. It is the highest dramatic change maid in rural India. From Dec. 2010 the increase rate was not found so high but some time it showed constant. Looking of the overall growth and tabular data it clearly seen that there is need of increase in the users. Because, online service providers cannot get huge amount of customers to purchase the particular product.

NATURE & SCOPE & LIMITATIONS OF THE STUDY

The scope of the study is limited to understand the concepts and applicability of E-commerce in corporate world. Study covers mainly seven year period. The data is so collected from internet and online reports sometimes it may be arise the question of relevance. Present study cannot focus on overall problem of the India about online but it tries to aware the concept of E-Commerce and its user and applicability.

RESEARCH METHODOLOGY AND TECHNIQUES

To complete the present study it was not so easy to collect the data. Basically Secondary data is used to evaluate the said problem and clear the concept. The secondary data is generated from related articles, research papers, journals, books, theses, official reports and official documents of concerned business. As well as the data is collected from various websites. To calculate the growth rate simple annual growth rate method is used. Generated data is tabulated and analyzed.

CONCLUDING REMARK

E-commerce is the great effects of the development of global economy in developing countries; small firms are gaining more profits by using E-commerce for making transitions with clients by the help of internet. By the help of Information and communication Technology it is easy to complete the business transaction. Through this it can be possible in reduction of marketing expenditure. Due to this it can increase in number of Transactions and it has no limitation of organizational and geographical boundaries. Many developing countries are not using proper efficiencies of internet marketing. Small and medium size business should also need to use internet to complete the transactions. Government should also need to pay attention on this issue and play key role for the development of the global business world.

REFERENCES

1. Kevin Kelly (2005), 'We Are the Web Wired' magazine, Issue Vol-I.
2. Kapczynski Adrian (2009), Internet - Technical Development and Applications.
3. The Payment Services Regulations 2009
4. Choi et al. (2011), 'E-commerce', Macmillan technical publication, London.
5. International journal of Technology Vol.2 1st Jan.2011.

Webliography

1. "FSA official website". <http://www.fsa.gov.uk/portal/site/fsa>.
2. http://www.chilibreeze.com./article,variouselectronic_commerce,asp.
3. http://www.gatewayforindia.com/technology_e-commerce.htm.
4. www.arraydev.com/commerce/jibc.
5. www.Rbi.crg.