

## REVIEW PAPER ON E-COMMERCE

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### ABSTRACT

*Consumer's preference towards online shopping is increasing day by day as evolution of smartphone and internet connectivity. This trend will continue in upcoming time. This review paper on e-commerce identifies about the scenario of e-commerce consumer's profile. This paper compares online and traditional shopping behaviour of consumer, perceived risk and influencing of e-commerce. Last part of this paper is about advantages and disadvantages of e-commerce from the consumer's perspective.*

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**Keywords:** E-Commerce, Online Shopping, Traditional Shopping, Consumer's Preference, IOT.

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### Introduction

Dr. Renuka Sharma, Dr. Kiran Mehta, Shashank Sharma (2014) the main objective of the study is to understand the online buying behaviour of consumers in India. The results shown that young population is the biggest attraction of e-commerce industry. Majority of the internet users are youngsters and the goods and services having popular demand from this segment only. Dr. P. Devaraju (2016) e-commerce is concerning the paradigm shift in the international business for trading. The customer's base of online shopping is augmented by using the IOT (Internet of Things) and smart phone applications. This study has been carried out to identify the present scenario and the future prospective of e-commerce industry in India. Mr. P. Sathish Chandra and Dr. G. Sunitha (2012) internet is a medium that can serve as platform for the growth of retail brands in India. Online portals like eBay.in, Snapdeal.com and Naaptol.com are registering approx. 40 to 60% of their sales from rural areas apart from the tier II and tier III cities. The development of e-commerce is quite low as compared to other countries; but however the number of users is significantly high.

Chaithralaxmi T and Shruthi N (2016) identified research trends in e-commerce in India men shops 3x times than women, COD (cash on delivery) remains the most preferred online payment method, most of (60%) online purchases happen during business hours (09:00AM to 05:00PM) and most popular is smart phone application for purchasing order. Dr. Sangita Bharuka and Dr. Nidhi Babel the main reason for conducting the research are to find out various factors affecting the women consumers to buy online, to identify which kind of products women generally purchase online, and to find out which type of shopping is more satisfactory to women. Findings suggest that women who are shopping online approx. 70% of them started purchasing online from last one year.

Elizabeth Daniel Hugh Wilson and Andrew Myers (2002) research highlighted that small and medium sized enterprises are rapidly adopting internet and e-commerce. The research which was carried out by means of a mailed questionnaire and found four different clusters of adoption in the organization. The industry sector with the lowest levels of operational e-commerce service was found to be the public, education and charitable sector and those with the highest levels of adoption is the services sector. Dr. Dipti Singh Verma and Dr. Sonali Dube Indian retail sector is growing very fast and retail scene is changing rapidly. Retaining the e-customer is a biggest challenge. The internet customer is very hard to

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predict their behaviour and is very different from normal customers. Ms. Pinky Dholakia (2015) simplicity of transaction process to facilitate and encourage the adoption of e-commerce. So there is work going on continually redesigning and review the process to make it as simple and easier as possible for customers. Bharti D. Raj and Manisha D. Raj (2013) e-commerce has been defined in several ways depending on the context and research objective. With the invention of the internet and its related technologies as a new vehicle for commerce, new models have developed. Businesses are now able to conduct transactions across national boundaries with high efficiency.

#### **Online Stores Vs Traditional Stores**

Aakarsh Rastogi (2015) the main purpose of this study is to know the actual status of the e-commerce industry, the main study on all popular e-commerce portals with major emphasis on online shopping. It also compares traditional shopping with online shopping and identifies some factors for success. Prof. Jasbir Sodi (2014) study concluded that growing interest of investor in the e-commerce sector ensures the growth of online retailing and also increasing access in non-accessible area. This is going to have more adverse impact on traditional stores in near future. Jacqueline J. Kacen, James D. Hess., Wei-Yu Kevin Chiang (2013) researched about finding what consumer value and how online stores compare to traditional stores on valued attributes is an important first step towards understanding the relative advantages of e-commerce. Online stores are perceived as having competitive disadvantages with respect to exchange/refund policy, shipping and handling charges, providing an interesting social or family experience helpfulness of sales people, post purchase service and uncertainty about getting the right them. Khushboo Makwana Khushboo Dattani and Himanshu Badlani Online shopping utilized mostly by the next generation this service is extremely convenient. Consumers often have been seen to exhibit different buying behaviour when they are shopping in a physical store and shopping online. Result of the study concludes that the overall results prove that the respondents have perceived online shopping in a positive manner.

#### **Influencing Factors**

Jonita Preethi Sequeira (2015) the main objective of the study is to find e-shopping trends, awareness level of e-shopping sites among the people, to check the factors influencing online shopping and the barriers for online shopping in Metropolitan cities of India with special reference to Bangalore city. Majority of the online customers often visit e-shopping sites like Amazon, Flipkart, Snapdeal, and Myntra. Customers prefer to buy certain products through e-shopping mainly the Electronic Gadgets like Mobile phones, Camera, Laptops etc. Dr. Rakshita Puranik & Dr. Alok Bansal (2014) researched about consumer perception of internet users' towards e-shopping. Following factors are identified after primary research relevant information, trust worthiness, prior experience, instant review, product delivery and transparency and image of seller. This research will also guide for further detail investigate the impact of independent variable on e-shopping.

Bernard J. Jansen and Marc Resnick (2006) researched about results of finding into the effect of sponsored links on e-commerce information viewing on the site. This study also investigated the relation between searching self-efficacy, searching experience, types of information needs and order of links on the viewing of sponsored links. The conclusion of the study indicates that majority of the people preferred non sponsored links. Gurvinder S Shergill & Zhaobin Chen (2005) as internet users increasing in New Zealand provides very good market for e-commerce. So, online marketers know about influencing factors and various types of online purchasers than they can build very effective marketing strategies for their customers. This research found that reliability website design, security and customer service are the four factors which influence consumer perceptions of online purchasing. Chetan Sawant and Dr. Surendra Malviya This study includes youth of Indore. The research identifies six factors like portal quality, web portal ease of use, security and policy, payment and delivery, pre and post sales services and trust on web portal.

#### **Perceived Risk**

Angel Herrero Crespo & Ignacio Rodriguez del Bosque (2010) the study identified the influence of product perception, shopping experience, information provided or the level of risk perceived while B2C e-commerce. The conclusion shows that perceived risk, subjective norm and attitude towards e-commerce are the main three factors that affect the decision to buy from electronic retailers. Thompson S. H. Teo and Jing Liu (2007) researched about consumer trust in United States, Singapore and China. Consumers trust has a direct relationship with attitude and indirect or negative relationship with perceived risk. David Gefen, Izak Benbasat and Paula Pavlou (2015) research focuses on the conceptual foundations of trust in online environment and how to improve the practice in this domain. The main

agenda is structures into four components nature and role of trust, moderators of trust, antecedents of trust and empirical methods for examining trust. Corina Pelău and Irina Bena (2010) researched about risk involved with online shopping in Romania. Most of the time risk involved with the lack of information about the firm who sells online. The research study analysed the way in which the online consumers perceive risks affects the firms marketing strategy. If online buyers see a risk in online transaction, the probability that they will buy online decreases so, firm has to give more attention towards its marketing strategy.

#### **Advantages**

Subhedu Kumar Rathi, Bhagvan Behera, Rajani Trivedi (2016) after launching of 4G services India's internet user base is significantly increases. The upcoming time is looking good because setting up an e-tailing company is not a costly. Each e-tailer is trying to reach maximum customer as possible through paid market channel. Dr. Rajasekar, S. and Sweta Agarwal (2016) researched about benefits of the e-commerce like availability of the products at lowest cost, wider choices available and time saving also. They find out according to Google India, there were 35 million online shoppers in India in 2014 quarter 1 and are expected to cross 100 million marks by end of the year 2016. Few challenges that also identified like less credit card holders, lack of fast postal services in rural areas, English language and slow speed of internet connection. Sri Astuti Pratminingsih, Christina Lipuringtyas, and Tetty Rimenta (2013) maintaining customer loyalty has been identified as one of the essential factor for business survival and growth. The purpose of the study is to examine the influence of satisfaction, trust and commitment on consumer loyalty in e-commerce.

Dr. Mahesh U Daru and Satvinder Kaur D Dhanjal (2015) research carried out in the area of development of e-commerce. The future trend of the e-commerce is upward trend. E-commerce is not limited to the national market. It creates new opportunities in the education and business sectors. Dr. Anukrati Sharma (2012) to recognize the factors for deciding the success of the online shopping and how to improve to make the websites appealing for enhancing the number of buyers for business. Research concluded that most of online customers are from age group 21-30 years. The websites for shopping were mostly visited by females. Most of the time customers prefer to shop clothing and accessories online. Nisha Chanana and Sangeeta Goele (2012) the e-commerce market is thriving and poised robust growth in Asia. Some players are very successful in e-commerce industry and their success depends on their understanding of the market and kinds of features also. This paper gives outline of the future of e-commerce in India.

Mr. Hardikkumar V. Desai, Dr. Rahul G. Thakkar, Mr. Vimal B. Patel, Mr. Jamshid R. Marolia (2014) the paper focused on various types of electronic transaction used for business as well as scope and benefits of e-commerce. It helps firms to direct connect with their consumer which helps to increase the business as well as it also beneficial for consumer. Martin Nemzow researched about creating a competitive and long term sustainable e-commerce channel obligates attention to business process stickiness. Traditionally stickiness is created at e-commerce sited through brand equity, customer loyalty and other useful site functions. This type of stickiness is not for a long period of time because it is replicated by the competitors. Mohamed Othman El-fitouri (2015) increasing development of e-commerce technology utilization have led to inspiring more Libyan companies to inaugurate websites on the internet, in order to make much advantage from the services render thereon. There are some obstacles which impede making benefit from the advantages and opportunities the e-commerce attempts to make.

#### **Disadvantages**

Abhijit Mitra (2013) has concluded in his research about e-commerce and said it is a disruptive innovation that changing the traditional way of doing business and e-commerce industry in India has huge potential for growth. This research paper also identified some barriers to the e-commerce like payment collection, logistics, vendor management and taxation. Sabah M. Al-Najjar & Maha K. Jawad (2016) researched perceptions of an Iraqi citizen about e-commerce, and their readiness to do adopt for their purchase. The research identified some barriers like e-payment system, technological, cultural and trust factors in Iraq. Very important variable identified during the sample surveyed is the perceived privacy. Vibha Gupta (2013) e-tailing has become more popular over the last decade. In today's era of globalization and the consumer not bound within a particular place to access products available anywhere in the world. Indian customers really face problems related to quality and trust. But in last couple of years, trends changed in metros and big cities.

Dr. Suman Kumar Dawn and Uttiya Kar (2011) this research study attempts to provide a clear picture about the e-tailing in India and its various issues, opportunities. It also outline how to build

effective strategies in India based on the detailed survey of e-tailing companies. Jumie Lee, Do-Hyung Park, Ingoo Han (2008) this study finds effects of negative online consumer reviews on consumer product attitude. ELM is used to explain the persuasive effect of the proportion and quality depending on the product involvement. Research uses 248 college students in Korea. Adel M. Aladwani (2003) researched about the state of the internet in Arab countries. It identifies certain internet characteristics and e-commerce issues in the region and brings some of the important challenges. The conclusion has shown that principal benefits of e-commerce in Arab countries include customer-oriented and market oriented elements. Main issues foreseen by the Arab business managers include technical problems and the attitude and behaviour of the e-commerce consumers.

### Conclusion

This study will help further researcher to expand their research in the area of e-commerce, traditional vs. online shopping. This paper will use for identifying various influencing factors for e-commerce and for conducting detailed research. In upcoming time number of e-commerce consumers will also increase as it will expand in rural areas. This paper identified various issues or problems faced by consumers and that will lead to opportunities for further research.

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