

HOW TO OBTAIN COMPETITIVE ADVANTAGES USING SERVICE IN E-COMMERCE

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ABSTRACT

E-commerce is booming in the modern business space. E-commerce means electronic commerce. E-commerce is the sale or purchase of goods or services using the Internet. Exchange information or money via internet. Important of E-commerce has continuously increased for both consumers and sellers. In short, E-commerce is a modern tool for accelerating the current business practice that has completely changed the traditional business system. The growing of businesses in India is testimony to the fact that with the advent of E-commerce, the business sector has grown in India and new opportunities have emerged. The Internet has added a huge intrusion into the development of E-commerce, and especially start-ups are increasingly using this option as a differentiated business model. In addition, E-commerce has intensified the business environment and in the current scenario numbers of customers are continuously increased in deal with e-commerce. This exploratory research suggests information on the current state of e-commerce, as well as how to maximize competitive advantage by using the services in e-commerce and how to increase profitability through e-commerce.

Keywords: *E-commerce, Current Business Practice, Traditional Business System, Business Environment.*

Introduction

India has emerged as one of the major players in new worldwide business scenario. Its unstoppable economic growth since introduce E-commerce in India has become the focus of attention of researchers in the area of Indian business and management and Indian business with international business and management. Electronic Commerce provides the capability of buying and selling products and information on the internet and other on-line service. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. E-commerce has seen a steady decline in production cost and total cost. The purpose of this paper is review of impact of E-commerce in India, Growth of Indian Business through E-commerce and in E-commerce how to maximize competitive advantages using the various services.

What is E-commerce?

E-commerce means Electronic Commerce. E-commerce means purchase goods or service through electronic media and internet. In e-commerce carrying the business with the help of internet and using information technology. In e-commerce business vendor or seller, who trades products and service-related information directly send to the customer portal through websites. Customer uses a portal for digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

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Definition of E-commerce

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 individuals.

(C. Nisha and G. Sangeeta, 2012).

Types of E-commerce:

The main types of E-commerce are: (1) B2B (Business to Business), (2) B2C (Business to Customer), (3) B2G (Business to Government), (4) C2C (Customers to Customers) and (5) M Com (Mobile Commerce).

History of E-commerce in India

In the year 1991, E-commerce has started a new lesson for online purchase and sale. At that time nobody would have been thought that to buy and sell in such large quantities with the help of internet and there was no idea that India would give such a good proportion to developed E-commerce market in world wide. In 2002 IRCTC (Indian Railways Catering and Tourism Corporation) started the online strategy to make it convenient for its public to book online train tickets. After the unpredictable success of IRCTC, in the year 2003 the online ticket booking system was adopted by airlines like Air Deccan, Indian Airlines, etc. The acceptance of E-commerce on large scale by Indian People in the year 2007 Flipkart was started online business and sale product through internet (E-commerce). Soon other companies like Amazon, Jabong etc. starting their business in India through internet. In online shopping early stage was a simple medium for shopping with fewer options. The user can visit the webpage of companies and just place an ordered and payment is done via credit card, debit card, cash on delivery and electronic fund transfer. Today, the online shopping has become a trend in India and the reason behind the adoption of this techniques lies in the attractive online websites, user friendly interface, bulky online stores with new fashion, easy payment methods, and various services after sale, no bound in quantity and quality, and selection of size, colour, price etc., discounts, coupons, offers, referral systems, return guarantee, speediest delivery.

The Key drivers of rising E-commerce trend have been:

- Increasing broadband internet system and 3G penetration and now 4G penetrations.
- Growing living standards of peoples.
- Available large product range
- Peoples busy life style
- Saving times in online shopping and lots of lack of time in offline shopping.
- Awareness about various products related companies.
- Increased usage of internet and online categorized sites.

Services Offered in E-commerce

E-commerce is a business using the internet in which sellers and buyers buy or sale goods through internet. So, in short, sellers and buyers do not come to know each other personally. Therefore, the company selling the goods or services, obtaining or send money and selling the goods or services are required to complete the service. So that the buyers required information about services for purchase goods or service and service after purchase the goods. The buyer company provides the following different services for the sale of goods and services.

- **Product Description**

Product description gives information to buyer for goods. How the item is being purchased, what other item is being purchased, what other items are used to make it, what is the nature of the item and what offer is eligible to receive etc. So, in short product description is aware about product to customer.

- **Product Categorisation and Tagging**

In order for a person to buy the item he or she wants to easily find, the seller should categorise different types of items in its website so that the person can easily find what he or she wants. Categorised of items like size, colour, price etc.

- **Image and Video Tagging**

After searching the person who wants to buy the items should also put different images and videos of product on websites. So that the buyer has a good impression about the goods and motivate to buy the goods. By looking at such images and videos, there is guidance on that thing to purchase or not.

- **Payment Methods**

The questions arise as to how the buyer will pay for the purchase of the item, so the buyer should state how he/she will pay after purchasing the item. Information should be given about where options are available for payment such as credit card payment, debit card payment, cash on delivery (COD) or electronic fund transfer (EFT) etc.

- **Discounts, Coupons, Offers and Referral Systems**

The seller should state on its website that the buyer is entitled to receive an offer on the purchase of the goods, how much discount will be given to the person buying the item, where coupons can be used for the purchase of the item, and how much discount is available. So that the buyer read it and is persuaded to buy it.

- **Return Guarantee and Exchange Offers**

The seller should state in its website how often the item can be changed after the purchase of the item. Whether or not the spouse is in charge, if so, how long it will be available for the website should be informed. Also, if you have an exchange offer against the purchase of the item, you should inform them, if there is an exchange offer, you should inform the company which item is considered valid in exchange. So that the buyer can become aware of this and take advantage of the exchange offer and return guarantee, and will be motivated to buy the product accordingly.

- **Delivery Time:** The buyer should state in his website how long the item will reach the seller. Also, the customer should be informed of the maximum and minimum time it will take to deliver the item. So that he is aware of the time to get the item.

Competitive Advantages in E-commerce Using Different Services

- **Prepare the Right Content of Item**

If you want to get the maximum advantage of using the service in e-commerce, then the seller has to be careful that the buyer class is fully aware of the item. For that, it should display the entire information about the item across the website. Its full content should be displayed so that the customer is not confused as to whether or not to buy the item and is encouraged to buy the item. If the content for the item is complete and true, then no person buying the mine will contact any other company or seller and we will be able to get competitive advantage by completing our service in e-commerce.

- **Create New Partnership for Slow Moving Items**

In order to gain competitive advantage by serving in e-commerce company contract new partnership for slow moving goods in market. There is something that is less popular in the market or the consumer is less demanding, those products are searching from market and what is less work, then the reasons for failure should be found. Then work on defects of that products or if needed then it should be contracted with a popular company so that the defects contained in it can be removed and the item should be put up for sale in the market a second time and the seller should mention in your website that we have affiliated with this company and its through co-operation, things have changed in this way more than ever before. So that consumers will be more motivated to buy our company item than any other company. This can be more beneficial for sales in e-commerce using a new partnership.

- **Interact with Customers**

Seller provide different services in e-commerce to gain competitive advantage. As a service, he should contact the customer and ask for an opinion on the company's item. What he/she wants from company? Which item more preferable or famous in his/her mind? Doing so will make a good impression in the minds of the customer about the company and the company's product which will motivate customers to buy the company's item.

- **Use Social Media as a Weapon for give Information Related to Service**

The selling company or person should frequently inform the social media about which services to buy and when to buy. Maximum information should be provided to people using social media as a marketing tool. Since most of the time people use social media so often, they will get the information of

one and only one thing on their mindset so if they want to buy something then first of all they will use our website and insist on buying. In a nutshell, maximum benefits can be gained by using social media as a weapon.

- **Create Human to Human Relation Not Creating Human to Brand Relation**

If the seller of a company meets the customer for the opinion of the item, then it should be developed relation as a person. The person should not treat him as a representative of the company. A person can give information without fear, only if the person receiving the information is not in the mind of the informant. So representative person create human to human relation not creating human to brand relation.

Conclusion

The above information shows how competitive advantage can be achieved in e-commerce using different services. E-commerce provides many services like product description, product categorisation, payment methods, discounts, offers, return guarantee, exchange offer so that consumers are more likely to buy goods. Apart from this, many services such as prepare right content of item, create new partnership, interact with customer, use social media, and create human to human relationship can provide competitive advantage in the e-commerce field and compete against other companies. The company's profitability can be increased by taking better advantage.

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