Brief Overview of E-commerce

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**Abstract**—The study focuses on the various aspects viz. strategy, trust, security and benefits which are interrelated with the e-commerce in different ways. These aspects elaborate how they can impact on the e-commerce business in the positive way or in the negative way. This topic is widely considered on the online platform where these factors play a vital role. The motivation to write this paper was coming from the growth in the internet users and the wide range of people preferring online purchase rather than going in shop. This paper will able to provide the knowledge in the e-commerce era.

**Index Terms**—E-commerce; Strategy; Trust; Security; Benefits.

I. INTRODUCTION

Today we can buy almost everything on few clicks from pencil to a whole furnished house with the help of internet. There are various modes of methods to make online purchase and a lot of customer uses the online mode to make payments and this aims to develop the security of the website and to provide good customer service [1]. There are various factors which are important while doing e-commerce business and these are varies per countries, culture and surroundings. Some surveys are conducted which are beneficial for the customers but not for the company as there are many perspectives for this. As many surveys conducted on the trust from the customer’s perspective but the trust from an organization perspective is still primitive. In an initial survey it is found that trust was important in a firm’s growth with business involving transactions and identifiable partners (EDI) [2].

E-commerce technology has various influences on the current market and there are various factors which are affecting the market. There are various surveys conducted on the e-commerce and one of the projects was to develop an instrument which will measure the benefits of electronic commerce. This instrument will able to benefit the e-commerce managers to make better choices in critical situation [3]. Many times, sample surveys are used to find out the activities in the e-commerce business and many times these survey makes an impact to understand the e-commerce and acquire the different phenomena in the e-commerce business. Several survey are made on the basis of data gathered and are compared and then concluded to make better decisions [4]. There are various frictions in the business of e-commerce, as their different prices for any particular item in two different countries and this prices of any item are totally depend on the currency rates of individual countries. Some international shipping are consider as a hurdle and this costs are becoming barrier for the most of the e-commerce business [5].

II. RESEARCH METHOD

To become a successful organization in today’s business market one must need to gain the trust of their customer, client, employee and on the other hand it must need to satisfy the customer with their services. To develop the trust, the organization must need to satisfy the consumers by providing the customer service so the e-loyalty can be gain and this will ultimately give rise to the e-commerce business. Building up trust in the customer will help the firm the get a long-term relationship with the customer. The trust is directly and directly affects a customer’s purchase decision [6]. The recent research methods e.g. [7] became highly important when pursuing the goal of understanding the economics in the e-commerce business by implementing some models and deriving some techniques. This research will able to conclude that why research is necessary in e-commerce business in economics perspective. This paper is purely a review on the e-commerce research and application.

III. VARIOUS ASPECTS OF E-COMMERCE

E-commerce is broadly possessing various subtopics which includes online business to business transaction, online business to consumer transaction digital delivery of products and services, online merchandizing, and automated telephone transactions. There are some important aspects that this paper is going to cover viz. strategy, trust, security and benefits. This paper explains how important are these in the e-commerce business. This paper will also give some advantages about the factors.

A. Strategy

In the first quote author said that the if an organization is implementing an e-commerce technology then it is critical to made a strategy and according to my perception it is true and I agree with the author [8]. In this article the author describes the strategy to evaluate the price using large scale data and I agree with the authors price evaluating strategy [9]. In this article the author explains how a strategy can affect an organizations value and this is illustrated by giving an example of Amazon.com and its competitors. There are many factors which affect the firm value; the factors may include marketing strategy, pricing, customer service, product quality, service improvement and market expansion. I agree with what author discussed about how an strategy can impact on firms value [10]. This article is about business to business e-commerce and in this article author explains some reinter mediation strategies in business to business electronic commerce. The analysis in this article reveals that some firms may have wide range of strategies that may help them to make profits for a long period of time [11].
B. Trust

E-commerce in business is totally based on the trust and the overall transaction and purchase are in the form of electronic format so it need to be very accurate so in my opinion the author is right about the trust [3]. In this article the author used a national survey to examine the impact of social trust on participation in e-commerce and social trust is one of the key factors and widely used to demonstrate any experiment and this gives a general idea about the service and product [12]. This article explains about the trust in the e-commerce business and what is role of consumer’s trust in online shopping. Many customers are unaware about the functional mechanism of electronic commerce and how much of their data are secured or the quality of the product they are purchasing online [13]. The author of this paper presents a generic model of trust for electronic commerce. This model has two parts one is party trust and the other one is control trust. The paper explains the relationship between the party trust and control trust and illustrates how these two are interrelated with each other when it comes to transaction in the field of electronic commerce [14]. The author from this article discusses research agenda for trust in online environment. This agenda is broadly divided into four categories like nature and role of trust, moderator of trust, antecedents of trust and empirical methods for examining trust. I agree with what author said about the trust in the online market [15].

C. Security

The author elaborate about the machinery and the mechanism built up by the other countries to ensure maximum security and I agree with the author as the security is the biggest concern in today’s fast growing world[16]. In this article the main concern was the personal data or information from the database and it is also one of the major security concern and I agree with the author regarding the personal data[17]. This article discusses about the digital signature and the consequences of the digital signature and I agree with the author[18]. In this article the author clearly mentioned that the security problems are occurred by the dishonest intentions and I agree with the author, most of the times behind the spam there is someone whose intentions are not appropriate[19]. In this the author explains some key privacy concern and online retailing method and it is needed in today’s e-commerce markets and I am agree with the authors concern regarding the security and the online retailing[20].

D. Benefits

The author represents a solution for the poor evaluation practices in e-commerce and the author ask for further research is needed to identify the impact of constraints and I agree with the author[21]. In this article author explains an environment about how a retailer can implement personalized pricing and how a manufacturer can influence both the personalize pricing and entry into direct distribution channel [22]. In this article author explains some interactive decision aids for consumer decision making in electronic commerce. I agree with the authors framework [23]. This article explains the basic difference in between heavy shoppers and light shoppers. This article may help the scholars to understand that price can play an important role in attracting light shoppers while on the other hand gaining the trust of the heavy shoppers and I agree with what author discussed about the person who shops more and the person who shop less [24]. This article explains the benefits of internet banking and how customers are satisfied with internet banking [25].

E. Issues

In this article the author discusses some usable issues in the e-commerce business and I agree with what author said and discussed about the e-commerce business [26]. The author from this article discussed about the various issues and gave detail insight and I agree with the author and his opinion [27]. There are some research issues which is described by the author and I agree with what author said and explained in the article [28]. The author of this article describes some of the barriers in the growth of e-commerce in the developing countries and that barriers are fundamental infrastructural, financial and the absence of government national ICT systems have made a huge boundary in the development of e-commerce business and I agree with the author [29]. In every business there are presence of some security issues and the author discussed the same and I agree with the authors discussion [30].

IV. DISCUSS RESEARCH

Basic idea on e-commerce and the factors discussed above involves study of the current or present condition of the e-commerce business and how this factors are important in maintaining e-commerce.

V. RESULT AND DISCUSSION

By considering all the factors from the e-commerce environment, it is very clear that these factors play an important and undeniable role in the e-commerce era. These factors are and can deeply understood.

VI. CONTRIBUTION AND NEW INSIGHT

Strategy, trust, security and benefits are the major concern of this paper and these are the major aspects of the e-commerce business. The e-commerce businesses are one of the major part and as it is rapidly growing globally so one must need to consider these factors before implementing or changing anything in the e-commerce.

REFERENCES