

A COMPREHENSIVE ANALYSIS ON ECOMMERCE:EMPIRICAL STUDY OVER SELLERS AND CUSTOMERS OF ECOMMERCE IN INDIA

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ABSTRACT

E-commerce is the finest direction to meet the world's present and future shopping needs. E-commerce is another industry choice that may need to be explored in the future. In our countries like india, e-commerce is rapidly expanding. The Indian E-Commerce Industry has expanded steadily in recent years, owing to a growing number of internet users and favourable demographics. E-Commerce has enormous development prospects in the future as well. However, there are several problems that must be handled properly. The aim of this paper is to analyse the various benefits and problems to sellers and customers.

INTRODUCTION

With the online world and its popularization,, a new form of trade known as "E-Commerce" has arisen in the contemporary global economy. The usage of the internet and other networking tools to perform commercial transactions is known as e-commerce. In comparison to physical exchange or direct physical interaction, this form of company facilitates electronic business transactions. Furthermore, e-commerce includes not only purchasing and sale, but also practises such as product and service site marketing, online invoicing and billing, and online customer service. Electronic data exchange (EDI), electronic catalogues, electronic forms, finance and banking technology, and electronic payment mechanisms such as smart cards, fund transfers, and digital cash are all popular ecommerce technologies. As a consequence, e-commerce involves a diverse variety of practises and technologies. E-commerce may be divided into the following types depending on the form of application: 1) Business to Customers (B2C) - In B2C, e-commerce firms offer their goods and services to end users, or buyers. Take, for example, Amazon. 2) Business to Business (B2B) - B2B e-commerce purchases are performed between two or more companies without the participation of consumers. Alibab.com, for example. 3) Customer to Customer (C2C) e-commerce - In C2C e-commerce, consumers offer goods to other customers directly. eBay is a prime example of this. Customers to Business (C2B) - Customers to Business (C2B) e-commerce is also classified as reverse auction or demand selection. Customers may advertise their goods and services online, and businesses can respond with offers. A consumer analyses the bids and prefers the business that better fits his financial criteria. Online blogs, Fotolia, Google Adwords, and other examples are popular.

Year	Technology	Function/use
late 1970's	EDI-Electronic data interchange, EFT-Electronic fund transfer.	Electronic transaction and electronic exchange of information could be made.
1971 or 1972	ARPANET (Advance research project agency network).	Pioneering network for sharing digital resources among geographically separated computers in US became the foundation for internet today.
1990-1991	First web browser, world wide web created by Tim Berners-Lee opened for commercial use.	Internet is opened for commercial use, e-commerce become possible.
1994	Netscape	Netscape released navigation browser named Mozilla.
1995	Internet in India	VSNL formally launched Internet for public use in India.
1996	Online banking	ICICI is the first bank to champion its usage and introduced internet banking in India.
2000's	Many e-commerce companies entered the Indian marketplace and people began to get aware of e-commerce.	India times shopping, EBay, Flipkart, Myntra, Snapdeal, Jabong, Amazon etc.

Companies	Description
2000: Indiatimes shopping	Indiatimes is an e-commerce division of times of India group, it started its operation in 2000 being one of the earliest e-commerce companies in India.
2007: Flipkart.com	It is an e-commerce company founded in 2007, has launched its own product range under "Digiflip" with the product including tablets, USBs, laptop bags. In 2014 acquired Myntra for Rs 20 billion.
2007: Myntra	Indian e-commerce company of fashion and casual lifestyle products started in 2007. Merged with flipkart in 2014 to compete against amazon.
2008: Homeshop 18	Homeshop18 is an Indian e-commerce company which is a retail venture of network 18 group, which is owned by Reliance Industries. Started as a television channel in 2008, homeshop18.com website got launched in 2011.
2010: Snapdeal.com	Snapdeal is an online marketplace started in February 2010. It won the hearing Asia award in 2011. Now it has become a multimillion company in online retailing.
2010: Paytm	Indian e-commerce website launched in 2010. Started by offering mobile recharges, bill payments and also offers products similar to flipkart.com, amazon.com.
2012: jabong.com	It is an Indian fashion and lifestyle e-commerce portal founded in 2012. In 2016 flipkart acquired jabong through its unit myntra for about \$70 million.
2013: Amazon.com	Amazon is an American e-commerce company started in US in 1994, it entered the Indian market in 2013. Started as an online bookstore, now diversified into a wide range of products. Amazon has grown really fast in India and has become one of the rivals of flipkart.

OBJECTIVE

The aim of this study is analysing the collected opinion and find out the relationship between sellers and buyers

METHODOLOGY APPLIED

Primary Dataset: Primary dataset has been done through Observation and data collection through questionnaires used in the study.

Secondary Dataset: To establish the hypothesis, secondary data is obtained from various research papers, sound know ledged books, & magazines.

Sample Size: 100 and non random sampling adopted to select the sample for this paper,chi-square and percentage analysis applied for this study.

DATA ANALYSIS AND INTERPRETATION

1)**H₀:** There is a common opinion between the customers & sellers regarding Cost & price reduction

H₁: There is no common opinion between the customers & sellers regarding Cost & price reduction

Table 1.1 Cross -tabulation of Cost & price reduction & Opinion

			Opinion				Total
			Extremely unsatisfied	Unsatisfied	satisfied	Extremely satisfied	
Cost & price reduction	Customers	Count	5	4	21	20	50
		% within Cost &price reduction	10.0%	8.0%	42.0%	40.0%	100.0%
	Sellers	Count	4	2	18	26	50
		% within Cost &price reduction	6.0%	4.0%	36.0%	52.0%	100.0%
Total	Count	9	6	39	46	100	
	% within Cost &price reduction	9.0%	6.0%	39.0%	46.0%	100.0%	

Table 1.2 calculated values of Chi-square and Likeli hood ratio

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	1.203	3	1.697
“Likeli -hood- Ratio”	2.015	3	1.283
“Linear relation”	.208	1	1.578
“No. of Valid -Cases”	100		

Analysis

From above table, the actual value was 1,203, and the tabulated value is 1,697, such that χ is less than p, such that null hypothesis is approved.

2) **H₀**: There is a common opinion between the customers & sellers regarding availability of products

H₁: There is no common opinion between the customers & sellers regarding availability of products

Table 1.1 Cross -tabulation of Availability of products& Opinion

			Opinion				Total
			Extremely unsatisfied	Unsatisfied	satisfied	Extremely satisfied	
Availability of products	Customers	Count	8	6	18	20	50
		% within Availability of products	16.0%	12.0%	36.0%	40.0%	100.0%
	Sellers	Count	4	6	18	22	50
		% within Availability of products	8.0%	12.0%	36.0%	44.0%	100.0%
Total		Count	12	12	36	42	100
		% within Availability of products	12.0%	12.0%	36.0%	42.0%	100.0%

Table2.2 calculated values of Chi-square and Likelihood ratio

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	0.352 ^a	3	1.829
“Likelihood- Ratio”	0.4312	3	1.729
“Linear relation”	0.255	1	0.613
“No. of Valid -Cases”	100		

Analysis

From above table, the actual value was 0.352^a, and the tabulated value is 1.829, such that χ is less than p, such that null hypothesis is approved.

3) **H₀**: There is a common opinion between the customers & sellers regarding Product and price comparison

H₁: There is no common opinion between the customers & sellers regarding Product and price comparison

Table 3.1 Cross tabulation of Product&price comparison& Opinion

			Opinion		Total
			Unsatisfied	satisfied	
Product& price comparison	Customers	Count	6	44	50
		% within product& price comparison	12.0%	88.0%	100.0%
	Sellers	Count	4	46	50
		% within product& price comparison	8.0%	92.0%	100.0%
Total		Count	10	90	100
		% within product& price comparison	10.0%	90.0%	100.0%

Table3.2 calculated values of Chi-square and Likeli hood ratio

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	0.443 ^a	1	0.561
“Likeli -hood- Ratio”	0.236	1	0.812
“Linear relation”	0.449	1	0.559
“No. of Valid -Cases”	100		

Analysis

From above table, the actual value was 0.443, and the tabulated value is 0.561, such that χ is less than p, such that null hypothesis is approved

4) **H₀**: There is a common opinion between the customers & sellers regarding faster response to customer demands

H₁: There is no common opinion between the customers & sellers regarding faster response to customer demands

Table 4.1 Cross tabulation of faster response to customer demands& Opinion

			Opinion				Total
			poor	Quite good	Good	Excellent	
faster response to customer demands	Customers	Count	4	5	22	19	50
		% within faster response to customer demands	8.0%	100.0%	44.0%	38.0%	100.0%
	Sellers	Count	5	7	24	14	50
		% within faster response to customer demands	14	42.0%	48.0%	28.0%	100.0%
Total		Count	9	12	46	33	100

Table 4.1 Cross tabulation of faster response to customer demands & Opinion

			Opinion				Total
			poor	Quite good	Good	Excellent	
faster response to customer demands	Customers	Count	4	5	22	19	50
		% within faster response to customer demands	8.0%	100.0%	44.0%	38.0%	100.0%
	Sellers	Count	5	7	24	14	50
		% within faster response to customer demands	14	42.0%	48.0%	28.0%	100.0%
Total		Count	9	12	46	33	100
		% within faster response to customer demands	9.0%	12.0%	46.0%	33.0%	100.0%

Table 4.2 calculated values of Chi-square and Likelihood ratio

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	0.703 ^a	3	1.714
“Likelihood- Ratio”	1.213	3	2.612
“Linear relation”	0.506	1	0.486
“No. of Valid -Cases”	100		

Analysis

From above table, the actual value was 0.703^a and the tabulated value is 1.714 such that χ is less than p, such that null hypothesis is approved

5) **H₀**: There is a common opinion between the customers & sellers regarding Several payment modes

H₁: There is no common opinion between the customers & sellers regarding Several payment modes

Table 5.1 Cross tabulation of Financial assistance & Opinion

			Opinion				Total
			Extremely unsatisfied	Unsatisfied	satisfied	Extremely satisfied	
Financial assistance	Customers	Count	8	9	16	17	50
		% within financial assistance	16.0%	18.0%	32.0%	34.0%	100.0%
	Sellers	Count	9	7	17	17	50
		% within Training Programme	18.0%	14.0%	34.0%	34.0%	100.0%
Total		Count	17	16	33	34	100

Table 5.1 Cross tabulation of Financial assistance & Opinion

			Opinion				Total
			Extremely unsatisfied	Unsatisfied	satisfied	Extremely satisfied	
Financial assistance	Customers	Count	8	9	16	17	50
		% within financial assistance	16.0%	18.0%	32.0%	34.0%	100.0%
	Sellers	Count	9	7	17	17	50
		% within Training Programme	18.0%	14.0%	34.0%	34.0%	100.0%
Total	Count		17	16	33	34	100
	% within Training Programme		17.0%	16.0%	33.0%	34.0%	100.0%

Table 5.2 calculated values of Chi-square and Likelihood ratio

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	0.820 ^a	3	0.769
“Likelihood- Ratio”	0.821	3	0.768
“Linear relation”	0.008	1	0.001
“No. of Valid -Cases”	100		

Analysis

From above table, the actual value was 0.820^a and the tabulated value is 0.769 such that χ is less than p, such that null hypothesis is approved

6) **H₀**: There is a common opinion between the customers & sellers regarding return and refund policy

H₁: There is no common opinion between the customers & sellers regarding return and refund policy

Table 6.1 Cross tabulation of welfare activities & Opinion

			Opinion				Total
			Ineffective	Highly ineffective	Effective	Highly Effective	
return and refund policy	Customers	Count	16	17	9	8	50
		% return and refund policy	32.0%	34.0%	18.0%	16.0%	100.0%
	Sellers	Count	18	15	8	9	50
		% return and refund policy	36.0%	30.0%	16.0%	18.0%	100.0%
Total	Count		34	32	17	17	100

Table 6.1 Cross tabulation of welfare activities & Opinion

			Opinion				Total
			Ineffective	Highly ineffective	Effective	Highly Effective	
return and Customers refund policy	Count		16	17	9	8	50
	% return and refund policy		32.0%	34.0%	18.0%	16.0%	100.0%
Sellers	Count		18	15	8	9	50
	% return and refund policy		36.0%	30.0%	16.0%	18.0%	100.0%
Total	Count		34	32	17	17	100
	% return and refund policy		34.0%	32.0%	17.0%	17.0%	100.0%

Table 6.2 calculated values of Chi-square and Likelihood ratio

	Result	DF	. (2-sided)
“Pearson’s- ChiSquare”	0.550 ^a	3	0.830
“Likelihood- Ratio”	0.551	3	0.830
“Linear relation”	0.305	1	0.751
“No. of Valid -Cases”	100		

Analysis

From above table, the actual value was 0.550^a and the tabulated value is 0.830 such that χ is greater than p, such that alternative hypothesis is approved

CONCLUSION

As a concluding note, e-commerce is a potential of shopping in India and has been constantly transforming the way customers are purchasing and selling goods and services today. The future of e-commerce in India will be promising if any of the issues related to poor cyber law and basic rights, such as anonymity, intellectual property, the avoidance of theft, customer security, etc., were taken into account. As pointed out in the current paper, there are many factors that contribute to the growth of e-commerce in India, including evolving habits, growing Internet penetration, the advent of smart phones, laptops, 3G, 4G, etc., increasing people's disposable income in India, etc. While Indian consumers are embracing the concept of online shopping, they still exhibit a degree of disinclination towards e-commerce. As a consequence, e-commerce firms with superior deals and facilities, repair promises, logistic challenges, various payment processes, committed 24/7 customer support, online payment theft being overcome, building confidence will minimise customer reluctance. This paper also demonstrated how cloud infrastructure changes the way e-commerce businesses work today by providing a range of advantages. Thus, the future of e-commerce in India is enormous.

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