A Conceptual Study on Supporting Energetic Inscription: E-Commerce Shopping in the Business

Authors

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ABSTRACT

The experts in e-commerce are pushed postal operators throughout the world to develop new services to meet their customers’ changing needs. Thus, regarding the physical dimension of the e-commerce transactions, the subpart of city sector somehow plays the critical role of an “invisible hand”, transforming the users’ clicks into parcels and packages in the hands of the buyer. E-commerce traffic continues to rise exponentially in the business. This paper will help you better understand how your consumers are interacting with e-commerce in PCMC (Pimpri - Chinchwad, Pune) location and what they expect from shopping in the business website. It will also teach you what your business needs to do to keep up with emerging e-commerce trends as well as improved website shopping experience for the end customer.

Keywords— E business, E commerce, E shopping, Market to on door, PCMC e Shopping.

INTRODUCTION

In the past 10 years, e-commerce has taken on a life of its own. You may say, “Well, I bought things online 10 years ago, too.” That’s true, you did. But the online purchasing process is now fundamentally more evolved. Gone are the days when a website purely offered a good or service which was simply directed to a shopping cart upon checkout, paid for and shipped. In 2012 the best e-commerce sites will have teams of people to assess pertinent data about their consumers. This data will enhance digital marketing efforts, further supporting what has always been an integral component of a business overall strategy. The byproduct of the information collected As a result of online shopping creates a truer insight Into important consumer behaviors, footprints, demographics and patterns. How better to approach marketing than by understanding your audience’s needs? The best e-commerce platforms, allow companies to collect information and record customers’ transactions, preferences and shopping habits. The importance
of this is two-fold. Not only can companies focus their online efforts toward better meeting customer expectations, they can also market across mobile and offline channels as well.

If you haven't focused any energy on your e-commerce system, we suggest that now is the time to do it. Don’t get left behind as your competitor's forge ahead using the newest technologies and leveraging the consumer awareness they will gain from upgraded systems and integrated analytics.

Fig. 1 E-Commerce as a Process

What is e-commerce?

Definition: "Technology-enabled transactions and technology-mediated exchanges of digitized information between parties (individuals or organizations) as well as the electronically based intra-organizational or inter-organizational activities that facilitate such exchanges"

Scope of e-commerce:
Exchange of digitized information
Technology-enabled transactions
Technology-mediated relationships
Intra- & inter-organizational activities

What is e-shopping or Online Shopping?

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Amazon.com and eBay.
Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

II. E-COMMERCE TRENDS AND FRAMEWORK

E - Commerce Trends

There’s constant change happening all around you. It’s your job to keep up with it all. Here are some emerging e-commerce trends to keep your eye on as we dive into the second-half of 2014.

a) Going Mobile:

2014 can be one of the biggest breakout years yet in terms of companies going mobile. The demand for mobile developers is on the rise as more companies begin to develop mobile applications for their services. It is now mandatory that every business must have their own web portal, which can be also accessed from mobiles.

b) Simple Navigation:

Make sure your customer can easily search your website and find the products they are looking for. People don’t navigate the way they used to, and since time is precious, one click transfers to a shopping cart will be imperative. You don’t want to lose customer in the hassle and steps of long transaction.

c) Cross Channel Experience:

E-Commerce must be accessible in any form your customer wants it. While e-commerce does play a huge role in customer experience, it is complemented by retail, mobile and social experiences as well.

d) Availability of Digital Goods:

Bricks-and-mortar companies are hurting. With options such as site-to-store shipping, goods are more readily available to consumers.

e) Video Vs. Images:

According to business2community.com, this year we will begin to see video demos showing real users actually using or modeling a product in motion. One click on the featured product will send consumers right to the final purchase destination.

E - Commerce Framework

Framework tells about the detail of how e-commerce can take place. It defines actually how e-commerce implemented, how online trading or business can be done. It defines important components that should be present to do some transaction. Framework of e-commerce can be viewed as shown below:-
These days nobody believes that business can be successful by merely having an online presence. Distance trade changed so much that online turns over more than all other channels combined. Retailers already earn a significant share of their revenues online and manufacturers of branded goods have long since found a direct access to end customers. The question today is not whether but how. This expanded strategy needs to take into consideration all products, brands and sales areas. Basis of such strategies are:

a. Scalable, service-oriented platform
b. A multi-channel environment
c. Advanced and seamlessly integrated processes and data

The essential focus should be on customer experience in purchasing and brand interaction. You have two options. You can develop a bespoke solution and then, when up and running, adapt it from learning's over an extended period of time. Alternatively you can choose existing platforms that are flexible and above all can be implemented quickly.

### III. RESEARCH METHODOLOGY

#### Data Collection

For doing proper observation of customer, we have followed one of the data collection method as a questionnaire. We created a questionnaire for what customer exactly want from online shopping and that questionnaire circulated in PCMC area to 10000 customers. From collected data considered 370 records as sampling size with 5.0% of margin of error and 95 % confidence level as per D Morgan's sample selection table.

#### Research Analysis

The statistical analysis of collected data is performed by using SPSS 16.0 tool. The analysis as follows:
Table 1. Customer Interested in Online Shopping in the PCMC Location Cross tabulation

<table>
<thead>
<tr>
<th>Count</th>
<th>Customer Location</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nigdi</td>
</tr>
<tr>
<td>Interested in Online Shopping</td>
<td>Ye</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>63</td>
</tr>
</tbody>
</table>

Fig. 3 Bar Chart of Customer who interested in online Shopping in PCMC area (SPSS 16.0)

Table 2. Type of product like to buy online by customers, Location wise Cross tabulation

<table>
<thead>
<tr>
<th>Count</th>
<th>Customer Location</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nigdi</td>
</tr>
<tr>
<td>Like to Buy</td>
<td>Cosmetics</td>
</tr>
<tr>
<td></td>
<td>HealthCare Product</td>
</tr>
<tr>
<td></td>
<td>Grocery</td>
</tr>
<tr>
<td></td>
<td>Dairy Products</td>
</tr>
<tr>
<td></td>
<td>Vegetables</td>
</tr>
<tr>
<td></td>
<td>Fruits and Flowers</td>
</tr>
<tr>
<td>Total</td>
<td>63</td>
</tr>
</tbody>
</table>
\begin{figure}
\centering
\includegraphics[width=0.5\textwidth]{fig4.png}
\caption{Bar Chart for Customer Interested in buying Online Products in the PCMC area (SPSS 16.0)}
\end{figure}

**Table 3.** Payment mode preference for online shopping by customer, Location wise Cross tabulation

<table>
<thead>
<tr>
<th></th>
<th>Like to Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Health Care Products</td>
</tr>
<tr>
<td>Cash On Delivery</td>
<td>35</td>
</tr>
<tr>
<td>Card Payment OR Online Banking</td>
<td>5</td>
</tr>
<tr>
<td>None</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
</tr>
</tbody>
</table>
IV. RESULT AND DISCUSSION

Innovation and E-Commerce Implementation

As per result of the Research Analysis and observation, as a part of innovation we created e shopping web site for PCMC area where the e-commerce concept are implemented. We created and launched web portal having web address as "www.marketondoor.com" for PCMC area only. By using this site customer can shop various categories product like: Vegetables, fruits and flowers, cosmetics, health care, dairy products, grocery and maharashtrian special thali etc.

This web site consists of following functionalities:

Cash on Delivery
SMS Gateway/Mail
Guest (Customer) Registration
Mobile Compatible
Reports (all transaction)
Receipt Generation
Google Map
Shopping offers for boost to business
Responsible GUI (Design)

Recommendation for Implementation of e-commerce in business:

More and more, business is utilizing the information they obtain from online transactions to create full scale marketing campaigns. Investing in a flexible, reliable system will allow you to serve customers across all
channels, improve the way your business manages its products and information and create a deep understanding of your customers needs.

V. CONCLUSION
If you are running an E-Commerce business, what is it that your customers really want? Discovering what will make them truly happy is half the battle towards building brand awareness and loyalty as well as rapid support to your business with the help of e-commerce. The business needs to see the benefits of the transformation. It is realize that for sellers could benefit from e-commerce and sell products within subarea of city on the internet rather than on their local market. The customer can get their required product by doing online shopping at doorstep. The e-shopping promoting to business by implementing concept of e-commerce in the business strategy.

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