

Various Factors Affecting E-commerce

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ABSTRACT: E-commerce is the procedure of doing business through computer networks and Internet. In this Paper, we have analyzed the various factors affecting the growth of E-commerce such as technology, market, supply chain and security. With the ability to track customer's activities, mapping their social networks and come close to them proactively, present personalized offerings and administer individual lifecycle has changed the E-commerce over the past few years. The success of the virtual store depends on many issues such as security, trust etc. Research was undertaken to authorize and create the relative significance of these attributes. E-commerce which was basically started in early 90's had taken an immense leap over the world but security and economic market are some of the hindrances which affects the growth of online business. The major advantage of E-commerce over traditional way of shopping is that customers can browse online shops, compare the prices and order the merchandise sitting at home with their laptops or PC's. This paper divulges that E-commerce is restricted and complex practice which involves the utilization of a focused cross-functional team to undertake a variety of barriers along the way.

KEYWORDS: E-commerce, Technology, Market, Supply Chain and Security.

1 INTRODUCTION

Introduction to E-Commerce provides current and prospect practitioners of E-Commerce a base establishment in every characteristics of conducting big business in the complex financial system. The content focuses on what an executive requires to be familiar with Internet communications, policy formulation and accomplishment, expertise perception, open guidelines concern, and wealth infrastructure in categorize to formulate efficient trading conclusions. This is depicted within an outline for the learning and practice of E-Commerce with production policy at the establishment enclosed by four infrastructures; "the technology infrastructure that bring about the Internet", "the supply chain infrastructure that offers the production for businesses", "market rules which presents both prospects and constraints", "and the security which builds the trust amongst the customers and suppliers."

E-commerce has chiefly altered all through the past few years with the ability to follow customers' actions, map their social networks and use social influence, approach them proactively, provide customized offerings and manage individual lifecycles. Stirring from supervising the community to managing its individual members inside the community is the general denominator in many associated developments [1]. In the rising universal market, e-commerce and e-business have more and more turn into an essential component of business stratagem and a strong catalyst for economic expansion. The assimilation of information and communications technology in commerce has transformed relationships within organizations and those between and among business and individual. With expansion in the Internet and Web-based technologies, distinction between conventional markets and the worldwide electronic marketplace-such as business capital size, amongst others-are progressively being lessened down. Amazon has been the greatest success story in this field after 5 years of loss making and more than USD 1bn in loses it finally turned profitable. Many e-commerce services provides in India wish to become giants in e-commerce sector in India. In India these providers are facing some very tough challenges that have raised due to lot many factors such as poor infrastructure, unclear tax structure, lack of access to internet to a majority of population and lack of awareness about these companies [2].

1.1 E-COMMERCE AND ITS IMPORTANCE

E-commerce is accomplished using a range of variety of services For example: Electronic mail, shopping cart, online catalog, Electronic data Interchange and web services. To guarantee the privacy security, and efficacy of e-commerce, businesses must validate their business transactions, manage entrance to assets such as web pages for registered or special users, encrypt communications and execute security technologies such as the Secure Sockets Layer. The benefits of e-commerce include its around-the-clock availability, the speed of access, a wider selection of goods and services, accessibility, and international reach. It's perceived downsides comprise sometimes-limited customer service, not being able to see or touch a product prior to purchase, and the require wait time for product shipping.

E-commerce trade may utilize a few or all of the following:

- Online shopping web sites for retail sales straight to clients
- Business-to-business buying and selling of the product
- Assembly and using demographic data all the way through web contacts and public media
- Electronic data interchange for business to business
- Marketing to new and well-known clients by e-mail or fax (for example, with newsletters)
- Appealing in retail for launching novel goods and services

2 RESEARCH METHOD

This research paper scrutinizes the utility of documents as an information source in qualitative research and confers document investigation practice in the perspective of genuine research understanding. Aiming to research learners, the article obtains a nuts and bolts approach to document examination. It portrays the nature and variety of documents, delineates the benefits and constraints of document scrutiny, and presents detailed illustrations of the use of documents in the investigation course. The purpose of document study to a grounded speculation study is presented. Research on cutting edge e-commerce, customer engagement and social influence practices requires awareness of the realities and possibilities of information systems management. At marketing centric venues such as pure marketing and even ecommerce conferences, the starting point is often too much on the would-be-nice-to-have or who-uses-it the- most type of dialogues [3].

In this research paper, a new ontology based repeated item set technique is recommended to pact with research suggestion grouping difficulty. In the suggested technique, research ontology is firstly created to normalize explore keywords. Secondly, recurrent item sets through dissimilar hold quantity are taken out from research suggestion supported on research ontology. Thirdly, a novel evaluation of resemblance degree linking two research applications is constructed and then a grouping algorithm is suggested to categorize study suggestion based on the connection degree, within which a number of constraints are conferred, and the appropriate factors are chose. Lastly, whilst the quantity of research suggestions in several clusters is still huge, explore proposals are additionally separated into small clusters, inside which the number of study applications are roughly equivalent.

2.1 SURVEY METHOD

Under our survey we have discussed the of students and faculties perception towards online business and E-commerce, we have prepared a number of questions and asked them to faculties and students at university of Bridgeport. The main agenda of the research is to emphasize on the issues affecting E-commerce and web based trading such as security, technology, economic market and supply chain. Our questions were founded on specific factors depicting its advantages and disadvantages and what business and government organizations can do to overcome these hindrances.

3 SCIENTIFIC CASUAL MODEL OF E-COMMERCE

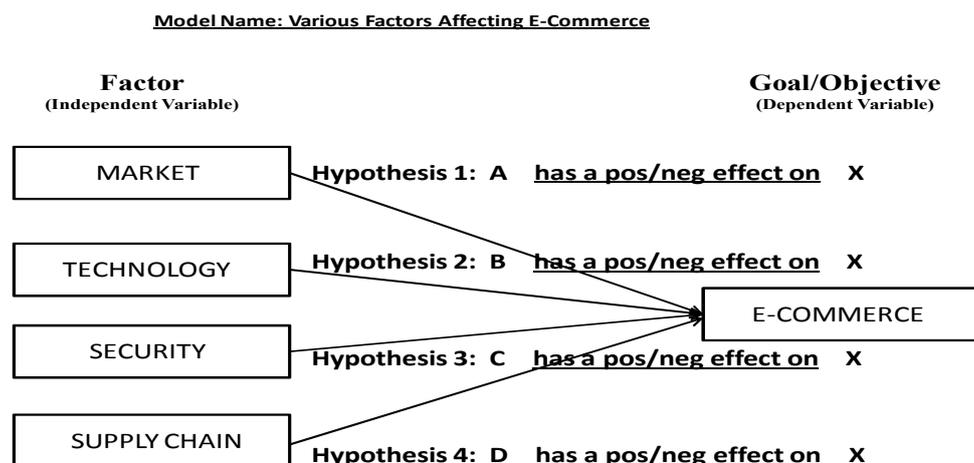


Figure 1. Various Factors Affecting E-Commerce

E-commerce is essential for enterprises because it improves their understanding of customer needs and of the products and services available in the market [4]. Now-a-days many traditional manufacturers have started taking the initiative of online business. Because of the E-commerce manufacturers have started eliminating wholesalers and distributors which has reduced the manufacturing period stock and circulation which has reduced the cost and thus this helps them to obtain higher profits. Adopting e-commerce may encounter a similar situation in that it can promote productivity only when the long-run benefits of computerization exceed the short run cost of learning by mistakes. The reason is that the cost savings of e-commerce through the Internet channel probably do not meet demand in every style, size, and color combination at a much lower cost in the short run [5]. A lot of benefits and features have been provided by E-commerce which is sufficient enough to attract massive interest, but there is always a fundamental problem of trust is associated with E-commerce this is one of the main reason of hindrance in the success of E-commerce.

3.1 GOAL OF AN ONLINE BUSINESS

An Online company's main goal is to achieve what business wants. A prime aim for each and every business association is to put in value and makes profit. Additional premeditated aims comprises growth, market management and brand construction.

A commerce purpose is a comprehensive depiction to set up your plan and proceed in a manner to achieve the desired aim.

There are three primary goals of social media. They are:

- **Driving Conversions:** Social media is one of the easiest ways for potential boost if it is to increase sales or to increase leads. Conversions are easily traceable when it comes to social media.
- **Increase the Conversation:** Social media is the only means which provides the space in the world where clients can talk with the company's employees in a tractable environment. Social media websites are the ones where companies can launch new product, reach the target audience or to share information about the offers and best selling deals.
- **Strengthening the Brand name:** To build up the brand name and value social media is one of the most powerful tools for marketing. Through social media websites the company can easily find the targeted audience. Via social media, companies get ways to interact with their customers and place online advertisements.



Figure 2: Strengthening The Brand Name

3.2 FACTOR 1: MARKET

The growth of electronic-markets (e-markets) necessitates the processing of much commerce protocols (processes). Each protocol handles different messages and flows of transactions among customers, merchants and intermediaries. Developing applications for each commerce protocol is costly and impractical [6]. Consequently, mounting a flexible model of Internet commerce to sustain a variety of trading protocols is imperative. Furthermore, the appearance of intermediaries is expected as e-markets cultivates. This effort analyzes a range of trading method and the task of intermediaries, and proposes a flexible agent-based model of intermediary–centric trading. Market orientation could be divided into consumer orientation, competitor orientation, and cross-functional coordination, and pointed out that market orientation is the value system of an organization. Market orientation denotes market information regarding the present and future needs of consumers, the dispersion of cross-department information, and the reaction of the organization towards information [7]. The emerging knowledge economy is a new phenomenon in the financial markets and poses new issues in various aspects of financial decision-making. The financial sector plays an important role in macroeconomic management but many studies on financial issues relate to the microeconomic level, where the study of markets under asymmetric information has provided insights into the significance of financial factors for corporate investment decision-making [8].

3.3 FACTOR 2: SECURITY

Now-a-days, Commerce is getting dependent on information systems in a new way; with the introduction of electronic commerce Information security is thus becoming more and more essential to companies’ Self-protection. In contrast to earlier systems, this is also openly perceptible to the customer. The shifting situation means, conversely, that the requirements for security cannot be solely filled by new policies and risk analysis. We have presented a number of very significant and essential security problems in the X.509 solutions being provided today for security in E-commerce. Many of the problems originate in the fact that those building the security solutions understand little business and trading, electronic or not. It has also been anticipated that signatures will find a widespread use in emails. To use a digital signature, there must be a motivation, e.g. an application [9]. Our expansion to the novel scheme have improved the security of the new scheme by requiring two pieces of authentication (i.e. two certificates and demonstrated possession of associated private keys) to be presented in order to acquire an additional certificate in the most capable way. In this way, the danger of an invader fallaciously obtaining an unidentified certificate by means of a compromised private key has been much reduced. The ambiguity and liability properties of the novel scheme have been preserved without deterioration. Security administrators need to prioritize which feature to focus on amidst the various possibilities and avenues of attack, especially via Web Service in e-commerce applications [10].

3.4 FACTOR 3: TECHNOLOGY

Understanding the effective adoption of technological innovations, such as e-business, is arguably one of the key challenges facing organizations. The literature indicates that the relationship between firm capabilities and firm performance is mediated by the effects of the adopted innovation (e.g., e-business). However, the complementarily effects of capabilities

on the adoption of innovation have received little attention [11]. Technological opportunism potential permits firms to attain, attract, and incorporate inner and outer facts and market information about new technologies to organize their assets in order to react to the technological opportunity and/or threats that can appear. Though, in spite of its impending inferences for business, there is little investigation about technological opportunism and its impact on performance. Only in recent times, studies have observed the consequence of technological opportunism on performance procedures. The capability of firms to sense and respond to changes in technologies, called technological opportunism, is of growing importance to managers as a source of competitive advantage. However, exactly how technological Opportunism impacts firm performance is still not clearly understood. Furthermore, the role of marketing in this relationship, if any, has yet to be examined. Understanding this relationship is critical for marketing managers not only for determining strategic investments of resources but also for demonstrating marketing return on activities. The results show that technological opportunism has a strong positive impact on key measures of performance such as firm sales, profits and market value [12].

3.5 FACTOR 4: SUPPLY CHAIN

Supply-chain management is a composite procedure due to the several qualms it involves. The ambiguity connected with inter-organizational management comes with reference to when the behavior of supply chain contributor are not in harmony. Modern developments in e-commerce have added to Internet-based solutions to this trouble. Concerning e-commerce explanation to the supply chain can boost the effectiveness of synchronization and resource integration between partners. Since the success of e-commerce systems depends on whether the troubles that interrupt supply-chain integration can be prevail over, diagnosing supply-chain problems is significant in deploying e-commerce solutions. During the last decade, supply chain management (SCM) has changed significantly due to globalization and the pace of technological innovation. Competitive pressures have forced companies to increase supply chain collaboration throughout the whole product lifecycle. To improve their ability to integrate processes, businesses are also facing the challenge of shorter product lifecycles, globally dispersed design teams, a constant increase in outsourcing and the market demand for mass customization. This has forced companies to create demand driven and flexible supply chains that will be able to meet customers' expectations. Key business processes are integrated through the supply chain while strategic knowledge and issues are shared in order to achieve mutual benefits [13].

4 CONCLUSION

Today's businesses should always try hard to produce the next exceptional thing that clients will desire for the reason that customers persist to wish for their products, services etc. to constantly be enhanced, sooner, and cheaper. In this era of new technology, commerce involves accommodating to the new types of consumer requirements and trends since it will establish to be vital to their business's success and endurance. E-commerce is constantly making progress and is attracting more and more significance to businesses as technology persists to proceed and is impressive that should be taken benefit of and executed. The prospect of E-commerce will radically develop over the years as the quantity of internet users among businesses and customers flourish considerably every year. From the recent universal knowledge on the instability of e-commerce equity market, there is a call for for public strategy to develop participation in the e-commerce segment, so that the sector operates capably in an economically and socially pleasing way. The success of social and economic objectives in relation to e-commerce expansion must as a result require government involvement. The focus of public policy ought to be directed at diminishing the troubles of moral danger and adverse variety in the e-commerce equity market. These problems are further apparent because of the promising and developing nature of e-commerce progress creating a state of asymmetric information.

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