



# E-Commerce: Objectives & Applications

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**ABSTRACT:** *E-Commerce means that utilizing Internet and the web services to the transaction of the business and the transaction of the commercial purposes that typically involved exchanges of the values all over the organization and the individuals' boundary in return to the services and the products. Electronic commerce occurred daily whenever seller and the buyer use internet for conducting the business transaction. This technology creates possible to anyone for buying or selling practically anything online. This paper highlights the objectives and the features of the electronic commerce and the types and the requirements into business applications that are increasing day by day and its usage also increasing by number of the times. In the future, lots of the large things are expecting to alter into the e-commerce at the coming of the years. Emerging of the markets such as: Brazil, China, Russia & the South Africa projected to play a large part into the coming future of the e-commerce. Mainly, people alongwith this industry falls in the favor of big shifts to the online shopping. There is going growing trends where the companies buying the software, product and the services to the workforce. These are some of the advancements in the technology that make life easy and the business gets much profitable. The automation of the E-Commerce is the much increasing element to the online business. The stretch from the market automation towards the warehousing is the growing advances. Supplying chain management got the benefits by the automation soft wares that scheduled inventory alert to reorder whenever the stock got low.*

**KEYWORDS:** *Business, Commerce, Customers, Electronic, Internet, Online, Services.*

## INTRODUCTION

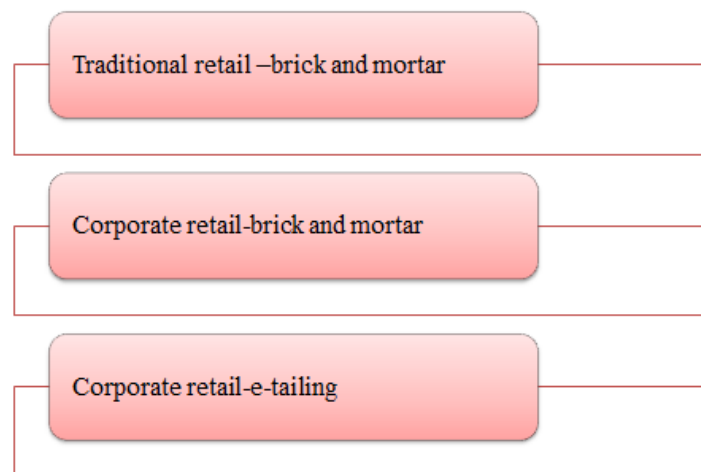
E-commerce is the utilizing of the Internet and the web services to the transactions of the business and the commercial purpose transactions that are involved in the exchange of the values all over the organization and the individual boundary in the return of the services and the products. There is a need to focus on the digital enabled commercially transaction all over the organization and the individual. The e-business application turns in the electronic-commerce precisely whenever exchange of the values occurs. The digitally enabled transaction included all the transaction that mediate from the digital technologies and the platforms which is transaction that occurred over internet and the web services. Therefore, the electronic-tailing is subset of electronic-commerce that encapsulated all of the “commerce” that conducted by the internet. This refers to the part of that e-commerce which entails the sales of the products merchandises and this don't include sales of the service mainly railway ticket and the job portal.

There are some three types of the destination which occurred catered towards the retail sale (Figure 1):

- Traditional retails bricks and the mortar.
- Corporatized retails bricks and the mortar.
- Corporatized retails electronic-tailings.

The history of the e-commerce starts alongwith inventions of telephones over the end of the last of century.

The electronically data interchanges are broadly viewed as starting of the e-commerce that considered electronic commerce as networks of the business community and the digitalization of the business associated information. The larger organizations that investing in the growth of the electronic data interchanges since their 60s [1]. Basically, an electronically commerce defined the facilitation of the commerce transaction electronically by utilizing the technologies like: electronically fund transfer, & electronically data interchanges. The developments and the acceptances of the credit card, the automated teller machine and the telephonic banking in year 1980s they all were formed of the electronically commerce. The other form of the E-commerce that was airline and the railways reservation systems.



**Figure 1: Illustrating the various types of the destinations that catered to the retails and the sales.**

The online shopping is much important part of the e-commerce that was invented from Michael Aldrich in United Kingdom in the year 1981 [2]. The system that was utilized the switch public telephones networks into dialup and lease the line mode. Also the internet becomes popular all over the world in the year about 1994 when the very first online shopping got started that took about 5 of the years for introducing the security protocol that allows continue connections to Internet [3]. Because the people started associating E-Commerce alongwith the capability of the purchase of different good by the internet utilizing secured protocols and the electronically payments service. The web becomes populated mainstreams medium into speed that never seen much before. This term referred to any of the sort of the business transactions which involved transferring of the information by the internet. From this definition, this covers varieties of the business-related activity that uses internet as platforms to either the data exchanging or the monetary transactions or both of it at the times.

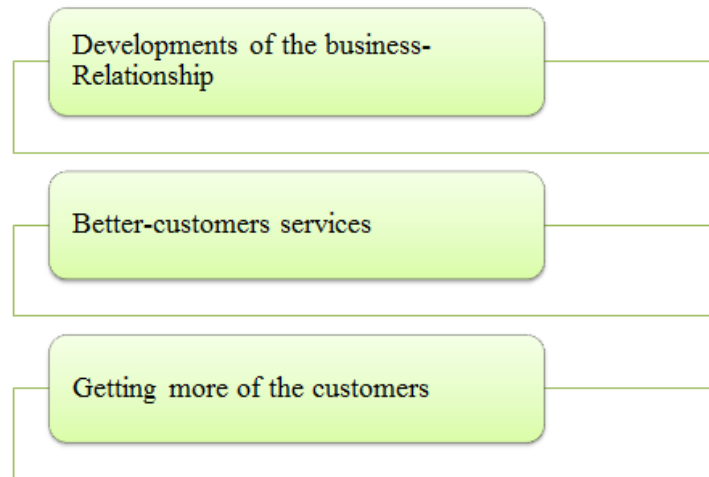
There are various objectives of the E-Commerce that helps in the development of the business associated relationship and the better customers services and get to more of the customers. The different objectives mentioned below (Figure 2):

*1.1 The business-relationships developments:*

The development of the business associated relationships can do by the e-commerce that being primary & basic objectives. As the direct contacts into the companies and the customers, the business relationships that will increased. Therefore, the areas of the markets can also get to increase.

*1.2 The better-customers services:*

As this is much done all around the clocks, customers always have the online helps about the product. The information gets furnished towards customers; this becomes easy for him in choosing the best of the products among another alternative. The services that done by the internet immediately, customer services will get ballooned. From highlighting the services of the customers, the company try to be subjugated the lions share into market.



**Figure 2: Illustrating the different objectives of the E-Commerce which helps in the development of the markets.**

### *1.3 Getting more of the customer:*

These are the days that becomes mandatory to companies for the double its customer, & this be done from rendering the values that add services and maintains qualities. Therefore, this is among the most primary objectives to companies that supplies impetus to the robust growth into the sale and the overall profits.

## **LITERATURE REVIEW**

Steven & Izak [4] studied the comprehensive models to the perceived risks of the e-commerce transaction. They studied that the perceived risks are important construction in the research of electronic-commerce but this approach in manner is sufficient systematic, detailed and the comprehensively that understood to the multiple dimension instructive to the information system designer. They identified the events which exposed consumer to harms in the e-commerce transaction and the measure of the dimension of the perceived risks alongwith the rigorously developing formative indicators which incorporates the unlimited ranges of the unwanted event of the potentially concerns to the consumer.

Jinsoo Park et al. [5] Studied the different risks that are focused on the E-commerce adoption models all over the country's study. As e-commerce proliferate alongwith the growth of internet, that have insufficient researches effort that concerns the status in the Korea. They validated the E-Commerce adopted models onto the two of the country. This integrated technologies acceptances models alongwith the theory of the perceived risks for explaining e-commerce adoptions. Their findings provide interim supports to generalizable of the e-CAM and the online firm must considered the contextual factor for facilitating consumer adoption behavior.

Steve G. Sutton et al. [6] examined the risks analysis into extended enterprises environment and the identification of the critical risks factor into business to business e-commerce relationship. They identified the critical risks factor which utilized for assessing impacts of the business-to-business e-commerce enterprises risks. The frameworks focused onto the three of the primary

risks' components like: technical risk, applications users' risk and the business risk. For identifying the critical sets of the business-to-business risks factor, the structure focused group apply nominal groups techniques that were conducted alongwith the three internal constituencies group & the two of the external constituency group.

Carolina & Francisco et al. [7] studied the customers' knowledge managements and the e-commerce and the roles of the customers perceived risks. The current research designs for gaining the deeper understandings of the customer's knowledge management's tool in the e-commerce contexts. The relationship among the customer knowledge managements literatures and e-commerce literatures got evaluated by the various user's characteristic like the risk preferences, internet preferences and the knowledge of the internet and the impact on the customers online perceiving risks and the purchasing intentions that rely upon the presence of the various customer knowledge management tool on websites. The implications of these tools to the e-commerce activities are demonstrated & managerial implication got examined.

D.W. Manchala [8] studied the metrics and the model of the e-commerce. They have observed that the traditional model of the trust among the vendor and the buyer that falls short of the needs to electronic markets, wherever the anonymous transaction crosses territorial and the legal boundary and the traditional values chain structure as well. The alternative quantification of the trust might offer better evaluation of the transaction risks into the environment. This introduced notion of the quantifiable trusts and then developed model which capable of satisfying the needs of the mutual trusts. This comprised of two of the concepts like: one is the e-commerce printings enterprises and another for the internet stocks trading's.

## DISCUSSION

E-commerce pertained the key features that gets explained in the development of technologically enabled, mediates, universalities, virtually communities and many of the other that are explained below (Figure 3):

|                               |   |
|-------------------------------|---|
| <b>Features of E-Commerce</b> | Technology enables                          |
|                               | Technology mediated                         |
|                               | Universality                                |
|                               | Intercommunication                          |
|                               | Delivery of information                     |
|                               | Electronic completion of business processes |
|                               | Virtual community                           |
|                               | Inter-Disciplinary nature                   |
|                               | customization                               |

**Figure 3: Illustrating the important features of the electronic commerce that helps in the development of the marketing standards.**

Electronically commerce is technologically enabled: the traditional commerce took place during the times immemorial but electronic-commerce resulted from the integration of the digitally technologies alongwith the business process and the commercial transaction. The technology

foundations of the electronic-commerce are the World Wide Web (www), internet and the different protocols [9].

### *1. Key Features of E-Commerce*

#### *1.1 Technologically mediated:*

In the Electronic-Commerce sellers and the buyers meet into the cyber space instead of the physical places. Therefore, electronically commerce not getting involved into the face to faces contacts.

#### *1.2 Universalities:*

The selling and the buying that taking into place by the website into the electronic-Commerce. The website that accesses by anywhere all over the globe at any of the time that hence it possessed this feature of the universalities.

#### *1.3 Intercommunications:*

The electronic-commerce technologies ensured the two ways communication among the seller and the Buyer. Onto the other side by utilizing e-commerce firm that communicated alongwith the customer by the electronic-commerce enabling websites. On the other of the side, customers also fill up the order form, the feedback form and communicated alongwith the business operated firm.

#### *1.4 Information delivery:*

The E-commerce served the best of the channels of the communication. The electronic-commerce technology ensured speed delivery of the data over the very lower costs and then considered increases information densities as well.

#### *1.5 Electronically completion of the business associating process:*

By utilizing electronic-commerce one can perform the business associated transactions such as: accounting and the inventory by the computer at the global levels.

#### *1.6 Virtually community:*

The virtually communities that are the online community that are made from means like chat room and the particular designed site such as where the people interact along with the each other that have the similar interests by utilizing internet.

#### *1.7 Inter-disciplinary natures:*

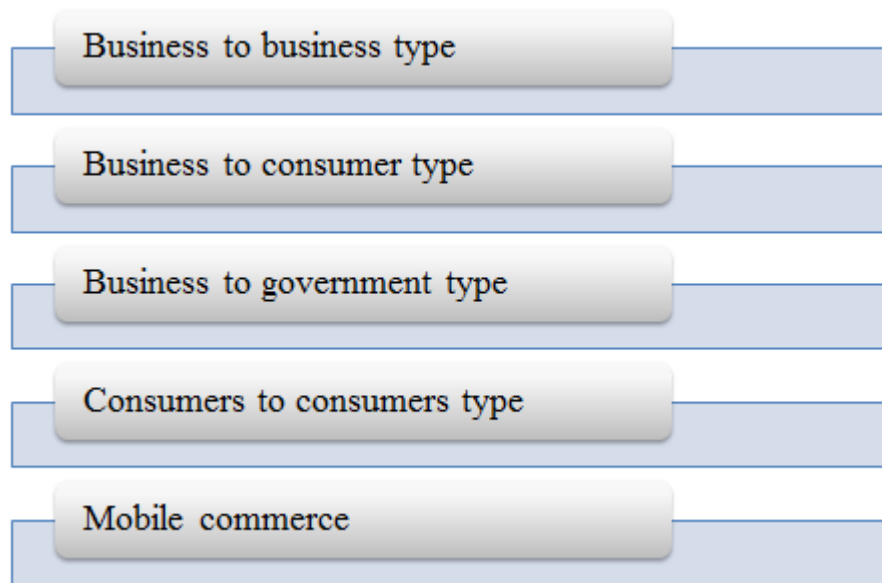
Implementations of the electronic-commerce that requires lot of the knowledge of the managerial, technology, socially and the legal issue. Apart from thus, the understanding of the consumers' behavior, the marketing tool and the financial aspect that is much crucial as the design interactives Electronic-Commerce website [10].

#### *1.8 Customizations:*

By the use of the electronic-commerce technologies, world moves by the mass productions to the customization. The products customization ensured the good that are tailored as accordance to the preferences and the requirements of the customer

### *2. Types of E-Commerce*

There are five major types of the E-Commerce that works alongwith the business towards business, business to the consumers, business to the government, consumers to the consumers and the mobile commerce (Figure 4).



**Figure 4: Illustrating the different types of the electronic commerce that are emerging in the market today.**

*2.1 Business towards the business:*

Business towards the business referred to the Electronic-Commerce among the businesses. Into this the transaction that usually are carried by the electronically data interchanges. This is automated formatted of the exchange of the information among the business at the private network. This also composed by the standard which enabled business computer for conducting transaction alongwith each other without any human interventions like: manufacturer and the wholesaler are some of the business to business companies.

*2.2 Business towards the customers:*

The business towards the customers referred to the electronic-commerce activities which are focused over the customer instead of on the business. Also the customers to the business referred to the electronic commerce activity that used reversed pricing model where customers determined price of products or the service.

*2.3 Customer towards customers:*

This referred to the electronic-commerce activity that uses auctioned styles models. Customers that the business and the customer to customers enabled customer for direct dealings alongwith each other. The M-commerce is buying or selling of the good and the service by the wireless technologies. The contents delivery at the wireless device that become faster and much secured and scalable, certain beliefs which mobile commerce surpasses wireline electronic-commerce as method of the choice to the digitally commerces transaction[10].

**CONCLUSION**

These are some of the technological advances that make life easier and industry more profitable. E-Commerce automation is becoming a more important part of online enterprise. The transition from retail automation to warehousing is advancing at a rapid pace. The automation software that planned inventory alerts to reorder once the stock got low benefited supply chain management. E-commerce is the use of the Internet and online resources to corporate and commercial transactions involving the exchanging of values across organizational and human boundaries in exchange for services and goods. There is a need to concentrate on digitally activated commercial transactions

within the enterprise and among individuals. Whenever there is a value swap, the e-business program initiates electronic-commerce. Whenever there is a value swap, the e-business program initiates electronic-commerce. The term "digitally powered transaction" refers to any transaction that is mediated by digital technology and networks, such as transactions that take place over the internet or by online services.

As a result, electronic-tailing is a branch of electronic-commerce that encompasses all "commerce" done over the internet. This is the portion of e-commerce that deals with goods purchases and excludes service sales, such as train tickets and work portals. E-commerce has a long tradition that dates back to the invention of telephones at the turn of the twentieth century. Electronic data interchanges are generally viewed as the start of e-commerce, which considers electronic commerce to be business networks and the digitization of business data. Since the 1960s, larger companies have been participating in the development of electronic data interchanges. Essentially, an electronic commerce transaction is characterized as the electronic facilitation of a commerce transaction through the use of technology such as electronic fund transfers and electronic data interchanges.

E-Commerce is described as the use of the Internet and web sites in the transaction of corporate and commercial purposes, which usually involves value transfers across organizational and individual boundaries in exchange for services and goods. Every day, electronic trading occurs where a seller and a buyer use the internet to perform a commercial transaction. This technology allows anyone to purchase or sell virtually everything on the internet. This paper focuses on the goals and characteristics of electronic commerce, as well as the forms and standards for business apps, which are growing in number and complexity every day. Many major items are expected to move to e-commerce in the coming years. Emerging economies such as Brazil, China, Russia, and South Africa are expected to play a significant role in the growth of e-commerce. Citizens, as well as this sector, are largely in favor of major moves to online shopping. There is a rising trend in which businesses purchase apps, products, and services for their employees.

The electronic commerce was created by the inventions and acceptances of the credit card, the automatic teller machine, and telephonic banking in the 1980s. The airline and train reservation systems were the other kind of E-commerce. The technology was used to convert public telephone networks to dialup mode and lease the lines. Also, in the year around 1994, when the first online shopping began, the internet became popular all over the world. It took about 5 years to introduce the authentication protocol and DSL, which enables continuous Internet connectivity. This term extended to any kind of business activity that involved the transmission of data over the internet. This term encompasses a wide range of business-related activities that use the internet as a medium for data exchange, monetary transfers, or both at times.

The establishment of business-related partnerships can be accomplished by e-commerce, which is one of the key and fundamental goals. Company partnerships can develop as a result of direct communication with businesses and clients. As a result, the size of the business areas could expand. Customers will still get online help with the commodity and everything is done around the clock. Customers are given details, making it easier for them to choose the right product from the many options available. Customer experience would balloon as a result of services provided across the internet. The corporation tries to subjugate the lion's share of the industry by showcasing the services of the consumers. This are the days when it is expected of businesses to double their client base, and this can be accomplished by providing value-added offerings and maintaining quality. As a result, one of the most important goals for businesses is to provide impetus for strong growth in sales and overall earnings. Electronic commerce is digitally enabled: while traditional commerce has existed since the beginning of time, electronic commerce is the result of new technologies being integrated into business operations and commercial transactions. Electronic

trading has its technical origins in the World Wide Web, the internet, and various protocols. Electronic-Commerce is technologically mediated, bringing sellers and buyers together in cyberspace rather than in actual places. As a result, no face-to-face connections are needed in mobile trading. The electronic-Commerce includes the sale and purchasing that takes place on a website. The website could be accessed from anywhere on the planet at any time, and therefore it possessed this universality attribute. Digital communities are online communities that are formed by the use of tools such as chat rooms and specially built websites where people with common interests communicate with one another through the internet. : Electronic-commerce implementations necessitate a wide range of administrative, technological, societal, and legal expertise. Apart from that, understanding customer behavior, marketing tools, and financial aspects are just as important as the creation of digital Electronic-Commerce websites.

E-commerce is the application of the Internet and online services to business and commercial transactions involving the exchange of values across organizational and individual boundaries in exchange for services and products. While conventional commerce has existed since the dawn of time, electronic commerce is the consequence of the integration of new technology into corporate operations and economic transactions. The World Wide Web, the internet, and other protocols are the technological foundations of electronic trading. Electronic commerce is mediated by technology, bringing buyers and sellers interact in cyberspace rather than in real life. As a result, in mobile trade, no face-to-face interactions are required. The sale and purchase of goods and services on a website is referred to as electronic-Commerce. Digital communities are online communities developed through the use of technologies such as chat rooms and specifically designed websites where individuals with similar interests engage with one another over the internet. Implementing electronic commerce necessitates a diverse set of administrative, technological, sociological, and legal skills. The creation of business-related connections may be accomplished through e-commerce, which is one of the key and fundamental goals. Business partnerships will grow as a result of direct interaction with firms and customers. As a result, the size of the market areas may expand. Customers may always get online support concerning the product because this is done around the clock. Customers are provided with information, making it easier for them to choose the finest of the items from a variety of options. Customer service will balloon as a result of services provided over the internet. These are the days when it is expected of businesses to double their consumer base, and this may be accomplished by providing value-added services and maintaining quality. As a result, one of the most important goals for businesses is to provide impetus for strong development in sales and total earnings. Electronic commerce is technologically enabled: conventional commerce has existed since the dawn of time, but electronic commerce is the consequence of the integration of digital technology with business processes and commercial transactions. The World Wide Web, the internet, and many protocols are the technological basis of electronic commerce.

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