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A Study of E-business in India

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Abstract:

The concept of e-business is based on virtual shopping. An e-business is done through a website. There is no need to open a shop in physical form and to make huge investment. This allows all the work to be done online, from advertising to supply goods and services. The concept of online business was first emerged in 1990 by two commercial organizations Amazon.com and Ebe.com. The two organizations first started serving through the internet to make their customers buy from homes. Today, 90% of the websites in the World are in online trading. In less time, the business is increasing day by day as it is a business at low capital and low cost. The main thing is that the trade is easier and elastic in terms of management as there is no need to create any physical office or sales center. There is no need to find a customer for online trade. Online advertising of goods attracts the customer to buy goods and also contacts are established with the professional organization.

The number of online customers in the new millennium is increasing day by day. There is no item in the market today that is not available for online sale on the internet. In addition to the sale of goods and services through the internet, various sales services are also available today. Online trade is mainly related to the retail business. This does not include a whole trade. The concept of online business is mainly a business customer.

Keywords: Business, Customer, Electronic, Product

Introduction to E-business:

Online business is a part of e-commerce. The commercial (B2C) model of e-commercial online trading In this business, consumers and businesses interact with each other through electronic media. Businesses advertise their goods through the internet and consumers place orders for goods by viewing these advertisements. Numerous types of goods have become available for purchase through the internet. All the goods can be purchased by the consumer from the comfort of his home while the seller can sell them.

These transactions have no limitations. There is also no time restriction for online trade. Traders create their own website and presents on the internet as the goods available to them. Customers see the display of goods by watching that website. It contains the quality of the goods, the price of goods, the methods of use, its availability, etc. Customers decide to buy these items and buy it and buy it. For this, a purchase order is registered from the internet to the business organization. This is an important feature of online trade. This allows them to eradicate the business and establish a straightforward relationship with the consumer

Hence this trade is also called 24/7 trade. That means the business is open for 24 hours a day as well as seven days a week.

4. As this trade eliminates the middlemen, the price of the goods is available to the consumers at a lower price. Therefore, customers can get good quality products at reasonable prices and get shopping satisfaction.

5. This trade is not limited only to the sale of goods but post services too associated with sold products. So it is possible to solve customer's problems promptly.

Limitation of e-business:

1. The personal data of the consumer is communicated to the producer which can be misused. So, the secrecy and confidentiality of the consumer is at risk.

2. Home delivery service is provided in online business. So, there is no guarantee that the item itself will be delivered to the customer's address in stipulated time, it can be delayed.

3. Consumers have to buy the goods by getting information about the goods from the internet. So, there may be difference between the item the customer booked and the item is delivered to him.

4. In e-business, there is no direct meeting between customer and trader or manufacturer. Therefore, there is no possibility of creating a relationship in online business. Therefore, the social consciousness between the traders and consumers can never be established.

5. Sold items are not returnable in online trading. Also, the sales return process is complicated. So even if the customer dislikes the item, he has to go through a very tedious process to return the item

Examples of e-business:

Amazon is doing the most online business in the world. Prompt customer is served as soon as the customer demands the goods. Customer is buying goods through the internet.

Different types of e-business models:

- **Business-to-consumer (B2C) model:** Seller and customers contact each other through electronic media. Professionals display their products or goods for sale on the internet by advertising on the internet and the buyer purchases them via the internet.
- **Business-to-business (B2B) model:** The exchange of goods, services is done online with the help of the internet. Professionals send numerous data from here at the same time. Complete the professional action in a short time.
- **Consumer-to-business (C2B) model:** The customer demands the goods at the price he wants. Consumers create their own value and demand for goods and services. Examples include reverse online auctions and airline ticket websites such as Priceline and Expedia.
- **Consumer-to-consumer (C2C) model:** The items used by the Consumers are made available for buyers for the consumers. Many transactions are done on the internet today and eBay does not produce any items, but also requests to buy other manufacturers on your website to buy goods or sell their goods. Buyers and sellers via third-party-facilitated online marketplaces such as eBay. These models generate

4. Electronic business:

(Or "Online Business" or "e-business") is any kind of business or commercial transaction that includes sharing information across the internet. Commerce constitutes the exchange of products and services between businesses, groups, and individuals and can be seen as one of the essential activities of any business.

5. Electronic commerce:

Focuses on the use of information and communication technology to enable the external activities and relationships of the business with individuals, groups, and other businesses, while e-business refers to business with help of the internet

Conclusion:

1. Now a days E-business is a must for all companies, to compete successfully in this new era.
2. The E-business imitative need to be supported with strong management support and commitment.
3. Due to e-business, people do not need to go to the market. The item can be purchased only after sitting at home.
4. The intermediaries were eliminated.
5. Items can be purchased at a reasonable price.
6. The business has become popular.

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