

## A Study Of E-Commerce And Its Applications

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### Abstract

*In the modern edge of business E-commerce plays an important role in day to day life. E-commerce is the process of buying and selling of goods and services through the internet. E-commerce is also known as Electronic Commerce as well as Internet commerce. This paper is discussed about E-commerce and its applications.*

*E-commerce and its applications had become unavoidable factors in our day today life. E-commerce plays a vital role in the various fields such as hospitality, banking manufacturing, share marketing, etc. E-commerce help us to buy and sell products and services at a large scale and with facility of 24\*7 transaction. E-commerce venture also have a physical presence. This is better known as a click and mortar store. In this paper we are studying E-commerce and its applications.*

**Keywords-** E-commerce, internet, buying, selling, applications

### Introduction

**'E**lectronic commerce is sharing business information, maintaining business relationships and conducting business transactions by means of tele - communications networks'. (Vladimir Zwass 2001)

E-commerce popularity increased over last decade hugely. It enables us to purchase the goods and services at global scale. E-commerce performed online retail, wholesale as well as electronic transactions.

E-commerce saves the time of people by purchasing the product by sitting at home and on one click. It is a 24\*7 open shop.

The history of E-commerce started firstly on 11 August 1994 where a man sold his friend a CD by band sting through his net market website, on an American retail platform. This is the first example of online purchasing goods from internet and since then it becomes easier to purchase and sale goods.

E-commerce makes use of various new technologies such as M-commerce means Mobile commerce, EDI means Electronic Data Interchange, inventory management system, Electronic Fund Transfer, etc.

### Objectives Of The Study

The main objectives of the study are:

1. To study what is mean by E-commerce?
2. To study various applications of E-commerce.

### Methodology Of Study

The data is of secondary in nature. The information is collected from various journals, books and through internet. In this paper exploratory research is chosen to understand the research topic and to obtain overall data of research objective.

### Limitations Of Study

In this study only secondary data is used. No primary data is being used. Time constrain is also one of the limitations of this study.

### E-Commerce

The term Electronic commerce (or e-Commerce) refers to the use of an electronic medium to carry out commercial transactions. Most of the time it is done by selling goods via Internet, but the term ecommerce also covers purchasing mechanisms via Internet i.e. Business to Business (for B-To-B).

There are mostly various types of E-commerce models which takes between consumers and business. The types of E-commerce classification is done according to the parties which are involved in the transactions. E-Commerce is not only limited to online sales, but also it is useful for preparation of estimates online; consulting of users; provision of an electronic catalogue; access plan on point of sales; real-time management of product availability (stock);



online payment; delivery tracking; and after-sales service. There are following types of E-commerce.

### Types Of E-Commerce

#### **1. Business-to-Business (B2B)**

In Business-to-Business type of electronic commerce transactions take place between systems, companies to do the business. In this type of business manufacturer sales, the goods to wholesaler then wholesaler sales the goods to retailers' sales the goods to the consumers. Manufacturers, wholesaler and retailer perform their separate business.

#### **2. Business-to-consumer (B2C)**

In Business-to-consumer type of business the goods as well as services directly sell to the consumer. There is no middleman in between them. In this type of business consumer gives the order online and company deliver the product. The popular types of companies which perform this type of business is Amazon, Flipkart etc.

#### **3. Consumer to Consumer (c2c)**

In the Consumer to Consumer type of business the consumer directly contacts with each other, without any middlemen. They sell their products such as cars, bikes, motors, etc. directly to consumer.

#### **4. Consumer to Business (C2B)**

In the Consumer to Business type of business the consumer delivers the goods as well as services to business. It is opposite of Business to Consumer type of business model.

#### **5. Business to Administration (B2A)**

In the Business to Administration type of business model the business is performed in between companies and public administration. It includes various services like employment, social security etc.

#### **6. Consumer to Administration (C2A)**

In the Consumer to Administration type of business model the business is done in between individuals and public administrations such as e tax filling, sharing information etc.

### **Applications Of E-Commerce**



E-commerce services are used in various sectors of business such as wholesale, retail as well as manufacturing. Following discussed are the various E-commerce applications.

#### **1 Marketing**

Marketing is one of the most important application of E-commerce services. By using E-commerce services data is collected from the customer about their needs, buying behavior pattern etc. After collecting data price fixing of product, product features, suggestions from the consumer can be easily worked out.

#### **2. Finance**

Now a day's financial companies are using E-commerce services at a large extent. The customer can transfer money from one account to another, can pay online bills. Customer can check the balance of their saving account and loan account also.

#### **3. Entertainment**

E-commerce is used in the area of entertainment also. Multiplayer games, advertisements, video cataloging can be done by using E-commerce application.

#### **4. Education**

In education sector globally E-commerce plays a vital role. Through E-commerce online classes, video conferencing, connecting with different educational training centers can be performed.

#### **5. Online Banking**

Online banking is also known as internet banking, virtual banking as well as e-banking. With the help of E-commerce in banking sector we can check balance of the account, transfer funds to other accounts. This can be done within a minute by sitting at home.

#### **6. Online Booking**

E-commerce services helps the consumers to book flights, hotels, insurance policies, etc. at cheapest rate by comparing it with different companies at a time.

#### **7. Online Publishing**

It is also known as digital publishing or e-publishing. In which books, magazines, libraries, catalogues are digitally published.

#### **8. Manufacturing**

E-commerce application is also used in manufacturing sector. The companies which gives facility of electronic exchange like Barter system. This is done by giving buying and selling items together, Trading market information and inventory control. Through which there is increase in speed of finished goods, raw material among business members.

**9. Auction**

This is also known as customer to customer E-commerce. It is a direct selling of goods and services on internet. Bidding is a special type of auction which allows buyers to bid for an item.

**Conclusion**

After taking into account all the information regarding E-commerce and its applications discussed above, definitely it can be concluded E-commerce plays an important role in our society and in our life. Evolution of E-commerce also become one of the key components of various organizations for daily running business lives. It is continuously developing and more people are connecting to internet

and precautions for safety transactions are taken into account and after performing E-commerce transactions.

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