

Electronic Commerce To Improve The Product

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Abstract- E-commerce, is conducting business over the Internet. Usually it refers to buying and selling goods, and transferring money digitally. There are numerous advantages to e-commerce business, not which is reduced transaction costs. When offline stores calculate transaction costs, they have to calculate in unlimited business spendings along with the actual number of transactions. When there are fewer transactions, the cost of per transaction is higher. On the other hand, transactions arriving in high quantity can make your distributors happy. In e-commerce business, the transaction cost is same across the board, whether one order or thousands come in.

E-selling nearly eliminates errors that run rampant with processors. This translates into less wasted time solving order and removes problems. Although inaccuracies do not incur fees, they do take up considerable time and energy. E-commerce frees up staff members to focus on profit-generating activities. E-Commerce can improve the process of buying/selling. Communication happens very fast if business happens over Internet. Both the buyer and seller get benefited using e-Commerce.

Index Terms- E-commerce website, Process amendments, Market benefits, Indirect amendments, Economic force and e-commerce, E-data interchange.

I. INTRODUCTION

Business is the process of buying and selling product or . Old days business was done as customers visits shops, search for products/services they are in need of. Negotiation happens between buyer and seller, finally the transaction happens. Limitation to this traditional way of doing business is the seller could get business from a particular geographical area where he is having an establishment. Buyer is limited with access to the products/services within an area where he resides. The reach of Internet is global, and is available at reduced cost these days. Many business thought of selling their products/services over Internet. This could help business to reach even a narrow market segment, there by increase the sale and profit. On the other side the buyer can search for products/services provided by any vendor across the globe. Since the marketplace is wider, there is more scope for negotiation. Buying/Selling activities conducted with the help of Internet or any electronic transmission media is termed as

Electronic Commerce. This paper analyses the influence of Electronic commerce on improving the product and process. Study has been made on the transaction costs from the introduction of Internet in transaction between firms. Analysis has been done on the changes in transaction cost when business is changing from physical marketplace to Internet based marketplace. Differentiation is needed between coordination cost and motivation cost. B2B transaction conducted over the Internet reduces coordination cost and increases the efficiency. The efficiencies can be classified into the following Proceedings of 2016 International Conference on Data Mining and Advanced Computing (SAPIENCE)

- 1) Process amendments
- 2) Marketplace benefits
- 3) Indirect amendments

II. RESEARCH AND IDEA

PROCESS AMENDMENTS

E-commerce can improve efficiencies by reducing cost of transactions. More to say E-commerce can reduce the time in a purchase activity. Common procedures in buying selling products or services are as follows. Improvement with respect to product can ultimately execute the good customers with good quality, less priced and fast delivery of products. Monitoring different levels of transactions can definitely contribute positively towards quality improvement without incurring additional cost on the product. The reach of Internet is global, so that the volume of business will increase (As volume increases, cost decreases). Internet based supply chain managements systems helps to deliver the right product, in right quantity, right place, on time to the customers. A. BUYER PERSPECTIVE a) Identify the vendor b) Evaluate the vendor c) Select specific products d) Negotiate transaction e) Make payment and receive product or services f) Warranty claim if any B. SELLER PERSPECTIVE a) Conduct Market research b) Create product or services c) Promote the product/Services d) Negotiate with buyer e) Ship goods and invoice customer payments f) Provide after sale support and warranty claim Internet has reduced the distance between people. About 60% of the E-commerce sites were in English. Now day's regional variants are available which will attract more people across the globe to the world of online shopping. When conducted a comparison of

traditional way of purchasing product/services with Electronic way of doing the same, it is found that time can be saved in all the process of buying product from the buyer side. Identification and evaluation of vendor is so easy in electronic commerce since previous buyers review/comments are widely available in the Internet. Variety of Products from different vendors is available to choose, which makes negotiation more easy and effortless. Electronic way of making payments is most common these days (NEFT, RTGS, PayPal, Electronic Wallets, Card payments, Mobile payment methods etc.)

III. MARKETPLACE BENEFITS

Reduction in coordination costs is termed as marketplace benefits. It is a direct benefit too. Buyer cost is reduced as the Internet allows buyers to search for potential suppliers across the globe cheaper when compared to the traditional way of contacting suppliers over telephone/fax etc. Identifying and reaching the potential customer are also made easy with the usage of Internet as a medium of doing business. Political parties are also making benefit out of the usage of Electronic medium (WhatsApp, Facebook etc.) for spreading messages to promote their people in Election process to local self-government, Legislative assembly and Parliaments. It is not advisable to trade certain products over the Internet. For example, used cars need to be physically verified before buying over Internet.

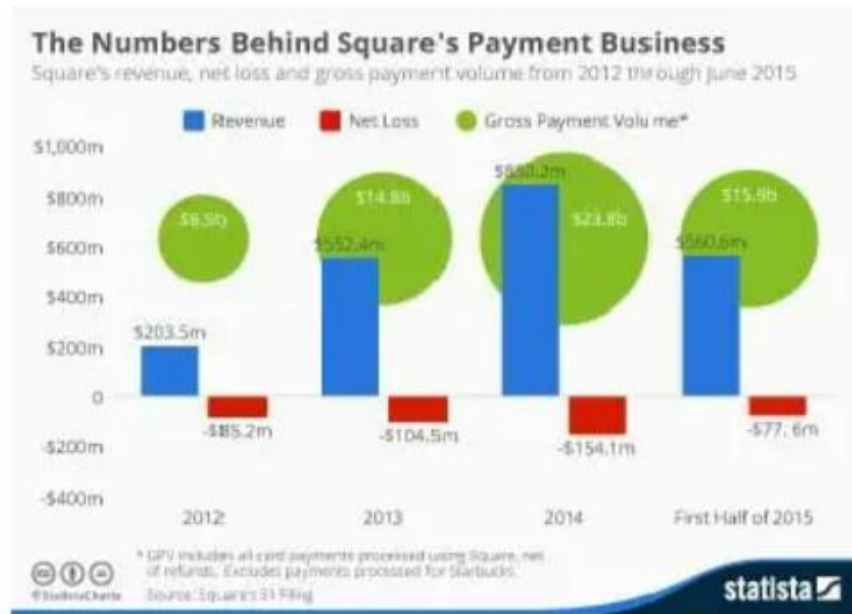
IV. INDIRECT AMENDMENTS

Any reduction in coordination cost results in direct economic gain for conducting transactions. Better knowledge about future demands through Electronic commerce allow seller to improve its demand forecasts. This can help take better suitable production decision. Even though it is not a direct gain, this can contribute to the transaction cost (reduce cost of inventory by controlling production)

V. ECONOMIC FORCES AND E-COMMERCE

There are several elements, which affect E-commerce. Case study has been conducted to understand the effect of these economic forces on E-commerce and further its impact on the transaction costs. Transaction cost is the total cost of negotiating a purchase sale transaction. This includes sales & commission etc. Let us see the case study conducted on a sweater manufacturing company. The usual practice performed is as follows. 1. Knitters sell product to Knitter Market 2. Knitter Market Sells products to Sweater Dealer Proceedings of 2016 International Conference on Data Mining and Advanced Computing (SAPIENCE)

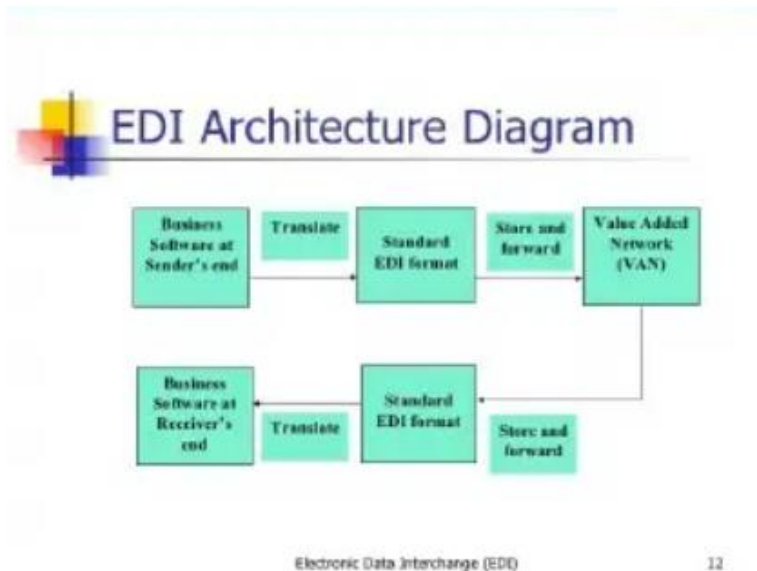
3. Sweater dealer sell to sweater market 4. Sweater market sells to retail clothing shops. Cost reduction is possible by knitters hired by the sweater manufacturer. These people could be hired as first line supervisors so that profit booking from their end can be avoided. This kind of integration is called as vertical integration. Vertical integration helps reduce cost of production and this can help the manufacturer to deliver the product at reduced price to the customers, there by increasing the product and process.



VI. E- DATA INTERCHANGE TO IMPROVE TRANSACTION

Interchange (EDI) is the electronic interchange of business information using a standardized format; a process, which allows one company to send information to another company electronically rather than with paper. Business entities conducting

business electronically are called trading partners. Many business documents can be exchanged using EDI, but the two most common are purchase orders and invoices. EDI replaces the mail preparation and handles with traditional business communication. However, the actual power of EDI is that it standardizes the information communicated in business, which makes possible a "paperless" exchange.



The process improvements that EDI offers are significant and can be dramatic. For example, consider the difference between the traditional paper purchase order and its electronic counterpart:

A. TRADITIONAL EXCHANGE FOR A PURCHASE ORDER

1. Buyer makes a buying decision, creates the purchase order and prints it. 2. Buyer mails the purchase order to the supplier. 3. Supplier receives the purchase order and enters it into the order entry system. 4. Buyer calls supplier to determine if purchase order has been received, or supplier mails buyer an acknowledgment of the order. This process normally takes three to five days.

B. AN EDI DOCUMENT EXCHANGE OF A PURCHASE ORDER

1. Buyer makes a buying decision, creates the purchase order but does not print it. 2. EDI software creates an electronic version of the purchase order and transmits it automatically to the supplier. 3. Supplier's order entry system receives the purchase order and updates the system immediately on receipt. 4. Supplier's order entry system creates an acknowledgment and transmits it back to confirm receipt. This process normally happens within an hour.

VII. STUDIES AND FINDINGS

A. ABOUT WEBSITE

This website is based on e-commerce selling. The name of this website is 'Tech Bay'. This website is based on e-commerce selling and helps in making the user experience better.

The idea of this website is to sell electronic products to customer. Its job is to make the user experience better. User from any region of country can use this website in their language and can buy different products. Reduction in coordination costs is termed as marketplace benefits. It is a direct benefit too. Buyer cost is reduced as the Internet allows buyers to search for potential suppliers across the globe cheaper when compared to the traditional way of contacting suppliers over telephone/fax etc. Reduction in coordination costs is termed as marketplace benefits. It is a direct benefit too. Buyer cost is reduced as the Internet allows buyers to search for potential suppliers across the globe cheaper when compared to the traditional way of contacting suppliers over telephone/fax etc. Identifying and reaching the potential customer are also made easy with.

B. TECHNOLOGY USED

The languages used in this website are- javascript , html, css , vs code ,etc. These languages are used for creating this website. The software used for building this website is 'VS Code'.

All the coding of this website is done in 'VS Code'. Machine learning tool 'Tensorflow' is used to provide various latest products to the consumer. The main work of Tensorflow is to manage and analyse the massive data and to extract the latest information and provide the latest products to the user. Besides this, the website contains 'NLP' which work like 'Alexa' for the user to improve its work experience. User can search any product by using his voice.

VIII. CONCLUSIONS

E- Commerce is the business activities conducted over the Internet. It has got several advantages like it can save money and

time. The business process can be made better with Internet based commerce. E-commerce has grown to big + business these days. Reduction per cost of transaction may result in delivering customers with cheaper and better product. Speed of delivery can be enhanced by effective use of supply chain management software's. Hence it is well understood that E-commerce can better improve the existing process and product for almost all business organizations.

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