



A STUDY ON UNDERSTANDING OF E-COMMERCE WITH REFERENCE TO COMPETITIVE ECONOMY

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ABSTRACT

E-commerce (electronic commerce) is a process of doing business through online by using computer network. E-commerce is a new way of conducting commerce or development of contractual relationship between buyers and sellers without either of them coming into physical contact with each other. This new way of conducting commerce has revolutionized the business and is fast becoming the norms rather than the exception of conducting transaction worldwide. A person or a man sitting in front of computer can access the network for the purpose of buying or selling the products. It has made easier for human to reduce physical work and to save time. But the security is the challenging face of e-commerce today and there is still a lot of advance is made for security in this field. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare price and other merchandise sitting at home. For increasing the use of e-commerce in developing countries the e-commerce is implemented for improving access to global market for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of e-commerce in developing countries for business application.

KEYWORDS: amazon ,mynta ,flipkart, alibab

INTRODUCTION

Indian economy is unique in many ways. In India the consumers are in the hierarchical structure. The consumers coming from the elite class, high rich, upper middle, middle, and low income groups but it is the beauty of Indian shopping malls that they provide outlets for all the income groups to optimize their income. E-commerce is a boom in the modern business. E-commerce (electronic commerce) involves buying and selling of goods and services or transmitting of fund or data over the electronic network, predominantly the internet. Electronic commerce is a paradigm shift influencing both marketers and the customer. Rather than e-commerce is more than just another way to boot existing business practice. It is leading a complete change in traditional way of doing business.

STATEMENT OF THE PROBLEM

E-commerce provides an easy way to sell products to a large customers base. However, there is a, lot of competition among multiple e-commerce sites. When users land on e-commerce sites, they

expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have very broad idea about they want to buy. Many customers nowadays search for their products on Google rather than Visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their products. The purpose of any e-commerce websites is to help customers narrow down their broad ideas and enable them to finalize the products.

OBJECTIVES OF THE STUDY

- Its main aim is to reduce the management cost.
- To fix the target and to achieve the relevant target.
- To increase the efficiency of services.

RESEARCH METHODOLOGY

Research methodology is a way to evaluate the research problem scientifically. primary data-It is collected through questionnaire Secondary data-It is collected from journals ,magazines and websites



TOOLS USED FOR STUDY

The collected data from the respondents are first classified into two things like tabular and inference. Further, the following specific tools were used Simple percentage analysis Chi-square analysis

LIMITATIONS OF THE STUDY

The information can be based due to questionnaire. Accuracy of the primary data collected depends upon the authenticity filed by the respondents of the questionnaire. The sample size is 120. The research is based on e-commerce.

REVIEW OF LITERATURE

Weber, K. and Roehl, W. S. conducted a study on those who search for or purchase travel products through on-line with the age group of 26 to 55 years. Results on the basis of the study concerns about credit card security, evaluation of product quality, and

privacy issues are the main problems faced while on-line purchase of travel products, were made. According to the study by Armstrong and Kotler, a person's shopping choices are influenced by four major psychological factors: motivation, perception, learning and beliefs and attitude. This means that, through motivation and perception, attitudes are formed and consumers make decisions. Attitudes serve as the bridge between consumers' background characteristics and the consumption that satisfies their needs.

DATA ANALYSIS & INTERPRETATION

- The analysis and interpretation of the study is based on the information supplied by a sample of 120 respondents Simple percentage analysis of collected data Chi-square analysis

SIMPLE PERCENTAGE ANALYSIS

TABLE.1
GENDER OF THE RESPONDENTS

Gender	No. of respondents	Percentage (%)
Gender	38	32
Male	82	68
Female	0	0
Total	120	100

Source : Questionnaire

INTERPRETATION: The above table reveals that 32% of the respondents are Male and 68% of the respondents are Female. Majority 68% of the respondents are Female.

TABLE NO 4.6
TABLE SHOWING DURATION OF USAGE

Duration of Usage	No. of respondents	Percentage (%)
Less than one year	35	29
One year to five years	17	14
More than five years	66	55
Do not know/cannot say	2	2
Total	120	100

Source : questionnaire

INTERPRETATION

The above table indicates that 29% of the respondents using Less than one year, 14% of the respondents using One year to five years, 55% of the

respondents using More than five years and 2% of the respondents cant say. Majority 55% of the respondents using More than five years.



CHI-SQUARE ANALYSIS

CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN VARIOUS E COMMERCE FACTORS AND SATISFACTION

Satisfaction Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
Product	9	3	1	2	1	16
Service	12	21	1	3	1	38
Quality	2	7	12	2	0	23
Price	14	18	2	3	0	37
Experience	2	2	2	0	0	6
Total	39	51	18	10	2	120

To find out the association between various products factor and satisfaction level of respondents chi-square test is used and the result is given below.

Hypothesis

There is significant relationship between various e commerce factors and satisfaction level of the respondents.

Calculated value χ^2	169.24
Degree of freedom	20
Level of significant	5%
Table value	39.997
Result	Reject

INTERPRETATION

The above table shows that, the calculated value of chi-square at 5% level of significant is less than table. Hence, the hypothesis is rejected. so there is a significant relationship between various e-commerce factors and satisfaction.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority (44%) of the respondents are using 1-2 year.
- Majority (60%) of the Respondents are using other Notebooks.
- Majority (88%) of the respondents prefer for to write notes.

CHI-SQUARE ANALYSIS

- There is significant relationship between various e commerce factors and satisfaction level of the respondents.

SUGGESTION

- Customer's behavior always looks for some extra benefit with purchasing. They demand

for affordable price for product and gifts with purchasing.

- Online shopping company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investors.
- Customer like best quality product on any price, so company should add latest technology to their products.

CONCLUSION

The popularity of e-commerce is directly dependent on the scaling up of the manufacturing sector which once achieved the standardization and branding follows automatically. The keenness to do transaction with e-commerce propels for the digital payment and therefore financial inclusion becomes corollary in the theorem of e-commerce.

As the study has shows the "A study on understanding of e-commerce with reference to competitive economy". Since the consumer customer satisfaction is the important factor to forecast the sales of any product in a particular area. So company should keep close eye on the market situation. yet, customer



were price sensitive, but the changing market trend and customer view and preference shown that customer are now quality sensitive. They want quality product, good services, easy availability of product and better performance by the product. These days no of customer buying from online has been increased. Also the frequency to visit the online web portal for purchasing has been increased substantially. People are more brands conscious and they are satisfied with the range of products available in online.