

Is E-Business More Profitable Than Traditional Business

Ravina Soni

Assistant Professor, BMS Department

Thakur Shyammarayan Degree College, Kandivali (East), Mumbai, India

Abstract: *People around the world are becoming speedily busy with their lifestyle and are looking for the fastest, easiest and cheapest way to complete a variety of our routine tasks. Because of this phenomenon, the traditional retailers have become an inconsiderate alternative for a part of the population for a variety of purchases. The main benefit of E-business is that people can purchase wherever they are, without having to leave home, and finding everything they need just by typing a couple of words. This paper investigates the importance of E-business in the daily lives of people. In order to do so the paper conducted an analysis of secondary data sources and undertook a sample survey. It should be noted that the research is in the global context and survey participants are from various countries in Europe, Americas and Asia. The findings of this research suggest that consumers are still skeptical regarding accurate delivery of products purchased online; suitability of payment methods; and the use of personal data harvested by the online retailers*

Keywords: E-Business , Consumer Behaviour, Retail, Survey, Online Purchase

REFERENCES

- [1]. Shettar.M.S.,Ajjia.H.,Jigalur.S.K.&Sheshgiri.M.S.(2016).Emerging Trends of E-commerce in India: An Empirical study. International Journal of Business and Management Invention, Vol. 5(9).
- [2]. Wadhawan. N., & Aryan. K. R. (2020).Understanding E-commerce: A study with reference to competitive Economy, Journal of critical review, Vol. 7(8).
- [3]. Panigrahi. A., Upadhyaya. R., & Raichurkar. P. (2016). E-commerce Services in India: Prospects and Problem. International Journal on Textile Engineering and Processes, Vol. 2(1).
- [4]. Khan .G.A. (2016). Electronic commerce: A Study on Benefits and Challenges in an Emerging. Global Journal of Management and Business Research,Vol. 16(1).
- [5]. Soni.N.A. (2017). E-commerce in India: A Study. International Journal of Research and Analytical Reviews, Vol. 4(3).
- [6]. Raja. M., & Khan. N. (2020). Changing Trends in Rural Markets and Marketing in India: A Review. International Journal on Management (IJM), 11(3).
- [7]. Mitra. A. (2013). E-commerce in India: A Review. International journal of marketing, financial services & management research, vol.2(2).
- [8]. Chaturvedi. M. (2017). A study on challenges and opportunities of rural marketing. International journal of current research, vol.9.