

# **E-Commerce in Emerging Market**

**Nikhath Shoaib**

Department of Commerce

Anjuman Islam Janjira Degree College of Science, Murud- Janjira, Raigad, MS, India

**Abstract:** *E-Commerce is exchange of goods and services through electronic means, basically with using internet surrounded transaction with business consumers through websites, applications and online trade or with the digital platform. E-Commerce provide platform to the people to extend in today's market Hassel free to become financially independent. It also helps developing countries to generate more employment opportunities. It is also useful to consumer by providing various services for example simple and easy process affordable prices various payment methods and customer services etc. because of e-commerce one can capture global market.*

**Keywords:** *E-Commerce*

## **I. INTRODUCTION**

### **What is e commerce**

E-Commerce is nothing but buying in selling of goods and services over an electronic way basically with the help of Internet this maybe occur either B2B , B2C, B2B , C2C B2C examples are Amazon, alibaba.com, Ebay extra.

- Amazon (B2B) (B2C)
- Alibaba.com (B2B)
- Ebay (C2C) (B2C)

### **Objectives**

- E-Commerce gives profitable growth by limitless customer reach
- Reducing production and distribution cause due to less intermediaries
- Customer segmentation
- Optimum utilisation of resources
- Identifying (SWOT)analysis strength weakness opportunities and threats to reach good at the right time to the right customer at the right place at the right price.

## **II. METHODOLOGY**

The information is purely primary data done by self.

### **Significance of e commerce in emerging markets**

Emerging markets in its simplest form we can say expanding market or upcoming Market.

1) Hassle free entry

2) Multiple benefits

3) Employment opportunities

4) financially independence

5) covering geographical area

6) Global market access

- **Hassle free market:** ecommerces provided platform to the people to extend in today's modern world easily with least formalities and documentation without any restrictions to entry exit..



- **Multiple benefits:** E-Commerce in emerging market has numerous potential with multiple benefits for example cost reduction broader aspects 24\*7 availability lower production and distribution cost no time barriers customer satisfaction etc.
- **Employment opportunities:** E-Commerce also helps to generate employment opportunities including marketing customer support and service representative software developers' data analyst Logistic and supply chain managers social media management consulting services and many more.
- **Financially independence:** e commerce helps individual to become financial independent through small startups with low investment requirement due to flexibility, by trading digital products lower overheads cost etc.
- **Covering geographical area:** E-Commerce become powerful elements to cover geographical area trade can be done easily through electronic means where traditionally no one can reach it is easier to reach to unreachable with the help of e-commerce
- **Global access:** due to E-Commerce one can capture global market via various means for example social commerce influencing marketing Technology advancement along with government initiative also due to rising customers trust in online transaction this is also the Vital role for expanding market.

#### **Key facts to success in e-commerce**

- 1) SEO (search engine optimization)
- 2) Customer services
- 3) simple and concise site
- 4) product quality
- 5) promotional tools

- **SEO (search engine optimization):** improving website to reach up to maximum audiences as it is completely internet based ensuring websites loads Quicker for better User experience.
- **Customer services:** Customer services also play Vital role it is also a key fact of e-commerce customer must be satisfied with products and services provided even after sales.
- **Simple and concise:** sites that is easy to access easy shopping process social proofs etc. makes eCommerce successful.
- **Product quality:** product qualities on other factor for the growth of e-commerce product must be of superior quality or not of inferior.
- **Promotional tools:** social media and marketing platforms to promote business and other elements of IMC is required customer relationship management like strategy is needed.

#### **Advantages of e commerce**

- 1) quick buying process
- 2) affordable pricing
- 3) less production and distribution cost
- 4) several payment methods
- 5) convenience
- 6) economic growth
- 7) innovation and development

- **Quick buying process:** because of non-personal integration less time is required one can buy quickly as per his or her convenience.
- **Affordable pricing:** less production and distribution cost in expensive advertising and maximum reach and sales least over it cost makes E-Commerce helpful trading which makes product affordable to sell.



- **Less production and distribution cost:** due to less or non-personal store which leads to save on rent, utilities staff, maintenance and also due to less intermediaries lower marketing cost and other overhead cost is comparatively low to the traditional one results in less production and distribution cost.
- **Several payment methods and payment gateways:** there are multiple payments method in today's emerging market flexibility of payment, payment gateways most probably cash on delivery mode of payment motivate to buy the product Online Who ever having a phobia of online payment frauds.
- **Convenience:** one can easily trade by sitting anywhere at any time with conditions to electronic mean as per the convenience without any hesitations and obstacles with clear transparency.
- **Economic growth:** E-Commerce benefits multiple times in country by generating employment opportunities, Global Access contributing to the country in foreign exchange leads to improve weaker section of a societies results in economic growth of a country.
- **Innovation and development:** eCommerce helps through various digital platform for trading of goods and services, technological advancements to reach global market helps in development in various aspects to reach to unread various technology and developments in particular aspect is necessary e commerce bridge the gap.

### III. FINDINGS

- As today's merging world is more digital than also many people don't want to purchase anything online due to online fraud.
- Phobia of receiving inferior quality of goods which is also a threat to E-Commerce
- Due to no bargain many people opt for traditional marketing.
- In today's Digital World Youth section are very much interested to buy product online instead of going to the market as they are busy in their schedule.
- It enables business to reach global audience which increases potential customer base.
- E commerce has become a vital part of global economy offering numerous benefits to business customers and the economy as a whole.

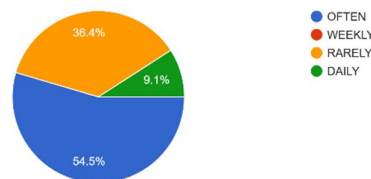
### IV. RESULTS

- Creating awareness about E-Commerce by providing evidence rating reviews one can also motivate due to huge rate of discounts coupons etc.
- Reach to unreached where many obstacles were there before e commerce results in increasing market reach.
- Customization, customer interactions through various digital platform, gather data and personalized shopping experience enhance customer engagement.
- Various filters while serving on the website like age, price, comparison between prices review and ratings wide range of products become convenient for the customer.

### V. RESEARCH REVIEW

How often do you shop online

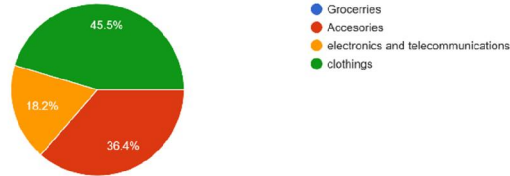
How often do you shop online  
11 responses



What kind of products and services do you prefer purchasing online

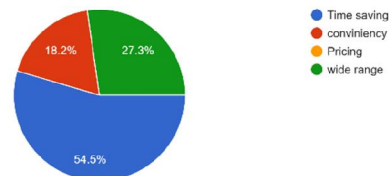


what kind of products and services do you prefer purchasing online  
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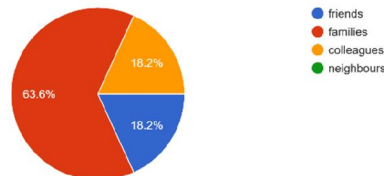
Why you want to make purchase online

why you want to make purchase online  
11 responses



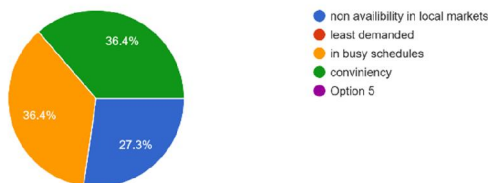
Who do you recommend to do buying and selling via electronics means

who do you recommend to do buying and selling via electronics means  
11 responses



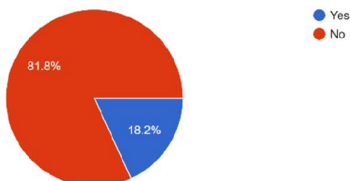
When do you feel it becomes easier for you to shop online

when do you feel it becomes easier for you to shop online  
11 responses



Do you find it difficult

Do you find it difficult  
11 responses



#### **VI. CONCLUSION**

- ECommerce changes the way business operate and Consumers do shop.
- Multiple benefits convenience, Global reach, lower operational cost, increase sales made it essential part of global economy.
- It is an emerging industry offering numerous benefit which is dynamic.
- It is still unaware somehow must be aware people about E-Commerce and clear the myths to overcome phobia related to online fraud inferior quality if goods customer service and after sales services etc.

