

Study of Business Models of E-Commerce in Rural Areas of Vidarbha Region

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Abstract: Information Technology has been playing a vital role in the future development of financial sectors and the way of doing business in an emerging economy like Bangladesh. Increased use of smart mobile services and internet as a new distribution channel for business transactions and international trading requires more attention towards e-commerce security for reducing the fraudulent activities. The advancement of Information and Communication technology has brought a lot of changes in all spheres of daily life of human being. Ecommerce has a lot of benefits which add value to customer's satisfaction in terms of customer convenience in any place and enables the company to gain more competitive advantage over the other competitors. This study predicts some challenges in an emerging economy.

Keywords: E-Commerce, Information Technology, Customer Satisfaction, Business.

I. INTRODUCTION

E-commerce is the process of buying and selling tangible products and services online. It involves more than one party along with the exchange of data or currency to process a transaction. It is part of the greater industry that is known as electronic business (e-business), which involves all of the processes required to run a company online. In four major market segments and can be conducted over computers, tablets, smart phones, and other smart devices. Nearly every imaginable product and service is available through ecommerce transactions, including books, music, plane tickets, and financial services such as stock investing business model that allows companies and individuals to buy and sell goods and services over the Internet. The Ecommerce operates and online banking. As such, it is considered a very disruptive technology. term electronic commerce (ecommerce) refers to a Ecommerce has helped businesses (especially those with a narrow reach like small businesses) gain access to and establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services. In the last three decades the ratio of internet usage has been drastically increases particularly after year 2000 .

II. RESEARCH OBJECTIVES/ KEY RESEARCH QUESTIONS

The following are the main objectives frame for the research work

1. To identify the affecting factors of E-Commerce's Business models of Vidarbha region.
2. To measure the effectiveness of E-Commerce Business models in Vidarbha Region
3. To determine satisfaction level of customers by using E-Commerce Business models of Vidarbha Region

III. REVIEW OF LITERATURE

Sr No	Sources Title	Authors	Year	Key result summary
1	Scholar research Journal for interdisciplinary	Shanhjee Rajneesh	2016	this paper studied the impact of E-Commerce on business cost and productivity. E-Commerce has a chance to be widely adapted due to simple application.
2	Computing electronics Commerce	Ivanov Diagan	2012	this paper examined the influence of E-Commerce on the small size companies in Swiden. This study describe the drivers for E-Commerce adoption And investigates the barriers and the benefits faced by the companies.



3	The IUP Journal of Management and Research	Saha and Dev	2010	This paper studied applied on marketing mix for product and their usage and classification . This paper also discussed the understanding and significance of shoe attributes in Kolkata India It was observe that quality durability right pricing after sale service and convenience considered by shoe manufacturing
4	Utah Bar Journal	Dryer	2010	This is study focused on usage of internet usage rate of social media .Social media consequently has gained more importance as it provides space to people where they can share their ideas and suggestions
5	Business Horizons	Kaplan and Haenlien	2010	This paper emphasison consumer way of looking perception and behaviors . It has always been a centre of gaze in different type of industries in the last few years.
6	Battel Journal of Management	Petras Barsaukas	2008	This paper discussed on E-Commerce evolution which is relates to rapid perfection of information technologies. The grouping possibility of their adoption in various areas and the decrease of the usage and cost.
7	Sage publication Journal	van	2006	This study is focused on helping information sharing and suggestions before financial purchasing a tangible products or services
8	Journal of retailing and consumer services	Palmer	1996	This research focused on community an observation that humans have a subdued need for emotional bonding with high involvement products that the customers buy.

IV. RESEARCH METHODOLOGY

A research design is frame work or blueprint for conducting research work. It details the procedures necessary for obtaining the information needed to structure or solved performance excellence for success and failure of IT companies in Vidarbha region which consists of 11 district of Vidarbha Research methodology is a way to systematically solve the research problem on managerial turnover in selected region. Through systematic research plan following methodology will be meticulous adopted.

- Sources of Data Collection : Primary and secondary source in Vidarbha Region.
- Type of Research : In the study the analytical type of research will be focussed.
- Research Instrument : Questionnaires will be used as a research instrument for study undertaken separately for Ecommerce Business and Customers.
- Sampling Frame: E Commerce Companies in Vidarbha Region which consists of 11 Districts..
- Sample Size: Sample size is considered 10 % of population (1100 @10%)
- Period of Study: Period of study is taken from Jan 2022 to Oct 2022
- Sample Procedure: Random sampling technique will be used for this study.
- Distribution of Sample : area-wise in Vidarbha
- Variable: AMR – Amravati, VAV- Yavatmal BUL-Buldana, AKO- Akola WAS;- Washim NAG- Nagpur WAR- Wardha. BHA:- Bhandara CHA: Chandrapur, GAD: Gadchiroli GON: Gondia

Researcher will be collected E –Commerce companies’ data from the following list of the district for this research work.



V. DATA ANALYISS AND DISCUSSIONS

Table 1.1: Business models :- Effectiveness results

Table with 11 columns (Sr. No., NOD, NOC), 11 rows (1-11 districts), and a Total row. Columns include SAMP, B2B, B2C, B2G, C2C, C2B, G2C, G2B.

From the above table no 1.1 indicate that from Sr No 1 to Sr. no 11 are showing the status of business model effectiveness of total 11 district of Vidarbha. B2B ,B2C, B2G, C2C, C2B, G2C, G2B were the main business model has been used in the study.

Table 1.2: Business models :- Effectiveness results

Table with 11 columns (Sr. No., NOD, NOC), 11 rows (1-11 districts), and a Total row. Includes summary rows for Maximum score, Average Score obtained, Minimum score required, and Excess/shortage.

From the above table no 1.2 indicate that from Sr No 1 to Sr. no 11 are showing the status of business model effectiveness of total 11 district of Vidarbha. B2B [Avg score obtained 13.09] ,B2C, [Avg score obtained 7.18] B2G, [Avg score obtained 4.55] C2C, [Avg score obtained 0.55] C2B, [Avg score obtained 6.0] G2C, [Avg score obtained 2.09] G2B [Avg score obtained 6.82] were the main business model has been used in the study.



Excess / shortage B2B[Avg score obtained 3.09] ,B2C, [Avg score obtained (-) 2.82] B2G, [Avg score obtained (-) 5.55] C2C, [Avg score obtained (-) 9.45] C2B, [Avg score obtained 4.0] G2C, [Avg score obtained 7.91] G2B [Avg score obtained (-) 3.18] were the main business model has been used in the study.

Table 1.3: Business models Success ratio

Sr. No.	NOD	B2B	B2C	B2G	C2C	C2B	G2C	G2B	Success ratio
1	AMR	22	11	9	1	13	6	12	4/7= 57.14
2	YAV	18	8	4	0	2	1	8	1/7=14.26
3	BUL	12	4	2	0	3	1	7	1/7=14.26
4	AKL	17	5	5	0	5	1	6	1/7=14.26
5	WAS	12	8	3	0	3	1	4	1/7=14.26
6	NAG	26	16	13	4	18	8	16	5/7=71.43
7	WAR	8	8	2	0	4	1	2	0/7=0
8	BHA	6	5	3	0	3	1	2	0/7=0
9	CHA	11	7	4	1	11	1	11	3/7=42.86
10	GAD	5	3	3	0	2	1	3	0/7=0
11	GON	7	4	2	0	2	1	4	0/7=0

From the above table no 1.3 indicate that from Sr No 1 to Sr. no 11 are showing the status of business model success ratio of total 11 district of Vidarbha. AMR[57.14] YAV[14.26] BUL [14.26] AKL[14.26] WAS[14.26] NAG[71.43] WAR[0] BHA[0] CHA [42.86] GAD[0] GON[0]

VI. KEY FINDINGS

- It is found that the main benefits of e-commerce from sellers’ point of view is increasing revenue and reducing operation and maintenance costs through internet.
- The major challenges faced by the sellers and the buyer which carrying out business transactions through internet only no other sources has been used by customer in Vidarbha region.
- Traditional paper about based rules and regulations may create uncertainties the validity and legality of e-commerce transactions.
- Where legal and judicial systems are not developed ecommerce based transactions are at a disadvantage because of lack of security whether real or perceived.
- Many transactions even these day cash on delivery is the most accepted system, even cheques and credit cards are not readily accepted
- The E-commerce business models has huge scope for business and IT companies and and other can take business.
- In the Vidarbha Region business has been increased through internet and online . Customers are buying oneline they are facing lot of problems and really it is difficult task to address all serious issues in quickly.
- There is a lack of system security, reliability, standards, and some communication protocol.
- In Vidarbha Many cases Customer loses their money if the website of ecommerce site is hacked.
- Most common problem of e-commerce website is not having enough cyber security.
- More than 70% internet user the age between 14 years and 35 years who spent Average 3. 40 Hrs a day on Internet in Vidarbha Region.
- In the rural areas of Vidarbha region internet usage capacity increase the numbers of E-Commerce companies also actively participated. The rural areas business for increasing as a result number of problems also creates especially in rural areas.
- The number of companies also increasing in rural areas to explore the rural market through new product launched. It has been observed that no of transactions also increases every day with the complained and some serious issues ,problems in Amaravati and Nagpur cites. Other cities also may have similar problems.. in rural areas of Vidarbha Region.

VII. CONCLUSION

The e-commerce industry will be a leader with popularity in electronic business India recently. The e-commerce revolution has fundamentally changed the business of transaction by giving new opportunities and breaking borders easily in Vidarbha . In Vidarbha it has strongly impacted the traditional business system and changing the life of people by making it easier specially in Nagpur, Amravati, and Chandrapur District . While it gives benefits to customer and seller, e-commerce gives challenges to traditional business for competitive position. Developing business in Vidarbha face many obstacles that affect the successful implementation of e-commerce. Due to internet cost will be low as a result the e-commerce will flourish easily and will make many of traditional business to run out of their business. Convenience is one of the benefits that customer gets from the e-commerce and thus increasing customer satisfaction. but many cases satisfaction level is below 50% in vidarbha region.

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