

Role of IT in E-Commerce

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Abstract

It has been shown that the use of information technology may considerably contribute to an improvement in the overall quality of the services provided by a number of distinct types of business units. Internet Technology is one of the technologies that truly does play a significant role in the, and it is justly acknowledged as the third wave of revolution after the agricultural revolution and the industrial revolution. E-commerce is the most cutting-edge and forward-thinking component of a contemporary business. E-commerce is integrated into every stage of the company process, from the ideation of new items through their production, as well as the marketing of goods and the provision of post-purchase assistance to clients. In addition to this, it makes it much simpler to put into practice new sorts of information-based company operations that are aimed on engaging with and reaching out to customers. Both buyers and sellers are able to simply manage the orders and communicate with a wide range of suppliers and trade partners. These are two areas that would typically add significant amounts of overhead fees to the pricing of the products and services. These days, a wide range of companies exploit the Internet for their own financial gain, and this trend is expected to continue. According to the presentation that was given by Thompson, the growth of Internet technology has a great deal of potential due to the fact that it reduces the costs of providing goods and services and expands the geographical limitations of bringing consumers and sellers together.

Keyword: ICT, E-Commerce, Technology, India, Companies.

Introduction

Purchasing and selling of goods and services that takes place through the internet and other electronic networks is known as electronic commerce (sometimes abbreviated as e-commerce or e Commerce). Intent is an online marketplace designed to make it easier to conduct routine business transactions with little financial and time commitments. The process of promoting a business' goods and services online is known as "Internet marketing." Ads that appear in search engine results are part of a marketing strategy known as search engine marketing (SEM) or sponsored results marketing (SRM) (SERPs). The use of search engine marketing (SEM) to advertise online to certain demographics has been proven successful. SEM, in contrast to the pay-per-click approach utilised in conventional internet advertising, has the ability to generate consistent streams of visitors and a strong return on investment (ROI). Online stores may benefit greatly from Internet marketing since their consumers are already actively engaged in online product research. There are a number of benefits to Internet marketing that may attract traditional businesses to start participating. With search engine marketing (SEM), advertisements are directed to those who are most likely to make a purchase. The number of times an ad is shown does not factor into the price paid by the advertiser (number of times an ad appears). Furthermore, marketing efforts often centre on brand recognition. Since PPC ads display next to search results for hundreds of different search keywords, they have the potential to be incredibly successful at building brand awareness. Search engine marketing (SEM) is the process of boosting a site's presence in organic and paid search engine results pages (SERPs) (paid placements, contextual advertising, and paid inclusions).

The information technology industry is constantly evolving. The newest advances in computers and cell phones are changing the way people all over the globe interact with one another and pass their free time. Professionals with extensive knowledge who exude infectious passion for their work are in great demand. Job openings and the need

for fresh talent are both on the rise, so ambitious young professionals who want to help define the industry's future have nothing to worry about. Although most people think of the Internet as a way to get in touch with others (through well-structured letters or email), for a select few it has become a wealth of information (one-to-numerous correspondence, broadcasting). Most online materials are created with the express purpose of advertising a service or commodity. Just as with more traditional forms of advertising media, you may get this information for nothing. Despite this, many companies are making substantial investments in the medium because it provides them with options outside of their usual line of work—namely, the creation of information (content) for the World Wide Web. They must now demonstrate that they can take advantage of these chances and keep what they've acquired.

The rise of online shopping has also contributed to the expansion of business and, by extension, economic prosperity. Online trade has the potential to facilitate monetary growth, more business alternatives, higher productivity, and easier market access. Unfortunately, most current small businesses lack evidence showing how E-trade fervour may enhance their operations and create a competitive advantage. Due to advancements in both technology and communication, small businesses today have a better opportunity of embracing E-business. Online commerce is the practise of conducting a business only via the use of modern means of transmitting and storing data, such as the World Wide Web. Included are already existing technologies like landline phones and fax machines, with the most promising future developments likely to occur in cellular phones, electronic mail, and other Internet-based administrations. However, E-commerce is not simply about deploying cutting-edge technology. Keeping in contact with helpful business connections and ensuring the seamless operation of your organisation are two more potential benefits of doing business online. Enhanced productivity inside the company and the introduction of innovative new products and services are also factors, as are more fruitful external relationships with clients, customers, partners, and suppliers.

Growth Of E-Commerce In India

The potential for online trade in India, where the number of internet users is growing rapidly. The number of people using the internet in India has exploded in recent years; in 2006, just 21 million people were online. 243 million users as of June 2014, a significant increase. At the same time, there was a rise to 185 million total mobile subscribers. This dramatic increase has boosted data consumption from social networking and given credibility to online shopping in India. With an expected annual growth rate of 88 percent, the value of India's e-commerce business is expected to reach \$10-16 billion this year and a staggering \$60-80 billion by 2013. E-commerce in India is booming because consumers have more options and find it more convenient to shop online. A solid business concept and first-rate customer service are essential for reaching your goals. Although the number of online retailers is still relatively small compared to more mature markets like the United States and the United Kingdom, their growth pace is substantially higher.

shoppers in Metropolitan India

Customers in metropolitan areas of India are now responsible for the industry's expansion, and they are most likely to buy travel, consumer goods, and books online. Sixty-one percent of urban Indians said they had made at least one online purchase in the previous month, even if the average online spend was relatively low.

Due to India's fast growing internet user population, online shopping in India has enormous potential. In June of 2006, just 21 million Indians were using the internet; by June of 2014, that number had increased to 243 million. Simultaneously, the number of mobile phone subscribers rose to 185 million. The significant surge has bolstered faith in E-commerce in India and led to higher data usage through social networking. This works up to an impressive yearly growth rate of 88%. The rapid development of e-commerce in India may be attributed to the increased customer choice and

convenience it provides. Achieving success requires a dedication to providing exceptional customer service and following a well-thought-out company strategy. The number of companies actively participating in electronic commerce is still quite modest, especially when compared to more developed markets like the United States and the United Kingdom.

Technology in e-commerce

Market analysis has shown that successful businesses deal with this challenge in fundamentally different ways than conventionally inspired companies that aim to fill the same need. Have you ever wondered how companies with no ties to the industry and seemingly unlimited resources may succeed where others have failed? The growth of the internet has led to the consolidation of many businesses, and in each of these sectors, the leaders in the online channels are new enterprises that have pushed the old guard to a supporting position, if not outright extinction. Consider the dynamics of the tourism and leisure industry. What are the advantages and disadvantages of using eDreams, Rumbo, Kayak, Trivago, Booking, etc. over El Corte Inglés Viajes, Marsans, and Hawk of Turn? What causes this to occur?

Established, bigger businesses have an edge in crucial KPIs like profit margin because of their increased purchasing power, brand recognition, and customer base. Is there anything that fully online businesses have going for them that their more traditional counterparts don't? The importance of technology inside a firm is paramount, in my view.

Due to their preoccupation with appearing technologically progressive, well-established businesses often get recommendations for expensive software from industry heavyweights such as IBM, Oracle, and Microsoft. No major, established player has ever possessed it.

Entrepreneurs that see technology as a competitive advantage and strive to improve it will find the greatest success. They implement a tech-driven, customer-centric culture that places a premium on 100% satisfaction. The company's success can be traced back to the in-house software development spearheaded by the chief technology officer (CTO) and supported by the tech-savvy CEO. To speed up the purchasing process, Zepper is a company that develops its own point-of-sale terminal.

This is really my own view based on my observations, but it seems to spark a lot of discussion. to show a button or link. I worked at a multinational firm where I fabricated a desire to sell our exclusive technologies to competitors. Amazon provides its cutting-edge technologies to competitors while remaining confident in its own invincibility in this area. Here's a further example. The financiers would always tell me, "Nacho, that competitive edge is copyable," whenever I pitched one of my initiatives to them. They attempt to catch up by copying our work, but they end themselves much more behind. When they stop mimicking us and start innovating at a faster rate than we do, then we'll have a problem.

Importance of E-commerce

- **Wide Platform**

E-commerce attracts a large number of clients from all across the country and the world to your company. E-commerce is the route to take if one want to amass a significant amount of commercial success.

- **Convenience**

Your firm may benefit from engaging in e-commerce if you can persuade more clients to purchase the things you provide. Through the use of the internet, you are able to

effortlessly market and sell your goods regardless of where you are located in the globe.

- **Easy setup**

E-commerce is very inexpensive. The setting up cost of e-commerce business is very low rather set up of a physical shop. It is also very easy to promote your e-commerce business

- **Lesser cost**

Your company may see growth via the use of e-commerce if you can persuade more clients to purchase your wares. You may be located in any part of the globe, but you can still simply market and sell your goods via the use of the internet.

- **Round the clock service**

Your company will benefit from engaging in e-commerce if you are able to persuade more clients to acquire the things it offers. Through the use of the internet, you are able to quickly market and sell your goods regardless of where you are physically located in the globe.

- **Keep Eye on Consumers' Buying Habit:**

The ability to easily track client interactions with a product is the biggest perk of doing business online. It's a straightforward approach to identifying the client's requirements. Maintaining a steady level of service that exceeds customer expectations may develop relationships and grow a company.

- **Competence:**

One major benefit of doing business online is the ease with which one may monitor client activity in respect to certain items. This makes it considerably less difficult to find out what the consumers want. Maintaining a high level of customer satisfaction is a great way to cement your relationship with existing customers and win over new ones.

- **Selling Products Across the World:**

One major benefit of doing business online is the improved simplicity with which one can track client engagement with a product. As a result, it's easy for us to grasp what our clients want. Consistently meeting customer needs, both now and in the future, may help you build trust with them and grow your customer base.

Future Scope of E-commerce Development Companies

Industry analysts have predicted that e-commerce would thrive and grow throughout the 21st century. It is anticipated that in the not-too-distant future, internet shopping will be seen as the major method of purchasing products and services. Successful e-commerce will eventually be synonymous with the internet, as online purchasing becomes more commonplace among customers. Because of this, the future of e-commerce has great promise for growth in terms of sales and marketing. The annual rate of growth in e-commerce sales has been fairly constant. Online businesses see substantially higher sales volumes than their brick-and-mortar counterparts. The foundation for e-commerce's future has been created by its present meteoric rise. Businesses that want to attract more customers need to focus on more than just offering more services; they also need to pay close attention to details like design, presentation, and more.

Conclusions

Information is crucial to the success of e-commerce businesses, yet many of these organisations either do not appreciate its worth or cannot fully comprehend it. This study confirms the widespread belief that knowledge equals power. E-commerce businesses need a well-structured and comprehensive logistics infrastructure as a result. In addition to facilitating the knowledge transfer that every prudent company owner would want to have with a prospective client, information also facilitates communication across various departments within an organisation. This is something a shopkeeper could try to work out with a possible client. In the long run, we should be able to gain an advantage over competing enterprises by implementing well-planned and effective information logistics. Information pathologies may be avoided at some points in the process by implementing suitable logistical procedures; this will assist maintain the organisation's current competitive advantage. This is always the case regardless of the kind of the business being conducted. To compete in the e-commerce industry, firms must learn to navigate a sea of data and extract the nuggets of knowledge they need to run their day-to-day activities and make important strategic decisions. In addition, these companies need to do it in a manner that helps them keep their competitive edge. If it does not have a strong understanding of the information logistics involved, it will not be able to achieve these needs.

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