

## General Article

# E Business

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## Abstract

*It is the process of doing business through internet. It includes both buying and selling of goods online. This process includes process of developing, marketing, selling, delivering of goods together with customer support. E business is the process of ordering through online and doing transactions online. This process has advantage for both buyers and sellers. This e business provides services which makes it more convenient to consumers all over country. It is used for all types of business which share information online. It allows us to do business more efficiently and effectively to improve productivity and profitability. It is combination of internet, extranet and intranet.*

**Keywords:** Internet, marketing, transactions, online, productivity

## Introduction

E business is everything which involves online transaction. This ranges from ordering online by paying online or by transferring money between bank accounts. It is the biggest thing which comes with a storm. It creates a new economy which has a lot of potential. It has advantages for both buyers and sellers. In E business lots of discounts available for the customer who indirectly improves the sales as a whole it is a win win situation for both. Due of globalization, it has changed the way business is done online. It is very flexible which satisfies the need of every user. It is an integrated form of doing business.

## Advantages

1. E business is doing business online, therefore you can compare with all supplier, regardless of their location.
2. It allows direct interaction with consumers which somehow deletes the product distribution chain.
3. It improves relation with customers which indirectly improves productivity.
4. Through E business you are available 24 hours a day, therefore you can do business according to your convenience.
5. Instead of renting stores throughout the country and paying for employees, instead each product is available online, which reduces cost.
6. In e business you have large no of options, which is difficult to find otherwise.
7. Products are compared easily for prices which improves productivity.

8. E business revolves around doing business online; due to this all information about the product is available online.
9. In E business we do cashless business by using credit and debit card.
10. It improves sales by providing customer service 24 hours a day.
11. It helps to compare profit as every data is available online; it helps in deciding which is best for improving business.
12. As we do business online we can expand it easily with minimum cost.
13. . It improves brand image and reduces paper work a lot.
14. It uses more options and quicker delivery of products.
15. In this business we do shopping sitting at our home, so it reduces traffic and low air Pollution.
16. It allows people present at remote and rural locations to shop irrespective of their location.
17. In online business customers comments about product which helps others in buying product or see review of other customers before final buying of product.

## Disadvantages

1. It depends totally on information and technology.
2. Some people do not approve the reliability of the product.
3. There is security issue involved due to online transactions which stop customers to shop online.
4. It is difficult for users to trust the online sellers. Such mistrust makes it difficult for users to shop online.

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5. E-Commerce applications are still evolving and changing rapidly.
6. In some countries network cause issues, so it is difficult to shop online.
7. There might be hardware/software compatibility issues which may be incompatible with some operating system.
8. The initial cost of setting E business is quite high, because we need expert to do all programming.
9. Difficult to ensure security or privacy on online transaction.
10. Lack of touch during online shopping.
11. Internet is costly in some underdeveloped areas, which makes it difficult for customers to use online shopping.

### Types

E business and E commerce are used interchangeably. Types of e commerce

There are 6 types of e-commerce

1. Business-to-Business (B2B):- electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates.
2. Consumer-to-Consumer (C2C):- it includes all electronic transactions of goods conducted between consumers. These transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out.
3. Consumer-to-Business (C2B)
4. Business-to-Administration (B2A)
5. Consumer-to-Administration (C2A):- all electronic transactions conducted between individuals and public administration. This area provides a lot of services, such as social security, employment, legal document and registers etc.
6. Business-to-Business (B2B):- all electronic transactions of goods or services between companies. Producers and wholesalers operate with this type of electronic commerce.

### Examples

E business is used in various fields which are given below:-

Health, education, clothing, electronics, accessories, software's, hardware's, shoes, home and kitchen, beauty, luggage, sports, toys, industrial, music, videos games, cards etc.

E.g. of e business Examples of well-known online retailers include Amazon.com, Newegg.com and Tigerdirect.com.

### Threat of e business

1. Hacking
2. Brand Hijacking
3. Impersonation
4. Fraudulent trading
5. Viruses
6. Improper registration of domain name
7. Other cyber crimes

### Conclusion

E business is doing business online, here we buy and sell products using online transactions. In this process we order online, which helps us to select among lot of products which is otherwise no possible to have all the products available at particular store. Therefore it increases productivity and efficiency. It makes it convenient for consumers as well as for the sellers.

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