CURRENT TRENDS IN E COMMERCE AND E BUSINESS

D.P. Parate

Department of Commerce, S.S.S.K.R. Innani Mahavidyalaya, Karanja (Lad), Dist. Washim, MS, India
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ABSTRACT

First of all, eCommerce helps to keep social distancing. We don't need to risk our health by going to physical places to buy things we need. From groceries to board games, from drugs to bikes. The eCommerce helps to keep the economy and businesses alive. Therefore many people don't lose their jobs or find new ones in this industry. Ecommerce needs much more couriers, marketers, accountants, managers, and many other specialists. The eCommerce helps us keep our emotional well-being by giving us access to things and activities we enjoy. The renaissance of board games has started as we want to have more fun at home, bike sales have grown as never before as we still want to enjoy outdoor activities, online-streaming services offer quality content to entertain us, or even online psychotherapy have become widely available to cope with our emotional challenges.
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Introduction

E-commerce is related to social media and other new online platforms because it utilizes the internet for marketing communication. E-commerce refers to the development and maintenance of a company's website and the facilitation of commerce on the website, such as the ability for customers to order products online, to get questions answered about products, and for the company to introduce new products and ideas. E-commerce can include special components designed specifically for separate target market segments, such as information boxes or games. Anything associated with an actual company website related to marketing can be considered e-commerce.

Countless small businesses have taken the plunge to serve the growing army of online shoppers. Many e-commerce businesses, including e-jeweler Blue Nile, luggage site eBags, and shoe and accessory retailer Zappos, are experiencing sales of $100 million a year or more. The increasing sophistication of search technology and comparison-shopping sites have allowed online businesses to market their products to millions of potential customers cheaply and effectively. Often, these innovations are bringing less-well-known brands and merchants to consumers' attention.

Online merchants can offer a far broader array of merchandise than specialty brick-and-mortar retailers because they don't have to keep the products on store shelves. In response to this challenge, traditional retailers are turning to technology to gain an advantage, outfitting their sales associates with voice headgear so they can look up prices and product information to assist customers.

How does eCommerce affect promotion

E-commerce refers to the development and maintenance of a company's website and the facilitation of commerce on the website, such as the ability for customers to order products on line, to get questions answered about products, and for the company to introduce new products and ideas. E-commerce can include special components designed specifically for separate target market segments, such as information boxes or games. The ease of use and ability to comparison-shop is driving millions of people to the internet to purchase goods and services. Major retailers such as Walmart are quickly increasing their web presence in an effort to stay relevant in this ever-changing business environment and to attract even more loyal customers who have made the switch to doing most of their shopping on line.

Preparing for Tomorrow's Workplace Skills

1. **Team Activity** Divide the class into two groups with one taking the "pro" position and the other the "con" position on the following issue: "The only thing marketing intermediaries really do is increase prices for consumers. It is always best to buy direct from the producer." (Interpersonal)
2. Trace the distribution channel for some familiar product. Compose an e-mail that explains why the channel has evolved as it

has and how it is likely to change in the future. (Systems)

3. You work for a small chain of department stores (six stores total) located within a single state. Write a memo to the president explaining how e-retailing may affect the chain's business. (Technology)

4. How does supply-chain management increase customer value? (Systems)

5. Think of a product that you use regularly. Find several examples of how the manufacturer markets this product, such as ads in different media, sales promotions, and publicity. Assess each example for effectiveness in meeting one or more of the six promotional goals described in the chapter. Then analyze them for effectiveness in reaching you as a target consumer. Consider such factors as the media used, the style of the ad, and ad content. Present your findings to the class. (Information)

6. Go to the blogging search sites listed in the text and find personal blogs, both positive and negative, for a brand. Also report on a consumer good manufacturer's blogging site. Was it appealing? Why or why not? (Technology)

7. *The internet and technology has changed the world of promotion forever.* Explain the meaning of this sentence. (Technology)

8. What advantages does personal selling offer over types of promotion? (Information)

9. Choose a current advertising campaign for a beverage product. Describe how the campaign uses different media to promote the product. Which media is used the most, and why? What other promotional strategies does the company use for the product? Evaluate the effectiveness of the campaign. Present your results to the class. (Information)

10. The Promotional Products Association International is a trade association of the promotional-products industry. Its website, **http://www.ppai.org**, provides an introduction to promotional products and how they are used in marketing. Read its FAQ page and the Industry Sales Volume statistics (both reached through the Education link). Then go to the Resources and Technology section, then case studies, and link to the most recent Golden Pyramid Competition. Choose three to four winners from different categories. Now prepare a short report on the role of promotional products in the promotional mix. Include the examples you selected, and explain how the products helped the company reach its objective. (Technology)

E-Commerce: Purchasing and Selling Online

Small businesses that are considering purchasing or selling online will find this a useful resource to help them identify and select appropriate e-commerce options. Tips and strategies for attracting and keeping online customers are also presented. While the booklet focuses on selling online via your own website, other options for purchasing and selling online are highlighted such as e-marketplaces and online auctions.

Removal of Human Intermediaries

The latest internet technologies can now also perform those tasks traditionally carried out in source countries by dependent agents or employees employed by multinationals. Complex contracts can be concluded remotely and new business relationships created online. The processes of order collection, contract negotiation and payment collection can now be automated. The removal of dependent agents habitually concluding contracts in the source state means that a PE may no longer be present under most tax treaties. The same result can be achieved by replacing dependent agents with independent agents acting on instructions to perform the same tasks. Meanwhile, customer relationships are maintained via the company's intranet. Under the current international tax regime, no tax can be chargeable by the source state for the corporation's activities in its market.

Why E-Commerce for Small Businesses?

Selling online can help your business reach new markets and increase your sales and revenues. If you are interested in selling to other businesses, you can use the Internet to find sales leads, announce calls for tender and offer products for sale either through your own website or through an e-marketplace site.

Security and Privacy Issues

It is important to be aware of security and privacy issues associated with e-commerce. Some common security threats include fraudulent use of credit cards, computer viruses, spam (unsolicited e-mail messages) and theft of computers or information. Phishing is another type of security threat that involves an e-mail message that looks like it comes from an official source but links in the message go to a fake website where you may disclose personal information. Common threats to privacy include theft of personal information and inadequate protection of private information.

Choosing E-Commerce Features

Software packages or e-commerce plans include a broad range of e-commerce features to choose from. Prices can range from a few hundred dollars (e.g. basic template software) to several thousand dollars and more (e.g. customized solutions). Make sure you have a clear understanding of your business needs. Check other e-commerce websites to build your understanding of what you like and do not like. You may not need all the bells and whistles included in some of the more deluxe e-commerce packages. Your e-commerce solution should fit with your current needs but there should also be room for your online business to grow.

E-Marketplaces

E-marketplaces (websites that link buyers and sellers to exchange information, products, services and payments) are an important way to conduct B2B as well as B2C transactions. They can be focused on particular products, services or industries. E-marketplaces may be operated by a third party (e.g. distributor) or by a business or a network of companies. There is a trend towards private e-marketplaces where one organization links to its business partners (referred to as 'one-to-many') to improve business processes. There are also e-marketplaces for specific industries and regions.

Conclusion

Electronic commerce, though growing at very fast rates, is still a small fraction o f the world trade in goods and services. However, as electronic commerce continues spreading and more goods and services become suitable for electronic delivery, its impact on trade and employment will become more dominant. In the region, electronic commerce has been spreading rapidly, though wide differences exist across and within countries. Though the development of e-commerce may be in its early stages, the risk of being left out of the electronic global market demands consideration. While much has been accomplished throughout the region, the realization of the full potential of ecommerce will require addressing further challenges.

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