

E-COMMERCE BUSINESS ENVIRONMENT WITH IT'S GROWTH & OPPORTUNITY REFERENCE TO RAIPUR-BILASPUR OF CHHATTISGARH

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ABSTRACT

Capability of Internet business is no more a matter of open deliberation. From the universe of buildup and dream, it has moved to that of advanced reality. Since the current Internet business influences the financial relations between and inside nations and organizations and will keep on doing so to an ever increasing extent, it must be viewed as an issue of key practical thought. It is vital to understand that Internet business will be the main thrust of financial advancement innovations particularly in Chhattisgarh. The experience of numerous nations shows that expanding returns and aggregate causation have brought about high rates of development. As web-based business development turns out to be increasingly noteworthy nations, for example Chhattisgarh must not just address and value its potential for the development of exchange and industry; it must additionally examine it as a method for uninterrupted in the new universe of E-commerce-based exchange and business. The capacity to do as such will rely upon a few variables, the most critical of which will be the foundation, both the physical (the media transmission arrangement) and financial-legal system, including a business and exchange environment helpful for Internet business. Explore and analyze the interrelationships of related pasts and events here. When arranged by suitable statistical method and scientific method and Controlled studies are called research. Of this systematic research Hypotheses are confirmed on the basis that any scientific findings, the creation of principles, rules etc. is the basis of discovery. New and related to an obvious and limited problem Concepts, fully established principles of latest equipment, equipment, and procedures Verification is the main objective of research. So research It is a very purposeful, patient and prudent process. The main feature of the research process where on the one hand the facts To conclude while on the other hand each term has to be defined So that later another researcher can verify the results.

Keywords: *Electronic, services, ethical issues, perceptions, legal system, E-Commerce, Organizational Restructuring, data and Communicational Technology.*

I. Introduction

E-Commerce is the wheeling and dealing of goods and service on the internet. E-Commerce is the act of doing business electronically. This means that all your transactions are paperless and you use electronic means such as EDI — Electronic Data Interchange, electronic mail, bulletin boards, fax transmissions, electrical fund transfer and internet.

E-Commerce is the ability of a company to have a dynamic presence on the internet which allowed the company to conduct its business electronically, in essence having an electronic shop. Product can be advertised, sold and paid for all electronically without the need for it to be processed by human being.

E-Commerce is described as an electronically transaction is the sale or buy of items or services, whether or not between business, households, individual, governments and different public or non-public organizations. carried out over system mediated networks. The goods and service are ordered over those

networks, but the ultimate delivery of the goods or service may be conducted on or off-line. In the broad meaning E-Commerce is a means of conducting business using one of the many electronic methods, usually involving telephones, computers or both. E-Commerce is not about the technology itself, it is about doing business using the technology.

Feature of E-Commerce as an Electronic Trading System

E-Commerce has certain key feature which are explained as follows

1. E-commerce is technology enabled traditional commerce is taking place since times immemorial but E-Commerce result of integration of digital technology which business process and commercial transactions. The technological foundation of E-commerce is internet, www and various protocols.
2. Technology Mediated: in E-commerce buyers and sellers meet cyber space rather

- than physical place. Hence E-commerce does not involve face to face contact.
3. **Universality:** buying and selling take place through web sites in E-commerce. The websites can be accessed from anywhere around the globe at any time there for it possess the feature of universality.
 4. **Intercommunication :** there is one way communication on T.V's and radio's but E-commerce technology ensures two way communications between buyers and sellers, on one hand buy using E-commerce firms can communicate with costumers through E-commerce enabled on the other end costumers can also fill order forms feedback forms and can communicate with business operating firms.
 5. **Delivery of Information E-commerce :** E-commerce serves as a best channel of communication, E-commerce technologies ensure speedy delivery of information at very low cost and considerably increase information density as well.
 6. **Electronically Completion of business Processes:** By using E-commerce. We can perform business transaction like accounting and inventory through computers at global level.
 7. **Multimedia:** E-commerce deals with various multimedia contents like text, images, audio, video and graphics. Multimedia leads to the production of various products and services such as an E-Books, online music, Online stock trading.
 8. **Intra and Inter Organizational Activities:** If an organization have intranet, that is network of computers, that operate internally, than it is to be said that the organization is at early stage of E-commerce. As we know inter-organizational activities require extranet and internet. By using extranet business connect with its suppliers and vendors. So by using intra net, E-commerce can be in the form of business within business and by using internet and extra net it can be in the form of business to consumer and business to business.
 9. **Virtual communities:** Virtual communities are online communities created by means such as chat rooms and specifically designed site like, where people with can interact with each other having common interest using internet.
 10. **Inter-Disciplinary in nature:** Implementation of E-commerce needs a lot of knowledge of managerial, technological, social and legal issues. Besides this understanding of consumer behavior marketing tools and financial aspects is as crucial as designing interactive E-commerce websites.
 11. **Customization:** With the use of E-commerce technology, the world is moving from mass production to mass — customization. Product customization ensures that goods are tailor made as per the requirements and preferences of customers. Like dell computers website www.dell.com enables the consumers to mention configuration of a computer and then the product is made available and delivered as per the configuration ordered by the customer.

II. Literature Review

An strategy replaces complex, steeply-priced and proprietary commercial enterprise integration options with one that is easy inexpensive and open. The eco structure acknowledges that a single dominant E-commerce popular is not likely to even inside a precise commercial enterprise neighborhood and without a doubt no longer throughout communities. (Glushko et al., 1999).

Privacy in E-commerce examines person privateness preferences. This lookup identifies that automated switch of statistics and computerized negotiations with web sites are not going to be fascinating to most shoppers and additionally offers pointers that consumer must be capable to enter contact statistics on one page, however be capable to enter contact data on one page, however be in a position to drag these portions of statistics to extraordinary sensitivity buckets or to truly manipulate facts as grouped via sensitivity. (Ackerman et al. 1999).

The sizeable implications in the viewpoint of lookup on E-commerce patron conduct are examined. The study about presents similarly proof on the appropriateness of the use of the TAM mannequin to measure the distinct dimensions of genuine utilization in E-

commerce. (Kenny, 1999) Despite some minor differences among the two groups the overall nature of path was unchanged. From a research point of view they study motivational forces, subjective norms and external influence. This study suggests the underlying dynamics driving consumer acceptance of B2C E-commerce services. (Bhattacharjee, 2000).

In India past the trouble of public get entry to and participation, e-governance has no longer proven any promising consequences even concerning provider delivery. In fact the critics become aware of pretty some screw ups of e-governance in India. Examples of complete or partial failure encompass such instances as-

- The introduction of district-level data facilities through the National Informatics Centre;
- The computerization of the Income Tax Department's tax system;
- The use of the government records machine in the management of an adult literacy program;
- The adoption of a computerized choice assist machine in the Narmada Irrigation Project Authority; and the implementation of the Rural Information Systems (Haque, 2002).

ICT is continually or even generally the high-quality answer to poverty, injustice, illness, inequality, discrimination, exploitation, hunger, etc. The venture is to analyze if when and how facts and verbal communication technologies applied sciences (of all kinds) can be the most reasonably-priced skill to assist humans (Keniston, 2002).

E-insurance offers a potentially vast source of revenue for insurance companies that venture to go online. Online insurance processes are performed more efficiently compared to traditional insurance (Dasgupta and Sengupta, 2002).

III. Research Issue & Future Scope

Research Objectives

- To have a look at the E-commerce enterprise in Chhattisgarh and analyze the elements these are on the whole accountable for the increase of E-commerce enterprise in Raipur and Bilaspur.

- To discover out a beneficial overview of the E-commerce Websites for overcoming the drawbacks of E-commerce business.
- To recognize comparative evaluation of the E-commerce web sites for their boom and emergence in India.
- To assist E-governance in making guidelines and guidelines for fast growth of E-commerce development.

Limitations of the Study

A) Although this study was based on articles carefully selected to address recent Internet activity and the growth of E-commerce. It is possible that the accuracy of the articles does not exactly meet the intent of the study. The focus of the author may be sufficiently different that conclusions drawn from the study vary somewhat from the intentions of the researcher.

B) The dynamism evident on the Internet and in E-commerce make it clear that articles published as recently as one or two years ago may be somewhat outdated by the pace of digital developments. It is entirely possible that future research efforts will arrive at conclusions at variance with this study.

C) This study is 'limited' in the sense that it is entirely based on results in Chhattisgarh. As one of the largest countries in Asia these results are meaningful but it cannot be assumed that the results apply completely across the region. By the same token surveys completed in other parts of Asia could generate a different result.

D) The factors that were considered for inclusion in this study were taken from the most respected journals, books and magazines in the fields of information systems published between 1990 and 2016.

E) This study attempted to identify and address the most relevant factors affecting the beginning, rise and evolution of the factors promoting E-commerce in India. Factors which were proven or deemed to be insignificant were functionally ignored.

F) Evaluation the entire universe of E-commerce in India could be considered too large to evaluate properly perhaps the level of impact is too hard to gauge for a country as large and diverse as India.

G) The research effort necessarily had to focus on B2C and B2B relationships, owing to their frequent occurrence, widespread influence on

the digital economy and measuring interactions. The other types of interactions – C2C, G2C, G2B, G2G, B2G, C2G and C2B – are far less common, far less understood and far less transparent in the digital environment.

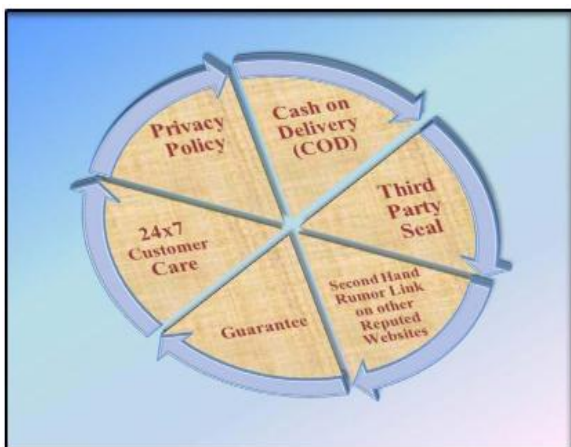
H) The researcher tried to suggest laws that might improve the operation of E-commerce but observed that the IT Act 2000 contained loopholes that were too easily ignored. Researcher felt that the E-commerce universe in India was so large and contained so many variations that the whole field might be unmanageable.

I) Researcher was also conscious of working under a great deal of physical and mental stress during data collection such that he might submit substandard work.

Suggested Model for Business to Consumer E-Commerce

Companies In India In Chhattisgarh:

Many loopholes in Indian E-commerce enterprise have been discovered in current research. To triumph over these troubles a new mannequin has been developed. This mannequin will assist the “Business to Consumer E-commerce companies” to triumph over from these issues. This mannequin will be very advisable to create company fee in B2C E-commerce Companies and will additionally enrich their sustainable growth. It has six distinct dimensions, these are as below:



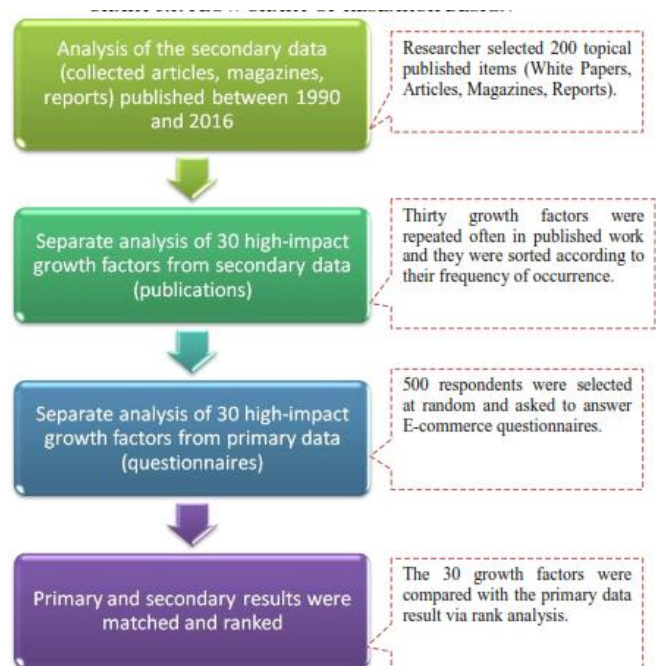
IV. Methodology & Implementation Significance of the Study

This study about is necessary due to the fact it will provide an thought related to the degree of E-commerce and overview in India. It will assist to administration about E-commerce

Company as properly as E-governance of India to overview the current regulation and rights of E-commerce in India. The lookup find out about will be beneficial for E-commerce Company to amplify market share as nicely as growth. This lookup find out about will additionally be beneficial for E-commerce enterprise to perceive the particular trouble of E-commerce in India and how they overcome on these issues. This learn about will additionally beneficial that what’s going on in Indian on line market and will additionally be beneficial for evaluation that what foundation wishes are required for Indian on line market for survival and growth.

Research Design

The research design of research as follows and it can be easily understood by the flow chart. Flow Chart of Research Design



Explanation

The sequence of diagrams above (Flow Chart of Research Design) definitely explains the complete lookup project. First, the researcher received first-class lookup material in the shape of posted material. Some have been obtained in peer-reviewed lookup papers, some from general-interest magazines and articles in the press. The material spanned the length 1990–2019.

The Adopted Research Methodology:

The researcher makes use of each secondary as nicely as essential data. Secondary records (consisting of substances posted between 1990 and 2019) used to be gathered for discovering the increase elements of E-commerce industry in Chhattisgarh. Primary facts (consisting of individualized questionnaires) used to be gathered for verification of secondary information results.

Secondary Data

The main purpose of this study is to identify the significant growth factors for e-commerce development in India. The research approach for this study consists of ameta-analysis of the research literature. Two hundred research papers were collectedand analyzed using the meta-analysis method.

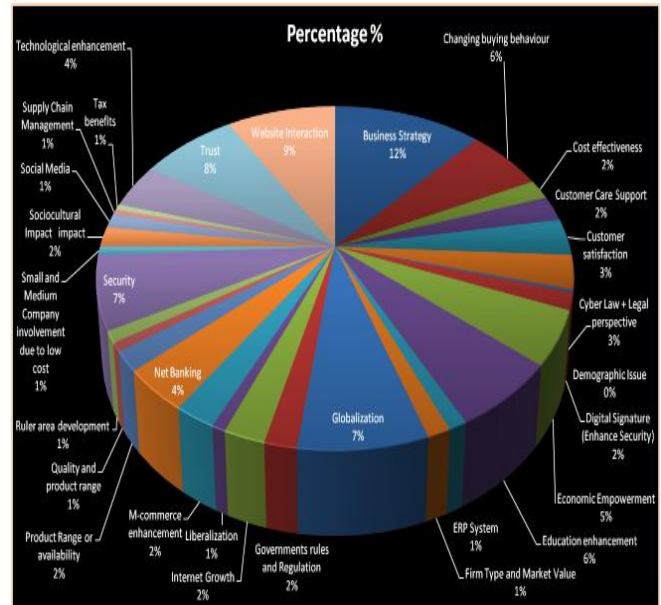
Primary Data

Primary records of five hundred respondents have been gathered by way of questionnaire by using the use of handy sampling methods.

**V. Result & Analysis
Method of Data Analysis**

Meta-analysis is the statistical technique for combining records from more than one studies. Meta-analysis can be used to perceive this frequent impact when the remedy impact (or impact size) is regular from one find out about to the subsequent study. When the impact varies from one learn about to the subsequent meta-analysis may additionally be used to become aware of the purpose for the variation. Meta-analysis is a quantitative, formal and epidemiological find out about graph used to systematically examine the consequences of preceding lookup to derive conclusions about that physique of research. Outcomes from a meta-analysis may additionally consist of greater unique estimate of the impact of cure or danger elements than any person find out about contributing to the pooled evaluation. Identify the sources of variation in responses;that examine heterogeneity of a group of studies and generalize responses can leadto more effective treatments or modifications of management. Examination ofheterogeneity is perhaps the most important task in the meta-analysis.

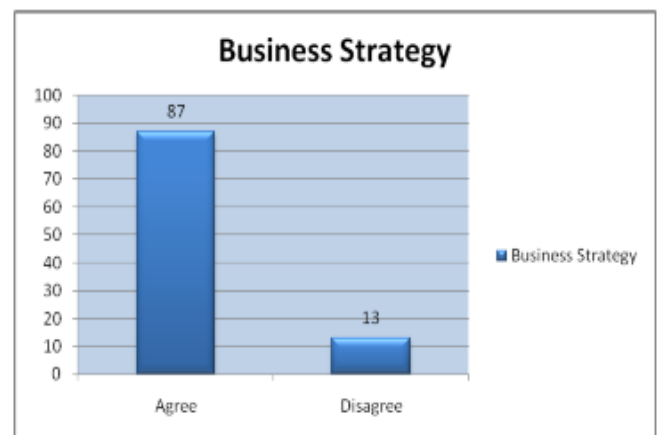
Growth Factors (Through Secondary Data)



Primary Data

Growth Factor: Business Strategy in Raipur

Sr. No	Growth Factors	Primary Data Response % wise	
		Agree	Disagree
1	Business Strategy	87	13



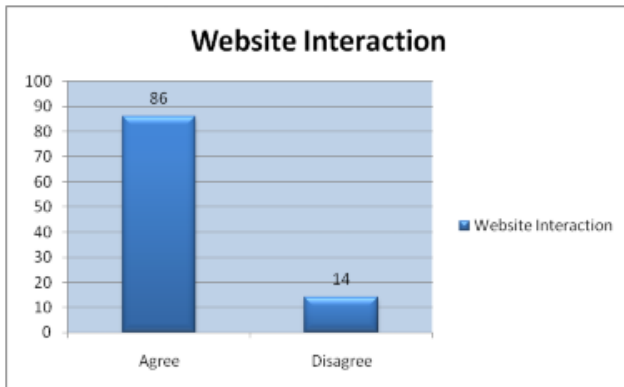
Growth Factor: Business Strategy In Bilaspur

Sr. No	Growth Factors	Primary Data Response % wise	
		Agree	Disagree
1	Business Strategy	74	26



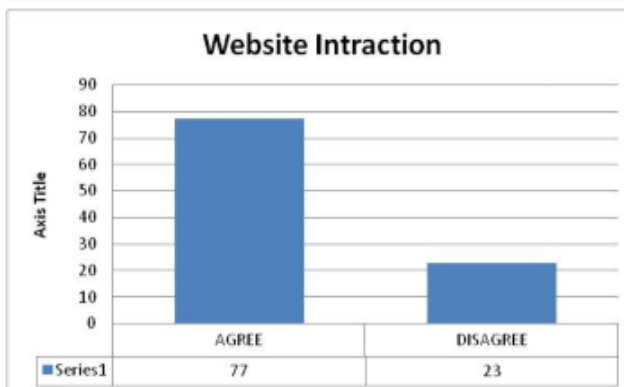
Growth Factor: Website Interaction in Raipur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
2	Website Interaction	86	14



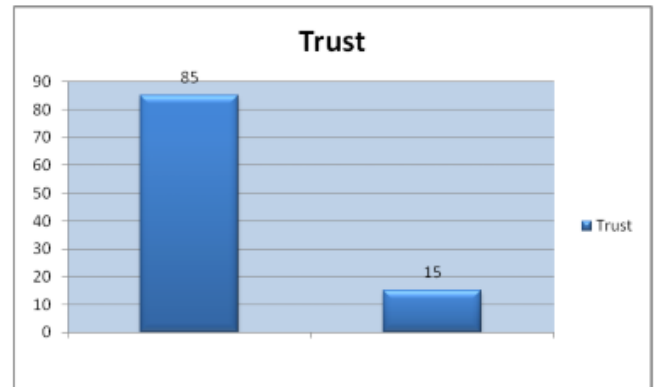
Growth Factor: Website Interaction in Bilaspur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
2	Website Interaction	77	23



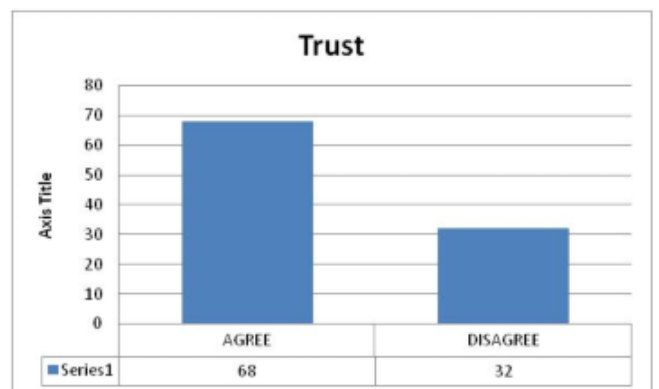
Growth Factor: Trust In Raipur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
3	Trust	85	15



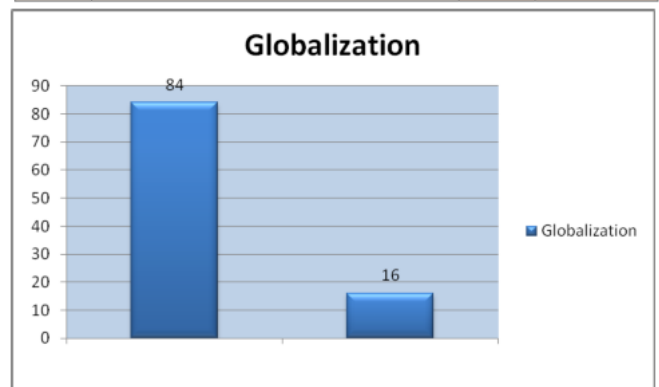
Growth Factor: Trust In Bilaspur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
3	Trust	85	15



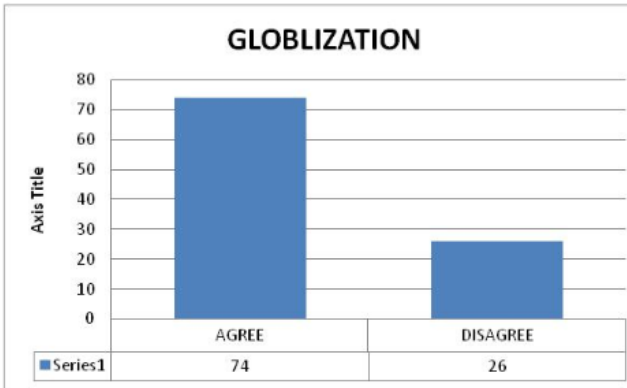
Growth Factor: Globalization In Raipur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
4	Globalization	84	16



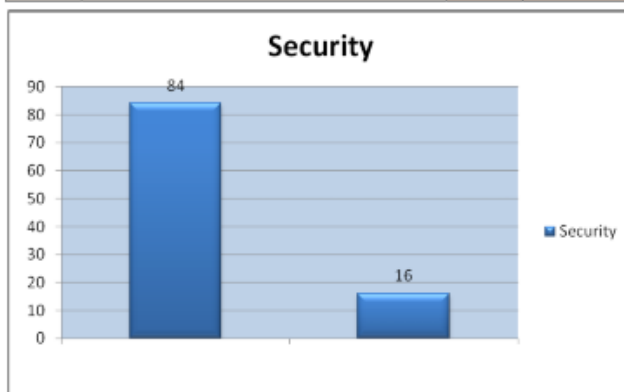
Growth Factor: Globalization In Bilaspur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
4	Globalization	74	25



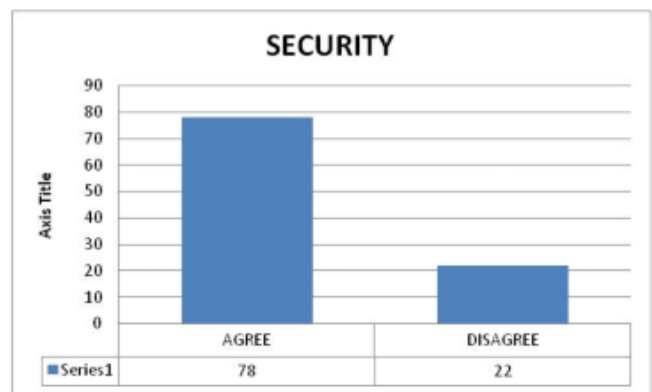
Growth Factor: Security In Raipur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
5	Security	84	16



Growth Factor: Security In Bilaspur

Sr. No	Growth Factors	Primary Data	
		Response % wise	
		Agree	Disagree
5	Security	78	22



VI. Conclusion

Conclusion and Future Directions

E-commerce is extending quickly and has encouraged changes by altogether decreasing the expense of outsourcing and cooperation with outside elements. E-Commerce is a key innovation for accelerating economic advancement, decreasing time scales, encouraging more prominent systems administration in the economy and making the speedier dispersion of learning and thoughts conceivable. Many elements have been elaborated via the researcher that used to be discovered accountable for the increase of E-commerce enterprise in India. E-commerce drivers shift beginning with one country then onto the next. A few drivers that are observed in some developed countries are now not but obvious in several developing nations. Sometimes the drivers in a developed state ought to be obstructions in special nations.

In Present research, we did a comparative study of E-commerce Growth and Opportunity between Raipur and Drug district of Chhattisgarh state and we found in research that the Growth and Opportunity of Raipur district is more than Bilaspur district.

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