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## EFFECTIVENESS OF E-COMMERCE: A STUDY ON CHANGE MANAGEMENT

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### INTRODUCTION:

The e-commerce is one of the most significant transactions in one's life cycle although it may also use other technologies. Typical e-commerce transactions include the purchase of online product (such as Amazon, flipkart, e-bay, myntra, etc) and music purchases (music downloads in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business. Ecommerce is a shortened version of the phrase "electronic commerce" which essentially describes any type of exchange of currency for goods or services online.

The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends on customer's orientation and satisfaction of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models.

### LITERATURE REVIEW :

Consumers frequently acquire information rather passively, from an Internet search relying on information provided by vendors. Because this information is so readily available for free, it induces a level of apathy in how much energy a consumer devotes to researching a product before purchase. The IT Act partially address issues like the legal validity of electronic transactions, security, content regulation, intermediary liability and jurisdiction, whereas areas like junk mail and spamming, intellectual property, payment, taxation of E-commerce transactions and consumer protection are unaddressed. (Kalia et. al. 2016)

E-commerce has grown significantly over the past few years, partly as the result of excellent implementation by the like of Amazon and eBay. The main goal of the researcher was to identify the various factors that influence the growth of E-commerce in India and may define its limitations. It also described the opportunities available to various participants in the Indian market like consumers, producers, retailers, wholesalers – and their technical and non-technical limitations. Researchers concluded that E-commerce will increase exponentially in the emerging market of India in future. (Shrilaxmi, 2016).

The advanced and constantly evolving trends in the electronic commerce sector have seriously challenged the tourism sector. It is difficult to be up to date and prepared to absorb new trends in order to be competitive with other sectors of the commercial and managerial world of trade. The corporate world has absorbed the majority of skilled labour and provided them with the maximum salaries, creating yet another problem with the travel industry. This is

an industry hampered by the relatively low number of skilled laborers who participate in it. Although there is an even greater demand for tourism services in the India, the ability to provide acceptable and desirable service levels depends on how efficiently the E-commerce aspects of the travel and tourism industry are managed and incorporated. Using advanced E-commerce strategies makes certain travel companies stand out as superior (Jay & Manish, 2016).

### **Objective:**

The objectives of present study are:

1. To understand the present status and trends of E-Commerce; and
2. To reveal the key variables influencing the increased usage of E-Commerce through customer orientation.

### **Scope:**

The scope of this study is to find out what is the remarkable changes in modern market after implementation of e-commerce, towards the business , hospitality , tourism and banking sectors. In this study 308 customers are taken into consider on our locality ,where as some factor are like their age, and Domicile, on e- business as these two variables influence more to the trend and practices of e-commerce in the present scenario.

### **Need of the study:**

After completion of this study we should have a perfect knowledge about the total operation of e-commerce in modern market, where as it is easier for us to operate e-service and enjoy the benefit of e-commerce.

### **Research methodology:**

The design for this research has been strategically planned.

- **Type of Research:** Exploratory , Descriptive, Correlations, Anova and Coefficients
- **Data Sources:** Both Primary and Secondary

### **Primary data**

**Selection of sample area:** Selection of random samples of customer only from one major places of the state of Odisha as Bhubaneswar city and nearby areas. .

### **Analysis and interpretation of results:**

Age factor of costumers: The customers (308) and their age have been categorized as:

Below 20 years, 21-30 years, 31-40 years, 41-50 years ,51 -60 years and 60 & above age .

Maximum customers are in the age group of 31-40 years, i.e. 188 followed by the age group of below 20 years, i.e. 92.

Here analysis has been made as per gender category.

### Perception on E-Commerce practices and measuring of effectiveness :

**Table- 1: Descriptive analysis of Customer practices**

|     |  | Mean score | Std. Deviation |
|-----|--|------------|----------------|
| E1  | Effectiveness of e-commerce practices  | 3.046      | 1.446          |
| B1  | Govt. provides information time to time for new policy   | 3.311      | 1.414          |
| B2  | E-business Staffs(delivery boys) are well trained in provisioning and maintaining providing services | 3.086      | 1.441          |
| B3  | E-partners arrange workshops/camps for easy orientation.   | 3.332      | 1.441          |
| B4  | Provisioning of returning system(product)  | 3.073      | 1.407          |
| B5  | Employee's politeness, friendliness towards customers  | 3.256      | 1.400          |
| B6  | Quick complaint redressal  | 3.017      | 1.463          |
| B7  | Simple procedure for e- documentation  | 3.131      | 1.380          |
| B8  | Easy accessibility with the higher authorities (on grievances and its redressal)                     | 3.178      | 1.489          |
| B9  | Product process are easy for market orientation  | 3.123      | 1.414          |
| B10 | Effectiveness of e-business through monitoring security threats                                      | 3.015      | 1.459          |

Table- 1 indicates that the independent variables (B1, B2, B3, B4, B5, B6, B7, B8, B9, and B10) predict the dependent variable E1 (e-commerce satisfaction) significantly good. The results indicate mean score of the entire category customers on **B: Customer Orientation**, which have ten questions relating to **customer orientation**. In all the questions the mean score indicate a better and positive opinion against each questions asked to them and all are almost close to the total value of 3.046 with standard deviation of 1.441. So, it is concluded that, customers have a positive response on service quality on entire e-commerce system of transactions.



**Table-2:Correlations<sup>a</sup> of B: Customer Orientation**

| Pearson Correlation | E1     | B1     | B2     | B3     | B4     | B5     | B6     | B7    | B8    | B9    | B10 |
|---------------------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-------|-----|
| Satisfaction        | 1      |        |        |        |        |        |        |       |       |       |     |
| B1                  | -0.048 | 1      |        |        |        |        |        |       |       |       |     |
| B2                  | 0.135  | -0.087 | 1      |        |        |        |        |       |       |       |     |
| B3                  | -0.094 | -0.144 | 0.047  | 1      |        |        |        |       |       |       |     |
| B4                  | -0.094 | 0.015  | -0.015 | -0.023 | 1      |        |        |       |       |       |     |
| B5                  | 0.017  | 0.033  | 0.035  | 0.165  | -0.037 | 1      |        |       |       |       |     |
| B6                  | -0.074 | 0.104  | -0.072 | -0.097 | 0.879  | -0.033 | 1      |       |       |       |     |
| B7                  | 0.016  | 0.036  | -0.008 | 0.134  | -0.069 | 0.791  | -0.008 | 1     |       |       |     |
| B8                  | -0.008 | -0.062 | -0.094 | -0.027 | 0.071  | 0.006  | 0.113  | 0.152 | 1     |       |     |
| B9                  | 0.071  | 0.028  | 0.016  | 0.124  | -0.081 | 0.757  | -0.084 | 0.899 | 0.096 | 1     |     |
| B10                 | 0.073  | -0.011 | -0.016 | -0.048 | 0.077  | 0.062  | 0.101  | 0.023 | 0.086 | 0.056 | 1   |

Table- 2 shows the correlation coefficients where out of 10 independent variables, and one total satisfaction (E1). The independent variables have been mentioned as B1 , B2, B3, B4, B5, B6, B7, B8, B9 and B10 variables. These independent variables are B: based on



perception on the present practices of e-commerce. Here the correlation coefficient results along with the significance values have been presented against each variable(questions) and the results shows positive on B2: E0-business Staffs are well trained in provisioning and maintaining providing services (0.135) B5: Employee’s politeness, friendliness towards customers(0.017) B7: Simple procedure for e-documentation(0.016) B9: Product process are easy for market orientation(0.071) B10 Effectiveness of e-business through monitoring security threats(0.073), whereas other variables indicate a negative value which is not favorable for e-commerce services that are presently provided by the companies. Among all the questions asked to the customers, the most accepted question is based on B2: E-business Staffs are well trained in provisioning and maintaining providing services as the coefficient value indicate more among all.

**Table- no 3 : Model Summary<sup>b,c</sup>**

| Model | R                  |          |                 |                            |
|-------|--------------------|----------|-----------------|----------------------------|
|       |                    | R Square | Adjusted Square | Std. Error of the Estimate |
| 1     | 0.695 <sup>a</sup> | 0.483    | 0.060           | 1.445                      |

a. Predictors: (Constant), B10, B1, B7, B2, B4, B3, B8, B5, B6, B9

c. Dependent Variable: E1

The table 3- reported the model summary of - that is R, R squared, adjusted R squared, and the standard error. Here the R value represents the Coefficient of correlation of 0.695 that indicates a high degree of correlation among the variables from the perception of customers.

The R<sup>2</sup> (coefficient of determination) is the proportion of variation in the dependent variable explained by the regression model. The R<sup>2</sup> shows 0.483 which indicates that 48% of total variation in the dependent variable (satisfaction on present practices anon e-commerce). Here the adjusted R<sup>2</sup> which indicates that. The variables are associated with-0.483 with standard error i.e. 1.402, which is much higher with the change.

**Table-4: ANOVA<sup>b,c</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F     | Sig.              |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1     | Regression | 62.250         | 10  | 6.225       | 3.165 | .001 <sup>a</sup> |
|       | Residual   | 653.004        | 332 | 1.967       |       |                   |
|       | Total      | 715.254        | 342 |             |       |                   |

a. Predictors: (Constant), B10, B1, B7, B2, B4, B3, B8, B5, B6, B9

b. Dependent Variable: E1

Table- 4 indicates that the independent variables (B1, B2, B3, B4, B5, B6, B7, B8, B9, B10) predict the dependent variable E1(total satisfaction) significantly different in opinion among all the customers as the significance value marked 0.001 value which indicates the independent

variables statistically and significantly predicts the outcome among variables as it is less than 0.05 (p-value). In total nearly 91 percent of variability is marked with residuals, which can be also changed if it is modified for customers.

**Table- 5: Coefficients<sup>a,b</sup>**

| Model |  | Unstandardized Coefficients |            | Standardized Coefficients |        |      |
|-------|--|-----------------------------|------------|---------------------------|--------|------|
|       |  | B                           | Std. Error | Beta                      | t      | Sig. |
| 1     | (Constant)   | 3.060                       | .456       |                           | 6.711  | .000 |
| B1    | Govt. provides information time to time for new policy   | -.064                       | .055       | -.063                     | -1.154 | .249 |
| B2    | E-business Staffs(delivery boys) are well trained in provisioning and maintaining providing services | .134                        | .053       | .134                      | 2.524  | .012 |
| B3    | E-partners arrange workshops/camps for easy orientation.   | -.094                       | .055       | -.094                     | -1.725 | .085 |
| B4    | Provisioning of be turning system(product)   | -.270                       | .116       | -.275                     | -2.334 | .020 |
| B5    | Employee's politeness, friendliness towards customers  | .054                        | .092       | .052                      | .587   | .558 |
| B6    | Quick complaint redressal  | .205                        | .119       | .209                      | 1.724  | .086 |
| B7    | Simple procedure for e- documentation  | -.504                       | .146       | -.484                     | -3.443 | .001 |
| B8    | Easy accessibility with the higher authorities (on grievances and its redressal)                     | .017                        | .054       | .018                      | .324   | .746 |
| B9    | Product process are easy for market orientation  | .479                        | .130       | .469                      | 3.683  | .000 |
| B10   | Effectiveness of e-business through monitoring security threats                                      | .050                        | .053       | .051                      | .946   | .345 |

a. Dependent Variable: EI

Table--5 shows the regression coefficients where out of 10 independent variables, the beta value of 4 independent variables shows negative. These independent variables are :B1 (Govt. provides information time to time for new policy), B3 : (E-partners arrange workshops/camps for easy orientation), B4 (Provisioning of be turning system(product)), B7 (Simple procedure for e-documentation), indicate negative and when these are related to the constants, a change is marked in managing the efficiency practice on e-commerce. Out of the four negative factors, B7 is most responsible factor in minimizing the efficacy practice on e-commerce as it indicate the highest negative value. It proves that, there is some lacking in supporting to these factors of efficacy. So the business has to give importance on the above factors.

Out of the 4 positive factors (independent variables), one factors B9 (Product process are easy for market orientation) show the highest Beta value. It indicates that the customers are easily depending upon the e- transaction for support of govt. rule and regulation.

## CONCLUSION:

Finally it concluded that , contribution of e-commerce towards the modern marketing is remarkable .It totally effect on age ,income and demography factor of customers in age group of 31-40 year customer are mostly prefer e-method for their daily life requirement, where as the rural area customer are given more impotence to e-marketing or e-transaction than other area customer .

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