



EFFECTIVENESS OF E-COMMERCE: A STUDY ON STRATEGIC SOLUTIONS OF CITY BHUBANESWAR

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Introduction:

E-Commerce refers to the paperless exchange of business information using electronic data interchange, electronic mail, electronic bulletin boards, electronic funds transfer, and other network based technologies. E-Commerce not only automates manual processes and each paper transactions, but also helps organizations move to a fully electronic environment and change the way they operate. In the last decade, organizations have started conducting E-commerce over the Internet. The Internet gave yet another boost to e-commerce because it is a low cost alternative to proprietary networks. In order to understand electronic commerce it is important to identify the different term that are used, and access their origin and usage.

Literature Review:

Goldsmith et.al [11] study reveals that some consumers use online shopping just to avoid from facet-face interaction with salesman because they feel uneasy & uncomfortable while bargaining with the salesman and do not want to be manipulated and fooled around in the marketplace. This is a big true for those customers who may have face a negative experience with the salesman

Ohidujja man et.al [4] clearly discussed that E-commerce is a revolution & turning point in online business practices and can make a huge contribution to the economy and Hasan et.al also indicated that currently, e-commerce organizations have increasingly become a fundamental component of business strategy and a strong catalyst for economic development. A huge amount of research works has been done on e-Commerce which is basically on online shopping. A large group of researchers has found out and also pointed out the necessity and possibilities of Online Shopping. On the other hand, limitation of ecommerce is found and at the same time, they provided essential suggestion and came to a prediction to make Online Shopping more useful for the consumers. But the contribution of traditional marketing is also inescapable but compare to online shopping it is less effective we think.

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ecommerce is found and at the same time, they provided essential suggestion and came to a prediction to make Online Shopping more useful for the consumers. But the contribution of traditional marketing is also inescapable but compare to online shopping it is less effective we think.

Need of the study:

This study gives us perfect overview on e-commerce, how it works in business sector within low cost and a short limited time period and promote to market towards the paper less transaction.

Objective:

The objective of this study:

1. To understand the present activities of e-commerce in business sector.
2. To reveal the key variables influencing the increased usage of E-Commerce through problems in strategic solutions.

Scope:

E-commerce helps for the growing use of media appliances like a Smartphone, laptop, computer with internet access; the horizon of **ecommerce business** development is expanding day-by-day. Due to the availability of gadgets and easy internet access has lead people to online shopping and paper less transaction. To know what it's effect in modern market. In this study 308 costumers are taken into consider on our locality ,where as some factor are like their age, and Domicile and pre-knowledge on e- business as these three variables influence more to the trend and practices of e-commerce in the present scenario and practices in Bhubaneswar city of Odisha.

Relevance:

E-commerce is an important profit driver for **business**. Most of the things in online store are automatic. Costs incurred in everything from inventory, customer details, payment details to product selection and management of customer's interests are lower than traditional **commerce** expenses.

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. In this age group (31-40) have more advance knowledge on e-business operation.

Perception on E-Commerce practices and measuring of problems in strategic solutions:

Table- 1: Descriptive analysis of Problems In Strategic Solutions

	Mean score	Std. Deviation
constant	3.017	1.458
V1 High investment plans for purchase on schemes	3.314	1.458
V2 Any time change policy /schemes for purchase	3.122	1.419
V3 cost of using is high and time consuming & doubtful	3.151	1.399
V4 Influence of policy any time	3.326	1.438
V5 No wide mechanism for availing technology(applications)for product search/operative	3.128	1.408
V6 Low quality of product supply as per advertise in web	3.294	1.427
V7 Not approaching in correct use always as customer centric	3.312	1.369
V8 B2B is not appropriate due to for lacks on orientation	3.242	1.419
V9 B2C is not optimized fully	3.212	1.452
V10 Security hazards is more in payment	3.294	1.407

Table- 1 indicates that the independent variables (V1, V2, V3, V4, V5, V6, V7, V8, V9, and V10) predict the dependent variable B10 (satisfaction on e-commerce) significantly good. The results indicate mean score of the entire category customers on D: **Problems In Strategic Solutions**, which have ten questions relating to **problems in strategic solutions**. 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 3.017 with standard deviation of 1.458. So, it is concluded that, customers have a positive response on entire e-commerce system of transactions.



Table:2 Correlation on Strategic Solutions

	B10	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10
B10	1										
V1	-0.022	1									
V2	-0.07	0.076	1								
V3	-0.04	0.014	0.781	1							
V4	0.099	0.777	0.038	0.073	1						
V5	0.06	-0.045	0.444	0.64	0.021	1					
V6	-0.061	0.341	0.012	0.175	0.453	0.188	1				
V7	-0.048	-0.055	0.756	0.788	0.003	0.449	0.02	1			
V8	0.042	0.414	0.027	0.021	0.364	-0.054	0.002	-0.004	1		
V9	-0.028	0.011	0.324	0.344	0.051	0.028	0.063	0.509	0.118	1	
V10	-0.035	0.047	0.298	0.285	0.03	-0.083	-0.077	0.338	0.332	0.469	1

Table- 2 shows the correlation coefficients where out of 10 independent variables, and one total satisfaction (B10). The independent variables have been mentioned as V1, V2, V3, V4, V5, V6, V7, V8, V9 and V10 variables. These independent variables are V: **Problems In Strategic Solutions. Here the correlation coefficient results along with the significance values have been presented against each variable(questions) and the results shows positive on V4: Influence of policy any time (0.099)V5,; No wide mechanism for availing technology(applications)for product search/operative (0.06) and V8: B2B is not appropriate due to for lacks on orientation (0.042) ., 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 V4: Influence of policy any time as the coefficient value indicate more among all .**



Table:3 Model Summary^{b,c} on Strategic Solutions

Model	R			
		R Square	Adjusted R Square	Std. Error of the Estimate
1	0.762 ^a	0.581	0.040	1.429

a. Predictors: (Constant), V10, V4, V5, V9, V8, V6, V2, V1, V7, V3

c. Dependent Variable: Satisfaction on e-commerce

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 0.762 that indicates a high degree of correlation among the variables.

The R² (coefficient of determination) is the proportion of variation in the dependent variable explained by the regression model. The R² shows 0.581 which indicates that 58% of total variation in the dependent variable (satisfaction on present practices on e-commerce). Here the adjusted R² which indicates that. The variables are associated with-0.581 with standard error i.e. 1.429, which is much higher with the change.

Table:4 ANOVA^{b,c} on Strategic Solutions

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.854	10	4.985	2.441
	Residual	678.041	332	2.042	
	Total	727.895	342		

a. Predictors: (Constant), V10, V4, V5, V9, V8, V6, V2, V1, V7, V3

b. Dependent Variable: B10

Table- 4 indicates that the independent variables V1, V2, V3, V4, V5, V6, V7, V8, V9, V10) predict the dependent variable B10 (Effectiveness of e-business through monitoring security threats) significantly different in opinion among all the customers as the significance value marked 0.08 value which indicates the independent variables statistically and significantly predicts the outcome among variables as it is more than 0.05 (p-value). In total nearly 93 per

cent of variability is marked with residuals, which can be also changed if it is modified for category of customers.

Table:5 Coefficients^{a,b} on Strategic Solutions

Model		Un standardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.059	.369		8.290	.000
	V1	-.243	.090	-.243	-2.701	.007
	V2	-.055	.099	-.054	-.559	.577
	V3	-.061	.122	-.058	-.497	.619
	V4	.358	.092	.353	3.894	.000
	V5	.164	.078	.158	2.100	.037
	V6	-.161	.065	-.158	-2.463	.014
	V7	-.061	.111	-.057	-.547	.585
	V8	.023	.066	.023	.353	.724
	V9	.027	.069	.027	.393	.695
	D10	-.002	.070	-.002	-.027	.978

a. *Dependent Variable: B10*

Table-5 shows the regression coefficients where out of 10 independent variables, the beta value of 6 independent variables shows negative. These independent variables are :V1(High investment plans for purchase on schemes), V2(Any time change policy /schemes for purchase), V3(cost of using is high and time consuming & doubtful), D6(Low quality of product supply as per advertise in web), V7(Not approaching in correct use always as customer centric), V10(Security hazards is more in payment), 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 six negative factors, V1 is most responsible factor in minimizing the efficacy practice on e-commerce as it indicates 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 V4 (Influence of policy any time) show the highest Beta value. It indicates that the customers are easily depend upon the e- transaction for support of govt. rule and regulation.



Conclusion & Findings:

The above description it concluded that not only modern business sector are totally depend upon the e-commerce, but also costumer are depend for their life cycle. Mainly motive of e-commerce is every transaction is done through online, with low cost and short time. It promote modern market towards growth and easier method.

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