



USE OF TECHNOLOGY IN E-COMMERCE BUSINESSES WITH SPECIAL REFERENCE TO SERVICE SECTORS

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Abstract:

The use of electronic commerce by business in developed countries as well as developing countries has grown considerably in the past few years. E- commerce businesses are capturing the worldwide markets very easily and helping in earning profits. The use of E-commerce in service sectors is contributing in national income of the country and also generating employment opportunities in India. There are various Indian service sectors has done tremendous recognition not only in Indian markets but also world markets. The India's telecom sector is growing and became popular in world market in providing better services to overseas buyers. E-commerce use in service sector enables the marketers to reach all areas of the world with minimal cost. It is very important to know about the challenges and opportunities in service sector using of e-commerce in India. The above study has taken for the study by the researcher.

Keywords: *E-commerce, B2B, Service Sector, Recognition, Challenges And Opportunities*

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Introduction

E-commerce is now a days useful in all field like Human Resources. It provides better options to both customers and businessmen. It is one of convenient platform to customers, retailers and other stakeholders.

The availability of advanced technologies also makes easier to businessmen and also to consumers to sell and buy products and services through online mode. In India, the banking, retailing, Insurance, telecommunication, transformation and so on are the major service providers who satisfying the need of the customers.

Hence, paper aims to examine the importance of e-commerce in developing country like India and also it's important in the growth of different service sectors. our research paper also tries to review the present situation and prospects of e-commerce. The data were collected

from secondary source such as research articles, newspaper cutting and different sites on e-commerce in the net.

Objective of the study:

- 1) To study the problems and issues faced by Service sectors
- 2) To study the importance of e-commerce in developing country
- 3) To study the importance of e-commerce in service sector.
- 4) To study the emerging trends in E-commerce technology

Research Methodology:

1. Coverage of the Study

This research paper is confined to study of e-commerce in developing country like India.



2. Sources of data

Data and information were gathered from secondary published sources viz., books, journals, newspapers, websites, research studies, etc. The study is based on secondary data collected through various business magazines, journals, newspapers, internet web sites and research studies.

3. Data Analysis

Analysis of data and information collected from published sources were made keeping the objectives of the study in mind.

Classification of E-commerce:

E-commerce classified into five category

- 1) **Business to Business E-commerce**
- 2) **Business to consumer E-commerce**
- 3) **Consumer to Business E-commerce**
- 4) **Consumer to consumer E-commerce**

The obstacles, problems and issues faced by Service sectors business

- **Loopholes in awareness and understanding the importance of e-commerce.** Most Service sectors in developing countries have not taken up e-commerce or use the Internet because they feel its required high cost maintenance.
- **Lack of ICT knowledge and skills.** Technology illiteracy rate is still very high in most developing countries. There is a shortage of skilled workers in service sectors. The appointment or recruitment of highly skilled workforce is become the over cost burden in many service sectors.
- **Financial costs.** The initial investment for the adoption of a new technology is very high for small service provider. The high cost of computers and Internet access is a barrier to the use of e-commerce.
- **Infrastructure.** The cost of infrastructure for set up new business tele density and maintenance as well is very high, hence it became one of the most important barriers in service sectors.

- **Security.** To ensure security of payments and privacy of online transactions to public is important obstacles in e-commerce. The trust and confidence of public in e-payment gateway is utmost important in e-commerce businesses.

How is e-commerce useful to developing country entrepreneurs?

1. It facilitates to access global markets.
2. It help to promote and development in tourism sector of developing countries.
3. It supports the marketing of agricultural and tropical products in the global market.
4. It also supports to Business to Business and Business to Government supply chains.
5. It also assists service provider to provide efficiently and effectively the services to overseas and domestic customers

Growth of different service sectors due to e-commerce:

India has emerged as one of the fastest growing economies in the world today. The India's telecom sector is second largest in the worlds, in providing excellent service to overseas buyers. Secondly, the retailing in which we have highest foreign investment also growing very fastest way. The tourism sector is also one of boom in which country earning a very good amount of foreign exchange.

Opportunities:

With the arrival of 5G, various operators in India are particular about providing faster and more robust Internet, better access of data services including e-commerce, social networking, audio-video conferencing, and many other broadband applications with very high speed. The Gen Y are very addicted to use smartphone and adopt the VAS services The telecom companies are building broadband, wireless video and other technologies in a very high pace.



E-commerce in Retailing:

Total retail employment in India, both organized and unorganized, account for about 7% of Indian labor work force currently - most of which is unorganized. The availability of infrastructure and other technology facilities, the retail sector is also growing in fastest way. It is not only developing in urban area but also in rural area.

Emerging Trends in E-Commerce Technology:

1. Use of Mobile – The different applications developed by companies to make easier to customers to buy products through online mode. The easy accessible websites also enable the customers to enjoy online shopping.

2. Facebook – Facebook has more subscribers, and it is a known fact that number grows by 25% or more every year in emerging countries. Companies will take more and more advantage from the various set of data about users' daily activity using Face book Connect, like offering promotions on products which they most commented on or identifying what their friends mostly like and recommending the same when they visit the store.

3. Push notifications – It is one of the source to attract the customers towards goods and services. Through emails, Facebook and other social media platforms marketers are sending information about new launching and then enable to buy the same.

4. Personalization – wishing of birthday, marriage anniversary is the most powerful tool to attract customers and maintain good relations with them. Personalized recommendations or targeted content will be the key medium to surface any content.

5. Multi-channel – Now a day's consumers will expect a seamless shopping experience. Hence, a various icons need to be provide to consumers for hassle free shopping.

Main Findings of the Study:

There is wider scope for e-commerce in economic development. Changing demography with large youth

population, rising standard of living and concomitant changes in lifestyle, rapid growth in ICT, availability of broadband, RFID, 5G technologies, etc. are opportunities for augmenting e-commerce in India. Besides, that the economic disparity of districts, poor infrastructure, transport, telecommunication, social and cultural attitudes to e-commerce, inadequacies in payment gateway systems in terms of quality and legal framework, etc. are major issues which need to resolve at the earliest.

Limitations of the study:

The entire study based on secondary materials available on internet, research article published in various journals, newspaper cutting etc. The researchers can take the same topic by conducting primary data collections from various service providers and consumers who are benefitted.

13.Scope of the study:

The researcher can take up the same topic with reference to different sectors like manufacturing, allied sectors for the further study. The researcher can do study on different aspects like applications of e-commerce, the recent trends in e-commerce, the legal issues and so on.

Conclusion:

There are so many challenges faced by e-commerce sites in India. The relatively small group of using credit card and lack of uniform credit agencies create a variety of payment challenges. However, many Indian Banks and Insurance sectors have put the Internet facilities in place for the upcoming e-commerce market. With further improvement in payment and delivery system it is expected that India will soon become a major player in the e-commerce market. The various applications developed to makes easier.

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b) Weblinks

- https://www.researchgate.net/publication/351441684_Future_of_E-commerce_in_India-2021

HYPERLINK

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