

## E – SELLING -A NEW PROSPECT TO BUSINESS

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Chapter ID: NSP/ICAAR-2023/A-18

### ABSTRACT

The internet has become an all-pervasive-force, not just in business but in people's day-to-day life. Its impact on the world of marketing has become immense, with many businesses now spending more on web based marketing than on traditional offline marketing activities. It's always said that any up gradation in any manner is the sign of progress in the same way upgrading our traditional system towards the adaption of new technical selling is known as sign of progress as coverage towards the increase in the customers. For all the new business entries the world of online marketing can be seen impenetrably complex. In this paper the conceptual knowledge of search engine marketing addresses (SEM) or e - commerce, literature review, current and future aspects of mail - commerce in Indian context will be discussed. This one paper discussed on top motivator factors online shopping. In the present world development will be a valuable addition researcher and academics; and helpful theory to professional, an advertisers, and entrepreneurs.

*Keywords:* SEM, online marketing or E-Commerce, customer and internet

### INTRODUCTION TOWARDS E- SELLING

E-sales refers to the process of buying or selling products or services over the Internet. Online shopping is becoming more popular because of the speed and ease of use for customers. E-business activities such as selling online can be directed to consumers or other businesses. Business to Consumer (B2C) involves online sales of goods, services and provision of information directly to consumers. Business to Business (B2B) refers to the online exchange of products, services or information between companies.

#### E- Selling an important aspect to the small scale industries

Selling online can help your business reach new markets and increase sales revenue and profits. If you are interested in selling to other businesses, you can use the Internet to find sales leads, announced tenders, and items for sale (either through your own website or through a site e-marketplace). Search for products and services online you can save time and money by finding the best prices without having to do all the work.

The invention of the Internet has created a new model of the traditional store so people. Customers are no longer tied to specific times or places; You can become active virtually anytime and anywhere to buy products and services. The Internet is relatively new medium for communication and exchange of information that is present in our daily lives. In the era of globalization mail marketing is a great revolution. During the last decade maximum business organizations are running with technological change.

## **CURRENT HAPPENINGS IN E- BUSINESS WORLD**

Industries are moving all operations online, as it becomes clear that the Web, not limited by geographical boundaries, is a more efficient vehicle of its services and allows them to work on a truly global scale. People are able to pay your bills, write and cash checks, commercial actions, taking loans, mortgage their homes and manage their assets online. Money as we know it may cease to exist, replaced by more suitable technologies such as smart cards and digital money.

In addition to business to consumer transactions, such as electronics stores, business to business (B2B) marketplaces and services are also taking place on the Internet. A business ordering products online provider not only completes the operation faster and comfort but also can track shipping constantly. The websites of B2B e-commerce are also channels that allow cooperation between different companies and outsourcing services are and will remain critical for the Internet economy. The transition from brick-and-mortar "clicks" business is happening in all sectors of the economy. It is now possible for a company to operate without an office, since employees can perform all communications via phone, voicemail, fax, e-mail and emerging Internet capabilities. Already Internet services that integrate telephone, fax, voice mail, and in the future, new technologies will further facilitate the virtual office. E-business happens all the time as a company uses electronic technology for conducting business. Thus, an e-business can be anything from a sales pitch on a website to an electronic data exchange. Many companies have chosen to embrace e-commerce, because they have realized that it is a way to improve efficiency, offer new and innovative services, and increase the quality of your business. The important point to note here is that e-business involves a fundamentally different way of doing business, rather than just a new tool to fit into the old methods.

## **ROLE OF INTERNET IN GROWING THE NEED OF E –SELLING**

The Internet originated as ARPANET, the original US government sponsored network in 1960. Since then the underlying network hardware and began to grow and therefore the number of Internet users is growing dramatically. As more bandwidth and higher speed access network reaches consumers, the adoption of electronic commerce becomes a natural process. As the technology becomes easier to use, affordable and convenient, it is easier for people to jump into the bandwagon of electronic commerce. Therefore it becomes imperative to make technology accessible to people. The web allows computer users to locate and view multimedia-based (ie, documents with text, graphics, animation, audio and / or videos) on almost any topic today documents. The Internet and the Web surely be listed among the most important and profound creations of mankind.

## **TYPES OF E- BUSINESS**

The emergence of electronic commerce and related technologies had led to the creation of many different robust applications that are usually grouped into several categories of e-commerce. Business to Consumer (B2C) are applications that provide business interface directly to consumers. The most common example of a B2C application is a website selling products or services of the company that can be purchased directly by the consumer. The importance of B2C varies dramatically from one company to another. For some companies, reaching consumers has been the critical aspect of your business. For some companies a chain of retail stores run, B2C should be one of the most important parts of your Internet strategy.



Business to Business (B2B) - Forging new relationships between companies is becoming critical for businesses to survive and flourish in this increasingly faster. B2B applications offer new opportunities for businesses to take advantage of emerging technologies to build their businesses. Examples of B2B applications include facilitating transactions for goods / services between businesses, selling products / services on the Internet for business, and the integration of the supply chain. Business to Business to Consumer (B2B2C) is one of the emerging e-commerce models. B2B2C is basically defined as the use of B2B to help maintain and rejuvenate B2C companies trying. This is due to the fact that B2B has been an overwhelming and b2c financial success has not up to expectations. This model is about to do well, and that capitalizes on the success of B2B and B2C potential demand.



Consumer to Consumer (C2C) - C2C is a relatively new interesting piece of the world of electronic commerce. C2C applications involve consumers to trade directly with other consumers. Obviously, this means that the company that facilitates the transaction must find some current nontraditional revenue.

## BENEFITS OF E-SELLING

In the market, there are many e-commerce development companies that offer both solutions such as e-commerce integration POS and virtue mart development services. But make sure to choose a professional development company that offers end-to-end solutions at affordable rates.



The benefits of E - Selling the products includes the following considerations:

### 1. Lower start-up costs

The difference in cost may come down to thousands of dollars. Rent, utility costs, property taxes and insurance can only add up quick. In addition to these costs, usually a physical store owner will have to hire many more employees than an owner of an e-commerce store. With an ecommerce store the startup cost is only a fraction of the cost.

### 2. Changes can be made on the fly

Another added benefit of an ecommerce store compared to a physical store is the ease with which changes can be made. Take, for example, change the price of a product; with an e-commerce store prices may be changed in the back by a simple field change product prices. In a physical store is likely to have to change the price tag on each product, the price on the shelf and even inventory system.

### 3. Potential customer reach

Now, one of the most important advantages; the number of potential customers you can reach. Having only a physical store vastly reduces the number of potential customers. More than one billion people around the world are using the Internet today, ie with an online store you possibly have a billion people with access to your store. Compare this number to the population of a city like Miami, FL - estimating the population around 400,000. With a shop located in Miami potential scope of the population will not rise above this number.

### 4. Measured results with online marketing

So, how are visible to customers across the country and even the world? Answer: The online marketing and search engine optimization. This form of marketing is the way today, and guess what ... it works. Business owners are finding they can reach more and more qualified customers through Internet compared with traditional offline marketing targeting specific demographics. With online marketing results can be measured and can make changes according to their performance. Your marketing campaign can always improve and change at a cost much lower than what it would take to change a traditional marketing campaign.

## VARIOUS TOOLS USED FOR E – SELLING

So many online shopping sites in India has provided cash free delivery Home About delivery methods to attract customers online in india Al Flipkart is one of the best online shopping portal for all elements. After that store Home 18 is the choice for shopping all kinds of products. There are many websites have this opportunity to provide that list but some have gotten lakh customers.



With the felicity of home on delivery and cash on delivery middle class people are also interesting to order their needs and requirement things at their website. Online shopping for products is very easy when comparing with all other procedures . There is no need to waste our time by searching the product in various malls. We just need a internet connection along with computer to shop at online.



In India, almost 70% more young and educated people are showing interest to buy online. Why, because there is no need to pay sales tax and service tax if we buy websites online. Why single number of people buying are made in different online shopping sites in India. With the lack of energy and time, people tend to just do all your shopping in ordering everything online. What are the reasons for buying

online instead of conventional business method. The first reason is mainly because by shopping online, you must not push through the crowds and get in line at the cashier to pay for your item. It will be a burden to spend their weekends in a fast-paced environment where you just want to relax and shop in peace.

## **ISSUES RELATED TO E- SELLING**

Electronic commerce is not limited to a choice of a shopping cart or product good looking. Ecommerce is far beyond that and we need to reflect on various issues that may arise, especially in the e-commerce environment. In the next section we highlight the resources to address some of the trade issues in electronic commerce.

### **Security & Privacy**

Ecommerce fraud is on a rise and visitors are very skeptical about revealing their financial details online. The ecommerce store should build a climate of assurance for every new visitor coming to your store.

- Have a Spam free, Popup free ecommerce storefront.
- Secure all transactions with latest SSL security standards.
- Host your store in a secure hosting environment.
- Display a disclaimer during the checkout process and respect the privacy of the visitor.
- Keep a constant watch on the changes in Internet security environment and periodically test your store for safeguards against any security threats.

### **Processing Capabilities**

The speed and accuracy of various processes that go in managing an ecommerce store are also very important. The ecommerce store should be powerful, yet stable.

- Look for an ecommerce solution that gives you real time processing & inventory management capabilities.
- Accept all possible popular pay methods.
- Integrate with secure payment gateways for better payment processing.

The processing power of your store will be the foundation on which your online storefront will work. Make the best of the ecommerce software that is behind the performance of your store.

### **Order Fulfillment**

The major task is to deliver the orders placed on your online store within defined timeframe and above all, as shown on the ecommerce storefront.

- Place special importance on the order processing capabilities, as any mistake there will multiply further.
- Establish a powerful web of suppliers before you go online.
- Do not let your online store get overburdened with orders that cannot be fulfilled.
- Deliver goods through proven shipping carriers that reach to all locations within time frame.
- Allow users to track their orders online.

## **FUTURE OF E- COMMERCE**

Today's users want multimedia and e-commerce in a package that is both powerful and easy to use. Programmers want all these benefits in a truly portable way, so applications will run unchanged on a variety of platforms. Electronic commerce will go deeper by displacing traditional manufacturing processes, broader go encompassing products and services provided by different companies, and raise more by purchasing requirements intelligent and interactive way for companies to offer customized products.

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