

# E-Commerce Using Cloud Computing

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## ABSTRACT

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E-commerce is a boom in the modern business. E-commerce means electronic commerce. Ecommerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business.

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

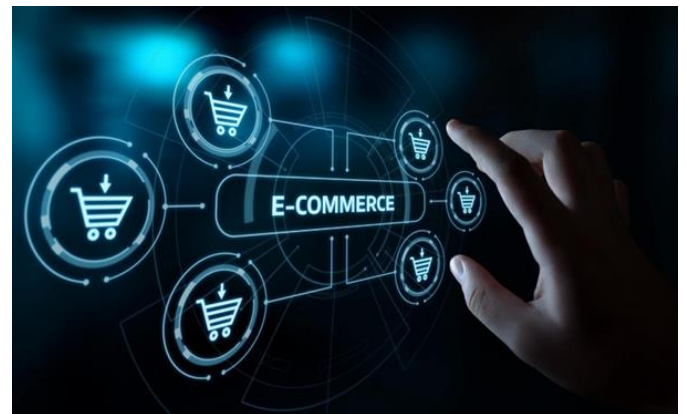
**Keywords:** E-Commerce, Internet, Self-service, Technology, Internet banking.

## I. INTRODUCTION

E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI).

ECommerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals



## II. E-COMMERCE FACILITATORS

### (1) Internet:

A massive internet penetration has added to growth of E-commerce. Internet and smart phones are becoming an integral part of every life. Internet is no more a source of information but has become an important tool for shopping, learning, communicating and even getting service from plumbers, carpenters, doctors etc

### (2) Payment Gateways:

A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. The life blood of online business is the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer.

### (3) Analytics:

Analytics is the scientific process of transforming data into insight for making better decisions. Analytics helps businesses to gather, organize, analyze, and report on everything their customers do. The massive increase in the volume of data has forced the businesses to focus on analytics to understand the behavior of the customer.

### (4) Social Media

Businesses are increasingly making use of social media in order to market their goods and services. Social media refers to websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone.

## III. E-COMMERCE TRENDS

A New Business Revolution in India: E-commerce is a boom in the modern business. It is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete

change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India producing significant influences on the environment is not an exception.

Moreover, E-Commerce has every potential to curb the pollution and thus producing significant influences on the environment. Buying goods and services via E-Commerce allows consumers the freedom to choose when and where to shop and the opportunity to research the product, the seller, and any other available options. Shopping has been revolutionized through the availability of online information. Just about anything that can be bought in a merchandise store can be bought via E-commerce, even perishables like groceries. And consumers have embraced these possibilities around the globe.



### Underlying Factors in E-Commerce :

ASSOCHAM Study (2015) found the highest growth rate in the apparel segment, almost 69.5 per cent over 2014, followed by electronic items, up 62 per cent, baby care products, up 53 per cent, beauty and personal care products at 52 per cent and home furnishings at 49 per cent.

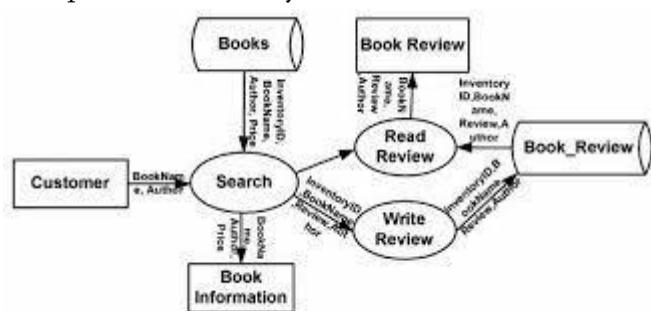
Rapid growth of digital commerce in India is mainly due to increased use of smartphones. Mobiles and mobile accessories have taken up the maximum share of the digital commerce market in India, noted the study.

Internet economy will then become more meaningful in India. With the rapid expansion of internet, Ecommerce is set to play a very important role in the 21st century, the new opportunities that will be

thrown open, will be accessible to both large corporations and small companies.

#### IV. LITERATURE SURVEY

The paper concentrates on how cloud computing influences E-commerce, the solid background of the impacts of cloud computing has to be established. Since its emergence, the influences of cloud computing has been discussed by different literatures. By virtue of the literature review, we can find that there are three problems with the existed researches: firstly, the existed literature usually focuses on one or two aspects of cloud computing's impacts on a specified field. There is no paper that offers the comprehensive analysis of the influences of cloud computing; Secondly, few literature mentions the influences of cloud computing on E-commerce. Actually, the rapid development of E-commerce requires the involvement of cloud computing into its technical architecture, business mode and service mode. As a result, the development of e-commerce businesses and industry will be significantly influenced. Finally, few literature supplies the case analysis to make the points more persuasive. By virtue of describing the changes of E-commerce in the cloud era, the paper analyzes the impacts of cloud computing on E-commerce enterprises and industry chain in detail



#### V. ADVANTAGES

##### 1) Faster buying process :

Customers can spend less time shopping for what they want. They can easily browse through many items at a

time and buy what they like. When online, customers can find items that are available in physical stores far away from them or not found in their locality.

##### 2) Store and product listing creation :

A product listing is what the customer sees when they search for an item. This is one advantage in ecommerce meant for the seller. This online business plus point is that you can personalise your product listing after creating them. The best part? Creating a listing takes very little time, all you require is your product name or codes like EAN, UPC, ISBN or ASIN.



#### VI. DISADVANTAGES

##### 1) Site Crash:

E-commerce is fully dependent on internet connection. A major disadvantage of e-commerce is putting a stop to buying capabilities because of a site crash. Such a small word site crash but has the ability to put a whole business down within a few seconds.



##### 2) Huge technological cost

E-commerce requires advanced platforms to better their performance. If it faces disturbances in the form of software, network or domain issue it will not be able to offer seamless transactions.



## VII. CONCLUSION

A developing country may well attempt to be modernized if it introduces e-commerce effectively and efficiently. It will improve its output and lead to its competitive advantage. Information Technology (IT) has uplifted ecommerce worldwide. Now it's at ease to enter to a new market and marketers' can easily evaluate their product and company's performance. A growing number of firms in various industries, such as banking, education, commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence. The issues related to Ecommerce are also on the rise which is posing serious threat to its tall future and hence demands right strategies on part of marketers.

The research works on E-commerce propose good number of variables to be taken care of if marketers need to be successful in this newly business model. The factors which will significantly contribute to the success of the E-Commerce industry and focused upon should be consistency of transaction steps, consistency of Web site design, replacement guarantee, MCommerce services, consistency of promotions, consistency of in-stock indications, consistency of product variety, location based services, multiple payment option, right content, shipment option, legal

requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal. The 11 important feature in ecommerce is privacy which not only increases competitive advantage but confidence level of the customers. The researches also suggest 18-35 as the good customer be promising and to be targeted irrespective of gender for better results.

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