

ROLE OF E-COMMERCE IN REDUCING OPERATIONAL COST

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ABSTRACT

Modern trade uses electronic commerce because to advancements in trade and traffic marketplaces, firms, and products, as well as increased competition to achieve benefits. E-commerce for modern trade has made businesses more efficient and competitive, shaping the future. E-commerce for modern trade has revolutionized business due to these advancements and increasing rivalry for benefits. All of these have altered business's future. Online business benefits and drawbacks will be examined to see how much money may be saved. This study will also explore how these variables impact how much money this strategy saves. Previously, only the rich could purchase online. E-commerce has opened new doors for individuals with money to enter industry now that money is limited. Previously, only the rich could purchase online. Online commerce was once exclusive to the rich. Since this is true, this study favors cost minimization. It follows from the preceding statement. Performing Internet gives people worldwide more options. The planet may shrink as it grows more linked. Online business transactions are called "electronic commerce" in this article. It reduces corporate expenditures, something many worry about. It also saved money and had other benefits. It has helped in different ways. Electronic commerce comprised electronic correspondence and information exchange. Online business transactions are called "electronic commerce" in this article. Create an environment where low-income individuals may invest in corporations. This allowed low-income people to start businesses and invest. People may invest in the firm because of this.

Keywords: E-Commerce, Reducing, Operational Cost

INTRODUCTION

E-commerce is a word that is used in the business sector to define the practice of conducting commercial transactions electronically across a number of different businesses for the purpose of fulfilling a hierarchy or individual objective. The term "e-commerce" is a phrase that is used in the business sector to describe the practice of performing commercial transactions electronically across a number of different businesses. In the latter part of the 1990s, the phrase "e-commerce" was first used. E-swapping, which may be described as the promotion and buying of labor and products over the internet, is an essential component of the E-Commerce sector. E-swapping is also often referred to as "e-trading." This particular component of the company sector also goes by the term of electronic exchanging, which is another name for it. On the subject of how swiftly internet shopping is becoming more prevalent in people's lives, a substantial number of articles have been published. Internet is a sort of electronic medium that has the potential to significantly cut down on real-time exchange time, processing time, and operational costs, while at the same time making information available to individuals from all over the world.

One of the factors that contributed to the growth of e-commerce was the fact that it offered a potential competitive challenge to the costs of traditional company expenditures. At this average level, resolving difficulties such as software distribution and software setup is of less concern. As a result, there has been an uptick in the acceptability of e-commerce through the utilization of intranets, extranets, and the internet.

E-commerce opens the door for the establishment of prospective new businesses that may provide customers located in various areas of the world access to information and other knowledge-based intangible commodities. These customers can be located anywhere in the world. In addition to this, it paves the way for the international marketing of physical items, which in turn opens up new avenues for the global marketing of physical goods and commodities. The term "e-commerce" refers to any and all types of interactive financial transactions that may take place as a result of the utilization of computer networks. These transactions may include buying and selling goods and services. The buying and selling of products and services, as well as the trading of knowledge, can be considered to be examples of these transactions. These advancements are essential not just to the economy of the world as a whole, but also to the economies of particular countries.

This is due to the fact that the operation of the global economy as a whole becomes more efficient as a result of E-Commerce. It is entirely possible to build a functioning system that will cater to your requirements if you make advantage of these five fundamental reasons. To name just a few examples (Turban et al., 2000), some of these benefits include the shortening of contractual distances and timeframes, the reduction of distribution and operational expenditures, the accelerated production of goods, the provision of additional information to purchasers and vendors, and the expansion of consumer choice and supplier reach. These are just a few of the many advantages that can be gained from the use of information technology. Despite the fact that the major focus of this examination is on the ways in which a company may be able to reduce its operational expenses through the utilization of e-commerce, the scope of the investigation does not end there.

In addition, in order for offline retailers to successfully assess their operational expenses, they need to take into consideration, in addition to the total number of transactions that take place in their stores, a broad variety of other business expenditures. This is necessary for offline retailers to be able to compete effectively with online retailers. As a direct and immediate result of their being a general decrease in the number of transactions, the cost of each individual transaction will rise. On the other hand, if a big number of transactions happen all at once, it is likely that the employees and the merchants will feel overwhelmed with the volume of business. This might result in an unsatisfactory experience for the customer. The running costs of an e-commerce company are unaffected by the number of orders that are placed or canceled since those costs remain the same regardless of the total number of orders.

Deal By leveraging a wide variety of social media channels, Dey is working toward the goal of achieving its mission of providing clients with an easy and pleasurable way to receive exceptional prices on outstanding experiences. Because of this, Deal Dey will be able to accomplish its goal. DealDey.com is committed to assisting local businesses in the early phases of their growth. In exchange for this assistance, the company offers its customers access to high-quality investment funds. Every day, they work toward the goal of establishing a scenario that will be known as "Shared benefit" for both the local businesses that are in the surrounding area and have a need to bring in new customers, as well as for the customers who have a need to save money while still making use of the good services and activities that are accessible in their very own city. The shared benefit will be for both the local businesses that are in the surrounding area and have a need to bring in new customers. This situation will be beneficial to both the locally owned companies that are located

in the surrounding region and will be beneficial to both locally owned businesses that are located in the surrounding area.

OBJECTIVE OF THE STUDY

1. To do study on the possible role that making purchases of products and services online can play in minimizing the expenditures that a firm must bear.
2. to assess whether or not there are extra benefits that may be achieved by participating in e-commerce in India and whether or not there are any additional benefits that can be obtained.

The dictionary explanation of the term "online shopping"

In recent years, there has been an increase in the number of distributors, which has resulted in an increase in the diversity of definitions on what constitutes e-commerce. This rise in the variety of definitions has led to an increase in the amount of confusion around e-commerce. Because of this, there are now more definitions available for what exactly comprises e-commerce than there were before. The overwhelming majority of the definitions were easy to understand, including the ones that are stated below: Using the internet to carry out commercial transactions, such as the buying and selling of products and services, is an example of the practice known as electronic commerce (often abbreviated as e-commerce). After a certain amount of time had elapsed, the meaning of "trade" began to expand to incorporate not just "the trade of goods," but also "the exchange of knowledge." After some time had passed since the term "trade" had first been used, this new phenomenon emerged. According to Rainer and Ciesielski's definition of e-commerce, it is the "process of acquiring, selling, transferring, or exchanging of commodities, services, or perhaps information via the use of computer networks, including the Internet." E-commerce is also known as "web commerce."

The definition of e-commerce offered by Rainer and Ciesielski is that it is "the process of acquiring, selling, transferring, or exchanging of commodities, services, or perhaps information." To put it another way, electronic commerce is the practice of performing commercial transactions, such as the buying and selling of items and services, through the internet. Examples of these types of transactions include online auctions and online classified ads. In addition to this, the existence of a continuous flow of information is assumed by this hypothesis both before and after the process of carrying out a transaction in order to support its validity. The fact that the transactional part of commerce is made easier by technological means and that it is dependent on both inter- and intra-hierarchical actions in order to deal with the exchange of products and services is an important consideration to take into account. This is one of the essential aspects that should be taken into account. According to Chaffey (2007), "e-commerce" refers to "any electronically mediated trades between an association and any outsider." This definition can be found on page 8. This term is relevant to the situation we are in right now, which is this discourse. E-commerce, in a nutshell, has developed into a notion that now encompasses a larger variety of activities than it did in the past and is no longer restricted to the exchange of monetary transactions between firms. This expansion of e-commerce's scope is due, in large part, to the proliferation of the internet. As a direct result of the aforementioned reality, the definition of "e-commerce" that is provided below, which is derived from the existing canon of written works, will be utilized:

The term "e-commerce" refers to the process of integrating all of an organization's operations, activities, and services in order to enable the sale of goods as well as the exchange of information and assets with its partners

through the utilization of computer networks and electronic technology. E-commerce may also be thought of as the practice of conducting business entirely online. "E-commerce integration" is the term used to describe this procedure. The term "integration" is used to refer to this process when discussing it in the context of the corporate sector.

When talking about actions that take place over the Internet, the phrases "e-commerce" and "e-business" are interchangeable and may be used to refer to the same thing. Both of these concepts are considered to be synonymous. According to Schneider (2011, pp.4), many individuals use the terms e-business or even e-marketing to refer to e-commerce in a more general meaning. This is backed by the fact that the first instance of electronic commerce occurred in the middle of the 1990s. The description of "e-business" that was provided by IBM shows the close connection that exists between these two ideas emerge in a way that is very straightforward and understandable. This definition of e-business classifies it as "the transformation of important business processes via the use of internet technology," which offers a clear indication of the close relationship between the two ideas. E-business may be defined as "the transformation of important business processes via the use of internet technology."

The following is a list of ten straightforward procedures that, when performed collectively, will aid you in reducing the operational costs of your e-commerce business:

1. If you are able to keep your online business robust, self-regulating, and growing, you will have a reduced risk of your customers defecting to a competitor, and you will also have a lower chance of being forced to close your doors. If you are able to achieve this, you will have a lower risk of both of these outcomes.
2. Despite the fact that lower-priced commodities have been put back into circulation, the steps that are about to be discussed can assist guarantee that proper control is kept over operating expenses by ensuring that adequate control is maintained over operating expenses.
3. Some examples of products that may be purchased on Amazon and are based on a size chart include articles of clothing and footwear, as well as jewelry, necklaces, and bangles:
4. Increasing the amount of time consumers have to return an item is yet another strategy that may be implemented in an effort to reduce the number of products that are returned by customers.
5. If you look at your sales data and determine which consumer demographics have the highest return rates, then you can take steps to reduce the number of items that consumers send back to you and save money in the process. To begin, you have the option to cut those specific people out of your marketing efforts. After that, you should make direct contact with each of those customers.

You will have the opportunity to gather data on each and every item return that is processed via a variety of services if you use a technology like Zapier. This will make it possible for you to track inventory. One example of this type of service is provided by both PayPal and Stripe. You will be able to determine which consumers have the highest rates of return on their investments if you input the data into a spreadsheet or any other tool of your selection.

For instance, you could discover that a disproportionately high number of returned items are for products that were first sold through recommendations made on Facebook or Instagram. This could be the case. It's possible that you'll find anything related to this. You have another option available to you that gives you the opportunity of acquiring information on the reason why an item was returned, and that option is to examine the structure that is known as the return.

By employing these strategies, you will have a clearer understanding of which kind of customers you should strive to avoid. You will also have a better awareness of the kind of products and services that should not be pushed on specific customers in order to lower the return rates for your company.

Reduce the expenses of your inventory.



If you want to lower the costs associated with managing your eCommerce business, one thing you should do is check your inventory on a regular basis. If you adhere to these guidelines, you can ensure that you won't acquire an excessive quantity of items for your stock by keeping yourself from doing so and so avoiding the temptation to do so. If you did this, it would cause an increase in your storage costs for no apparent reason, which would cut into the margins of your profits. Mixing items that have strong sales but sell slowly with other products that are more relevant and have bigger sales is one approach you could take if you want to see quicker results from sales. This is one method you could undertake if you want to see faster results from sales. You could also be able to convince customers to buy your unattractive products by giving them away for free in conjunction with the purchase of other items that the customer would find more appealing. This strategy is known as upselling. Not only may advances in technology help you get rid of inventory that is no longer usable, but they can also lure purchasers to newer goods that are more appealing, which can lead to an increase in sales. This can help you get rid of inventory that is no longer useful. Any form of business stands to gain from an agreement like this one at some point.

THE EXPANSION OF COMMERCIAL ACTIVITIES CONDUCTED OVER THE INTERNET AND ONLINE

Electronic commerce, often known as "network commerce" or "trading over a network," has been around for more than twenty years. Other names for this practice include "trading over the internet" and "trading online." This activity is also known as "trading over the internet" and "trading online." Both of these terms refer to the same thing. When it comes to managing a company online, one of the most important things you can do is ensure that you have a good handle on all of the major parts, including advertising, browsing and product

selection, buying and selling, billing and invoicing, and making payments. Employing private value-added networks, or VANs as they are more often known, enables businesses to carry out the forms of electronic commerce that are considered conventional. There are several subcategories of electronic commerce, some examples of which are electronic file transfers, electronic data exchange (commonly known as EDI), and standardized identification systems. The first precursors of the present Internet-based business-to-business electronic data exchange (EDI) systems that are in widespread use today were the commercial computer networks that were used in businesses. The abbreviation for "electronic data interchange" is "EDI." They are not like the Internet in that they are private and proprietary, and they do not permit surfing or advertising. In addition, they do not enable users to upload or download files. In addition, the capabilities that they possess are inferior to those of the internet. In addition, customers utilizing their service are unable to upload or download any files of any kind. The Electronic Data Interchange (EDI) system is one example of a form of technology that may be used by a wide variety of organizations, such as retail stores, hospitals, and government agencies. In 1995, General Electric Information Services was the first company to commercialize business-to-business networked electronic data interchange (EDI) solutions. This is a great illustration of how the application of this idea may be carried out in the real world.

"The electronic data interchange (EDI) software automates the preparation and transmission of interorganizational purchase orders, invoices, shipment status documents, and payments." The phrase "electronic data interchange" is what "EDI" stands for as an abbreviation. GE Information Services is in charge of administering the world's biggest electronic data interchange local area, which comprises more than 40,000 exchange partners. This responsibility falls under the company's umbrella. GE Information Services is in charge of completing this assignment. In tandem with the development of e-commerce, the emergence of electronic data interchange (EDI) systems has allowed for the provision of higher-level services, such as the exchange of goods and services and the management of work processes between companies. This is due to the fact that EDI systems offer services of a higher degree. Systems that provide electronic data exchange (EDI) are the ones to thank for the availability of these more sophisticated services. Because of the high cost of these systems and the high degree of coordination that is necessary between the numerous parties that are engaged in the execution, they are not suited for communications between companies or interactions with customers. This is because of both the high cost of these systems and the high degree of coordination that is required. The Internet is an awesome tool that one may employ when it comes to selling one's goods and services to the general public in real time via the internet. This can be accomplished through the use of the internet. When more people use the internet, there is a proportionate rise in the volume of commerce that is conducted online. This volume climbs at an exponential rate as the number of transactions increases. When more people use the internet, there is a comparable growth in the amount of commerce that is performed online. In spite of the extensive media coverage that companies like E-Trade and Amazon.com have received, business-to-business online e-commerce continues to capture the majority of the market share in the online retail industry. Forrester Research forecasts that annual business-to-business e-commerce will rise from \$43 billion in 1998 to \$1 trillion in 2003, whereas annual business-to-consumer e-commerce will increase from \$43 billion in 1998 to \$1 trillion in 2003. Additionally, Forrester Research forecasts that annual business-to-consumer e-commerce will increase from \$43 billion in 1998 to \$1 trillion in 2003. In addition, Forrester Research forecasts that the number of customers who shop online will expand from 433 million in 1998 to 1 billion in 2003. This figure compares to the number of customers who shopped online in 1998. It is anticipated that the value of transactions that were done online would skyrocket from the \$7.8 billion that they were in 1998 to the \$100 billion that they will be in 2003. These projections are derived on an analysis of the existing patterns.

Electronic commerce conducted via the Internet offers greater levels of both usability and cost effectiveness in comparison to electronic data interchange (EDI). EDI stands for electronic data exchange. In addition, consumers will have access to the online inventory as well as the ordering system 24 hours a day, seven days a week, irrespective of the day of the week or the time zone in which they are located. Customers are able to monitor the progression of their orders that they have placed online, and dynamic web sites make it feasible for them to do the same thing in regard to the inventory status of the things that they have purchased. The fact that there was no interaction can serve as the basis for one type of investigation that might be carried out. Customers who use the "help" button on the Lands' End website will now be linked with a personal online shopper who may assist them with their purchase. This shopper synchronizes his or her browser with that of the customer, allowing both customers to view the exact same products on their separate screens.

The increase in the number of enterprises that are now being handled online and the willingness of individuals to embrace innovative technology.

Before moving on to the primary issue of the thesis, which is the effect, the difficulties, and the advantages of e-commerce, I feel it is essential to detail how e-commerce has changed over time and what brief the managers have been given to incorporate more technology into their businesses. This will prepare the reader for the main topic of the thesis, which is the main topic of the thesis, which is the impact, the problems, and the advantages of e-commerce. The reader will be better prepared for the major focus of the thesis, which will concentrate on the consequences, the obstacles, and the benefits of e-commerce, after reading this. After doing this, the reader will be in a better position to comprehend the most important aspect of the thesis, which is the impact, the challenges, and the opportunities that come with engaging in e-commerce. According to Schneider (2011), the expansion of online business may be broken down into two distinct waves: the first wave, which took place between the years 1995 and 2005, and the second wave, which took place between the years 2006 and 2011. The so-called "first wave" of e-commerce was mostly propelled by large corporations based in the United States that had uncomplicated access to financial resources, the majority of which originated from outside the country. This so-called "first wave" of e-commerce was driven by huge corporations for the most part.

At this very early point in the development of internet commerce, it is reasonable to refer to it as a "landgrab." Instantaneously, a completely new market emerged, and those individuals who possessed the financial resources and the entrepreneurial drive necessary to "grab from the land" were in a position to do so when the chance presented itself. These large corporations were the first to see the potential advantages that might be gained by taking part in e-commerce, and they were also the first to do research and make the most of the chances that this industry presented. As a result of each of these achievements, they are now in the position to be considered the leaders in their respective industries. It was not as simple to get a competitive edge as one might believe it would be, given that the vast majority of companies were dependent on outside investors for their financial stability. The strain that was placed on smaller businesses was definitely greater, and as a direct consequence of this stress, a large portion of those businesses sustained financial losses. The pressure that was placed on smaller organizations was undeniably more severe. Despite the fact that the technology was user-friendly and affordable for a while, the internet connection was terrible for a substantial amount of the time. The great majority of websites were written in English, email was spread in a manner that was not structured, and the incorporation of e-commerce with other business processes was laborious and inefficient. The "second wave" is characterized by the technical boom that happened after the year 2001, the emergence of mobile broadband, and the expansion in Internet download speed at a faster rate at a more affordable price. All of these

developments took place simultaneously. These three new occurrences are inextricably linked with one another to create what has been dubbed the "second wave."

The country had already been conquered, and at this point, the main characters' focus had shifted from completing the conquest of the region to ensuring the safety of the territory they had only recently acquired. The land has previously been appropriated for other purposes. When businesses started focusing more on developing a competitive edge and inventing techniques to do so, this cleared the way for the expansion of e-commerce by smaller firms and led to their acceptance of it. Additionally, when businesses started focusing more on establishing a competitive edge and inventing methods to do so. These companies were able to get a distinct advantage in the market by competing with larger organizations using their own internal resources, which provided them a distinct advantage in the marketplace. This allowed them the ability to compete more effectively against larger firms. In addition to this, it is of the utmost importance to solve some of the problems that have surfaced as a direct result of making use of the technology that is already available. They mentioned that the advantages of adopting eCommerce should be evident and substantial in order to motivate enterprises to progress up the ladder from a basic level of ecommerce to a more advanced stage of ecommerce. This is because the benefits of embracing eCommerce should be obvious and substantial in order to inspire firms to embrace eCommerce. They based their argument on research carried out by Stockdale and Standing (2004), which said that the benefits of adopting eCommerce should be easily recognizable and substantial. This served as the basis for their argument.

The assumption that a company will see an increase in earnings as a direct result of the efforts that it puts forth serves as the key source of incentive for innovation and progress at such companies. This expectation is what drives every business, and it is what acts as the primary source of motivation for those firms. In theory, the utilization of e-commerce might improve performance in two different ways: first, by increasing the number of consumers and the volume of transactions; and second, by lowering the expenses that are connected with the deployment of e-commerce. Both of these potential benefits are outlined below. More is said about both of these possible advantages in the following paragraphs. In the lines that follow, we will go into further detail on both of these potential advantages. According to Chaffey (2009), the reduction of expenditures on material investment funds, the reduction of expenditures on transportation, the reduction of expenditures on the cost of keeping away items, or expenditures on personnel are all potential contributors to cost savings.

Table 1: Drivers of e-commerce adoption

Cost / efficiency drivers	Competitiveness drivers
Improved efficiency of process of ordering/dispatching	Customer demand
Increased speed of information exchange with suppliers	Improving the quality and range of products and services
Decreasing of operational costs	Way to prevent losing market share
Decreasing of sales and purchasing costs	

According to the framework that is shown in Table 1, the propensity of customers to make purchases online can be split down into two primary groups: cost/efficiency drivers and competitiveness drivers. These groups are respectively known as cost/efficiency drivers and competitiveness drivers. These are the categories that

have the greatest potential to influence a customer's choice on whether or not to purchase online. The aspects that are covered in Table 1 of Chaffey's study (2009) on the reception of online business. According to the findings of a study that was conducted on a global scale, the cost/efficiency drivers and the competitiveness drivers are both of equivalent significance for businesses. This conclusion was reached as a result of the fact that the study was carried out. The investigation also reveals that there are differences between persons who adopt children and those who do not adopt children, as the study illustrates. Early adopters do not appreciate any of the benefits any less than everyone else does at any point in the adoption process. This is true regardless of the stage the adoption process is at. This is true irrespective of the surrounding circumstances. As was said earlier, the process of receiving e-commerce requires carrying out a variety of different reception procedures in the individual forms that they take. These pursuits are open to being carried out in a wide variety of forms and formats. The process is labor-intensive and has repercussions that can be analyzed logically. One way to think of it is as a process in which businesses progress in an orderly fashion from the most fundamental to the most advanced levels of e-commerce, ultimately arriving at more complex levels of development and complexity. Large businesses that have access to a wealth of resources and a large amount of expertise naturally have a better chance of being able to skip critical phases of the process or combine two or more of them. On the other hand, the process is time-consuming and has repercussions that make logical sense for companies of a smaller or medium size.

It is possible that from the very beginning of the process, the firm will come to the conclusion that in order to market its goods and services, all it has to do is construct a website. It is conceivable that in the future, management may make the decision to allow customers the ability to speak with one another and engage actively. Additionally, management may decide to adapt the content in order to better fit the requirements that are special to each individual customer. Both of these possibilities are feasible in the future. Increased information interchange may be of assistance to businesses in addition to being beneficial to individuals. It's possible that this will be the case in some situations. For example, it could be able to have a better grasp of the preferences of specific consumers and provide those customers with products that are suitable for their requirements.

There is a major connection between the degree of reception and the drive to innovate, as demonstrated by the fact that as one's level of knowledge and contentment increases, so does one's desire to advance in the years to come. This demonstrates that there is a strong link between the degree of receiving and the aspiration to innovate. This illustrates that there is a considerable association between the degree of receiving, on the one hand, and the motivation to create, on the other. Think of the expansion of e-commerce in small businesses as a progression of stages that the firm must traverse in order to gradually develop and expand its electronic capabilities over the course of time (figure 1), since this will help you better understand how this phenomenon occurs. This increase in e-commerce among smaller enterprises is a phenomena that emerged only not too long ago. As a general rule, there are four phases of development, with level 1 indicating the absence of any online capabilities and level 4 demonstrating the existence of a fully established e-commerce strategy, as was said earlier in the phrase.

Small businesses are feeling the pressure to keep up with e-commerce giants



Figure 1: E-commerce implementation increases throughout S. mall businesses

The image of a reception ladder that serves as an example of the methodical strategy that firms use when integrating e-commerce into their business operations can be seen in figure 1, which serves as an illustration of the reception ladder. When a firm is in its early phases of growth, its capabilities for conducting business online are either highly limited or completely nonexistent. It is anticipated that the second level of involvement would involve a greater utilization of online communication, more specifically electronic communications, for both internal and external participation. This is the case according to the projections. At the third and final stage, which is known as level 3, firms start to utilize e-commerce as a technique of marketing their products and services. This stage also marks the end of the process. This is done for the most part in order to explain their products through the use of online brochures and indexes; despite this, these enterprises do not genuinely engage in the act of making true economic transactions. The most advanced level of development may be described by the rising rate of interaction with partners and customers, in addition to the increased volume of information that is shared and exchanged with them. This is because the more information that is shared and exchanged, the more advanced the level of development. In addition, by leveraging the internet, businesses no longer need to rely on traditional means in order to place and receive orders, as well as to make and receive payments.

In contrast to the advanced ecommerce reception, which is without a doubt both more expensive and complicated than the early phases, the earlier phases are able to be carried out at a cost that is quite modest and with a level of difficulty that is relatively low. This stands in stark contrast to the advanced greeting given to e-commerce. According to Xu and Quaddus (2009), there is less of a likelihood for conflict to arise when evaluating how something was received. The findings of this research have uncovered a number of additional aspects that, in the same spirit as the preceding point, contribute to the general acceptance of online shopping. According to Xu and Quaddus (2009), the most important reasons for small businesses to engage in e-commerce are the requirement for small enterprises to compete more effectively and the complexity of their internal procedures and operations. In other words, small firms have little choice but to participate in e-commerce. On the other side, the most prevalent reason given for the engagement of large organizations in e-commerce is that these businesses want to improve their ability to compete successfully in the marketplaces in which they operate.

CONCLUSION

Companies who take part in e-commerce have a responsibility to ensure that they continue to hold a market advantage at all times. This is done with the goal of lowering the possibility that the companies will be forced

to close their doors. It is essential to keep your operating expenses as low as is practically feasible in order to compete with online retailers such as Amazon and to preserve the health of your business so that it may continue to develop on its own while still staying profitable. In addition, this will ensure that your company is able to compete with other online retailers. When all of these aspects are taken into account, there are a number of different techniques that can be taken to cut down on the overhead costs that are associated with your e-commerce firm. The following are some more methods that might be utilized: Keep in mind how crucial it is to make a significant emphasis on offering excellent services in order to increase the number of customers who return back for further business and lower the costs associated with the acquisition of new customers.

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