

**“An important study of the E-Business Implementation Process in Kerala “
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Important Findings of the study

Electronic commerce or E-commerce is said to bring about a paradigm shift in the world of trading. It is definitely one of the business options that one will have to explore in the future. It is going to change the way of shopping and business transactions.

E-commerce can be broadly defined as any form of business transaction in which the parties interact electronically rather than physical exchange of documents or direct meetings among officials'. E-commerce is simply doing business through online.

E-commerce is buying and selling of goods on internet complements traditional trade. Now technology has moved forward to the next level of e-business. E-commerce can best be described as buying and selling of goods and services over the internet. This includes both B to B and B to C transactions.

Kerala has witnessed e-business revolution in recent years. This revolution has taken place mostly in the urban area in the form of e-marketing. Today most families prefer to purchase goods through e-market, where everything is available. E-marketing has reached in rural areas also.

E-business has changed the marketing scenario of our state by attracting more consumers by selling goods at prices below MRP. The marketing variables that are responsible for the attraction towards e-business need a detailed study. This study will help to ascertain the perception of consumers towards the various services rendered by

e-markets and how far they have satisfied with it. So it is believed that this study will help to evaluate the implementation of e-business in Kerala. This study will also help to find out the various strategies adopted for e-business implementation.

The important findings of this research work are summarized below:

The questionnaire has three sections. Section A of the questionnaire asked the respondents about the company. The question about the employees and origin of the companies are asked in this section. The study reveals that 56% of businesses have number of employees in the range of 10-100. 44 percent of respondents are from the service sector. Majority of respondents started e-business implementation after 2005.

Section B of the questionnaire is about the implementation of e-business initiates in their companies. This section mainly consists of questions regarding their facilities and strategies with respect to the e-business initiates. Questions related with consumers, suppliers and e-business initiates and policies are there in this section.

The study reveals that

- 94 percent of the respondents have internet availability in their firms.
- 44 percent of the respondents have computers in the range of 10-100 in their firm.
- Among the respondents surveyed, 81 percents have website for their company

It appears that the firms are using e-mail to conduct business according to 94 percent of the respondents. The problem with this finding is that there are still too many human interventions are in these systems. This should be automated by computerizing the system. The greatest advantage of B 2 B that it is possible to predict the cost savings. An organization that wants to implement B2B and B2C would be advised to implement B2B first as then they could calculate the savings and achieve it. Once the savings are consistent from B2B, only then should B2B be implemented. B2B

could support B2C while there are unpredictable customers and unknown market factors and B2C could run at a loss for a period of time. Amazon.com took a few years to be profitable; B2B could minimize the loss when starting out.

Although the organizations have a website, majority of the respondents cited the major reason for stating their own website as promotional purposes with an average value of 4.53. An average value of 4.27 also use website for improving customer relationship and customer demands. This will help them to extend their market and to increase their sales volume. An average value of 4.23 and 4.2 agree that they use website for competition from other companies and for reduction in costs. 50% of the organizations have intranet facilities.

If an organization set to have e-business implemented, they have to stay up to date with network and software technology. These organizations will need to have ERP systems with firewalls to protect networks. The organizations also have e-business application infrastructure, ERP computer systems which indicates that business units are working together through the system and the network.

50 percent of the organizations receive online orders. This will help them to increase their sales volume; it could also give the organization a competitive advantage over its competitors. The fact that they do not sell online could also encourage organizations to investigate reasons why they are not online. A possible reason for not selling online could also be that the product is not suitable for online selling.

Organization needs a strategy for e-business and e-commerce and they need to get their suppliers and customers to use this strategy as well. The organization, suppliers and customers involved may benefit from e-business and e-commerce. The main benefits are cost savings and higher profits, which means survivals with B2B and B2C on a good e-business platform, organization have a chance of achieving their goal of increased profits.