Challenges of E-Commerce Companies: A Study

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Abstract: **E-Commerce is the future of shopping. E-commerce is also one of the business options that one will have to explore in future. E-Commerce is growing with swift pace in our country. E-commerce is fast becoming the most accepted means of doing business in the world. Day by day most of consumers like to buy due to their daily and rare and grocery items being expensive in the retail market.**

Keywords: **E-Commerce, Challenges**

1. Introduction

Electronic commerce or E-commerce is the trading of products or services using networks. E-commerce started in the middle of 1994-2000. The period of its consolidation is 2001-2006 and the reinvention time of e-commerce is 2006 to present. E-commerce is the way to purchase and sell online services or products like electronic fund transfer, internet marketing, online transaction processing, Electronic data interchange, inventory management system, supply chain management and automated data collection system. Modern e-commerce usually uses the World Wide Web for at least one part of the life cycle. In other words, Electronic commerce or e-Commerce is a time period for any type of business, or industrial transaction that entails the switch of understanding across the internet. It covers a range of extraordinary types of companies, from consumer centered retail sites, through public sale or song web sites, to industry exchanges buying and selling items and services between companies. It is currently one of the most primary elements of the internet to emerge.

E-commerce business usually employs the following practices,

- Provide virtual or e-tail storefront on websites with online catalogues.
- Buy or sell on online market place.
- Reach potential and established customers by e-mail or fax.
- Use B2B buying & selling.
- Re-providing business transactions.

In the last two decades, the use of increasing internet and mobile phones has changed the way of communication and business has done. E-commerce is a novel concept of relativity.

2. Research methodology

The study is based on secondary data. The secondary data is collected from books, Journals, Report Research studies, Research articles, Socio-Economic survey, Magazines.

3. Objectives of the study

- To find the various challenges faced by E-commerce companies in District Bulandshahr
- External challenges: Attracting the perfect customer, converting shoppers into paying customers, Product and Market strategy, generating targeted traffic, Digital experience, Payments and transactions etc.
- Internal challenges: Organization scaling, Risk fraud and Cyber security, Compliance framework, Tax and regulatory structuring etc.
- To study the emerging trends of E-commerce companies in Bulandshahr District.
- To study the problems and prospects of distributors & sellers in the process of e-commerce.

4. Statement of the problem

E-commerce provides an effortless way to sell products to a large customer base. However, there is a lot of competition among almost all e-commerce companies. When users come to the e-commerce site, they expect that the things they are looking for can be found quickly and easily. Also, users are not sure about brands they want to purchase. Many customers search for their products on Google rather than visit specific e-commerce sites these days. They believe that Google will automatically take them to that e-commerce sites whose products they are searching for.

The challenge is also that there is a separate set of aspects to be displayed in each category. For example: searching for books should display their format; There may be other aspects like paperback or hardcover, author's name, book series, language etc.

These aspects were different for mobile, which we were discussing earlier. Similarly, each category will have different facets and these aspects must be designed properly so that customers can restrict the products of their choice, even if they are looking at any of the products in any category.

5. Conclusion

E-commerce has become an integral part of our lives in

modern times. The way of buying & selling of product & services have been changed by using e-commerce. E-commerce is future of shopping. The gap between manufacturer & consumer has been reduced due to e-commerce. From the results of the survey it was concluded that Logistic and Shipment services is most crucial challenge faced by e-commerce companies in India.

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