

Challenges and their Remedies

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Abstract

E-commerce the user not use mobile only for chatting and SMS and listing songs and videos but it also used for other ways like sale, purchase and do many more other activities like get traveling information online, online booking etc. Before understanding of E-commerce and M-commerce first of all we understand what commerce is. Because time has changed and according to time definition of commerce also has been changed. Simply Commerce is Exchange of goods or services usually on a small and large scale from place to place or across city, state, or national boundaries

Keywords : *E-commerce*

Introduction

E-commerce is a field of commerce with the use of different networks such as the Internet so that e-commerce provides online sales support operations and customer service. E-commerce can be liked with electronic market where sellers (suppliers, or companies, or shops), intermediaries (brokers) and buyers, continue in providing products and services in the virtual or digital format, and pay the money. In general, it is a comprehensive expression that means any type of business or commercial operations involving the exchange of goods and services at any time via electronic channels and using so-called electronic payment gateways. E-commerce can be achieved through connecting to the Internet, using the credit card and having an address for shipping.

Objectives

- 1) To study the concept of E-commerce
- 2) To study the challenges before E-commerce
- 3) To suggest the remedies to solve the problem of E-commerce Introduction

E-commerce in spite of opportunities, hoopla and hype, also bears the connotations of challenges as well at the same time. We, therefore, enumerate the major challenges e-commerce in small enterprises is facing and also submit the remedial measures to meet these challenges.

1. Infrastructural Problems:

Internet is the backbone of e-commerce. Unfortunately, internet penetration in India is so far dismally low at 0.5 per cent of the population against 50 per cent in Singapore. Similarly, penetration of personal computer (PC) in India is as low as 3.5 per thousand of population compared to 6 per thousand in China and 500 per thousand in US. Internet is still accessible through PCs with the help of telephone lines.

Given the penetration of telephone only 2.1 per cent of population, e-commerce remains far away from the common man. It is difficult for e-commerce to reach to 1,000 million population spread over 37 million households in 6, 04,374 odd villages and 5,000 towns and cities. Besides, both cost of PCs and internet access in India are quite high.

2. Absence of Cyber Laws:

Other big challenge associated with e-commerce market is the near absence of cyber laws to regulate transactions on the Net. WTO is expected to enact cyber laws soon. The India's Information Technology (IT) Bill passed by the Indian Parliament on May 17, 2000 intends to tackle legislatively the growing areas in e-commerce.

The Bill also intends to facilitate e-commerce by removing legal uncertainties created by the new technology. As it stand today, the Bill deals with only commercial and criminal areas of law. However,

it does not take care of issues such as individual property rights, content regulation to privacy and data protection specific legislation.

3. Privacy and Security Concern:

As of to-day, quite vulnerable issues related to e-commerce are privacy and security. So far, there is no protection offered either by Website or outside watchdogs against hazard created by exploiting one's privacy.

4. Payment and Tax Related Issues:

Advertisements:

Issues related to payment and tax is yet another problem continuously hinting e-traders. The electronic payment is made through credit card or plastic money which could, however, not become popular so far in India mainly due to two reasons. First, the penetration of credit card in India is very low (2 per cent of the population).

Second, the Indian customers are quite skeptical of paying by credit card with the increasing threat of fraud played by hackers. Like elsewhere, credit card could not gain growth in India mainly because of authentication and recognition problems of electronic signatures (Dahiya and Singh 2000: 70).

Similarly, tax administration is yet another complex problem in this seamless worldwide e-commerce. As establishing incidence of tax in case of e-commerce transactions becomes difficult, this, thus, provides ample scope for tax evasion. How to get rid of this? Some suggest total tax holiday till 2010 for e-commerce in the country.

There are others who support zero duty on e-commerce to flourish it in the country. It has already been decided in US that there will be no tax on anything sold on the internet in digital form. Should India not follow US, at least for the time being? We have to ponder over it.

5. Digital Illiteracy and Consumer Psyche:

At present, digital illiteracy is one of the formidable problems e-commerce is facing in India. On the other hand, the continuous exodus of skilled computer engineers to other countries has denuded India of software engineers. This has posed a real threat to the Indian IT industry. Obviously, solution to this problem lies in curbing the computer brain – drain and uses the same in the country.

The Indian consumer is also characterised by his unique psyche. Usually, the Indian consumer does not go long distances for having any good of his choice when a neighbourhood store provides him whatever he wants.

That is why the consumer does not browse the Net knowing the consequent hassles of connectivity and other botherations. Added to this is that building trust on the electronic media also takes long time more especially when the vendor is situated at a very far off place.

6. Virus Problem:

That computer virus is also a formidable problem in the execution of e-transactions is confirmed by the computer virus originated in Manila. A computer virus lagged 'I Love You' originated in Manila, Philippines on May 5, 2000 rippling across world, inflected millions of computer files causing colossal loss of US \$7 billion to the governments and the businesses. The offenders causing 'virus' must be awarded deterrent punishment, otherwise similar assaults in future can cause lasting blows to the quite young e-commerce in India as well.

7. English Specific:

Last but not the least, the software so far in the country is English specific. But, in order to make e-commerce reach to the small enterprises, it needs to be available in the languages (regional) of the owners of the small enterprises to enable them to adapt e-commerce processes in their operations. Sooner it is done, better will be it for small enterprises to adapt e-commerce.

Remedies

- Change to a faster ecommerce web hosting solution
- Get a CDN service that distributes the content from the nearest server
- Install server-level cache on the ecommerce platform
- Install website cache plugins such as Breeze

Conclusion

Researcher know that surviving in the e-Commerce industry is quite competitive and has no less than war, so it requires outstanding strategies and some extra efforts for all business aspects. The above challenges would help in building the growth and ultimately help you to have a better chance to bloom shortly.

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