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### An Empirical Study of Electronic Commerce Impact on Business

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#### Abstract

This paper is seeking the highlight of the effect and impact of E - Commerce on business. E - commerce has detected as the activity of purchasing and selling the products, and services expending internet. This business, ideal is considered in such technique which delivers the offerings, online as well as provides the opportunities to the customers for choosing and acquiring the preferred goods. Web – based, salable method is for leading and foremost business on Internets. E - commerce has being altered the structure, of commercial so rapidly & extensively which, once were revolutionary, but meanwhile it is considered simply evolutionary. The key goals of this study are: to investigate the impact and model of E - Commerce as well as to introduce the advagated and disadvantages of E - commerce. Considering the purposes of this study mainly the

effectiveness of E - commerce and the problems of traditional business which businesspersons have to face many issues constantly. As a busnissmen to enter the market in traditional way, you will indeed realized that, competition is higher than ever, innovation costs plus building and hiring your team requires massive efforts. Solving problems and to stay on top of the game, has severe financial implications for the company. For you as a startup to enter the market needs more planning and even more cost-efficient clarifications. However, this paper focuses on doing sales and marketing online which can be more effective than traditional ways. At last the pupose of the paper is to follow up E - Commerce considering the effectiveness in comparison to traditional business.

**Keywords:** Impact, Advantages / Disadvantages of E - Commerce, Rationality and Forthcoming of E - Commerce

#### 1. Introduction

E - Commerce is one of the business, ideal which permits the organization and individuals for selling and buying things on internet. By the existence of E - Commerce, the dealings are set opportunities in order to finds out the markets for their produces as well as facilities online correspondingly to offers the production however for the procurements to a massive fixed of clients. Amongst the utmost authoritative forces, that affects the economy of world and trade nowadays are the considerable increase in globalization, over the practice of Information, and Communication Tools, (Kaynak, *et al.*, 2005) <sup>[10]</sup>.

Web created corporate expressively affect the business expenditures and proficiency. Web built corporate has the, prospect largely to be included as of his straightforward submissions. E - Commerce provides capability in offering and purchasing stuffs largely and info, in web as well as further on- line assistance. Electrical- trade or web-built business introduces the wide-ranging assortment of the online trade movements for stuffs and presidencies (Kaur, *et al.*, 2018) <sup>[9]</sup>.

E - Commerce has played a crucial role in proceeding technology, information as well as communications. It is principally factual in the economic territory. In globalizing stage of economics, several marketplaces had become increasingly global and economical. When even, the covid (19) virus additional lead the manufacturing in profoundly obstructed areas, to insource the production locally, as well as trade was blocked globally, E - Commerce could help economy for sure on a resident scale (Taher, 2021) <sup>[14]</sup>.

Meanwhile E - Commerce is the supposed of as remarkable as its dominant conception and procedures that extremely has improved the life presently. For numerous, corporate, E - Commerce has a significance to be followed (Nanehkar., 2013: Abdulaali *et al.*, 2019) <sup>[12, 2]</sup>.

E - Commerce opened, the entrances to commercial officialdoms. It delivered them a lots of chances to additional improvement and advanced dominant markets station by supplying an economical, further operative distributions arrangement for their produces as well as service area (Abbas *et al.*, 2021)<sup>[1]</sup>. significant purposes of this study is to invests the theory of e- commerce and the inquiry of the effect of E - Commerce introduction of the advantages and disadvantages of E - Commerce and the study of future of E - Business.

## 2. Method and materials

This paper, which is titled “An Empirical study of Impact of E - Commerce on Business” is a desk, paper that is based on the consideration of data, from secondary sources, accompanied in 2022. The revision mainly sketches the effect of E - Commerce on business as well as its profits, in our regular business. The broadsheet, commonly concern the overview, and significance of E - Commerce to the extremely commercial officialdoms where into cogitate these for concentrated returns. It is a library research which focuses on the various aspects of E - Commerce and the secondary data sources that is utilized in the paper, is from well- known, data bases, International Journals, websites and books. This is a qualitative and descriptive type of research. The method used for data collection is based on creditable, reputable and reliable papers which has highly importance for the readers. In this study, cross sectional or one-shot research design was applied for data collection.

## 3. Results and discussion

### E - Commerce Definitions:

E - Commerce states to different online, saleable deeds that focuses on exchange of commodity by electronic means, in actual internet, by industrial companies, enterprises that undertakes factories, and the clients.

The definitions given by transnational corporations Intel, HP and IBM are given as below respectively.

(IBM) E - Commerce = information technology + web + business

(Intel): E - Commerce = electronic market + electronic trade + electronic service

(HP): E - Commerce is to undertake commercial business, by electronic means.

### Electronic Trade:

For many businesses, E - Commerce means using the Internet as a spreading channel to market and sell goods and services to the customer. This narrow definition really defines only Internet commerce. Electronic commerce is much broader in what it encompasses. According to Malcolm Frank, V. P. Marketing, Cambridge Technology Partners, electronic commerce is the electronic exchange of information, goods, services, and payments and includes the creation and maintenance of Web-based relations. Therefore, E.C. includes, but is not limited to, the Internet, intranets, extranets, electronic data interchange (EDI), and others. Examples of e- commerce include transaction processing with electronic payment, coordination with business partners such as inventory management, customer self-service such as tracking order status and researching problem resolution, and using a corporate intranet for ubiquitous information distribution.

## Benefits of E - Commerce to Business:

1. Functioning Savings Cost: The preparing, expenditure of creating, distribution, stowage and convalescing paper - based data is reduced.
2. International Market place: What is be used to a lonely bodily market place is situated in the topographical region has now convert into one of a borderless marketplace as well as markets nationally and globally. Attainment of E - Commerce allowed, dealings presently approach the entities globally. In the consequence of all online, commercial, trades have become to be practical transnational corporations.
3. The Bulk Customization: E - business has rehabilitated the way customers purchase ventures and stocks. The making as well as preparation take place into the version item and the services, to be pinched to the user's requirements. Previously once Ford initially started the engine, autos making, users might, have covering so long as it was dusky. At present clientele could arrange an auto based on their provisions inside minutes on - line by the means of [www.ford.com](http://www.ford.com) site.
4. Inferior Telecommunication Costs: Internet is expressively less, costly than the value- added system (VANs) that depends on leasing Telephone ranks for solitary utilizations of connotation and it is accepted collaborators. It is moreover less, costly to lead faxes or emails over the Internet than straight dialing, sites (Kaur *et al.*, 2018)<sup>[9]</sup>.

## Remunerations & Benefits to Clienteles:

Bulk - customization is utilized, for some, times up to now (Pine, 1993)<sup>[13]</sup>, it is conducted to make certain goods for every consumer that is based on his/her particular requirements. Customizations which generate definite products, for the clientele, could be now possible for the data banks of E - Commerce. Into the forthcoming, E - Commerce will be linked among consumers and dealers would conquer the prerequisite for the substructure to assemble consumer data and this will consent customers, do it in thier households, workplace and on the path. This kind of straight link will consent the suppliers, to accumulate data details on client patterns of buying, profiles, and their needs (Igwe & Egbo, 2014)<sup>[8]</sup>.

## E - Commerce Benefits to the Society:

1. It allows more Supple Working Practices: This rallies the personal fulfilment for the entire host of individuals, in a society and empower them for telecommute. It is not only this more valuable and also provides further pleased and less offensive working envions. It moreover probably declines environmental contamination by the way of less individuals need to travel to work commonly.
2. Links the People: It Empowers individuals, in creating nations and rural are as to rise and attain items as well as organizations, information, and also further individuals, that then would not be more efficiently reachable.
3. Enables Supply of Public Facilities: For example, good administrations accessible to the Internet (on line conferences through specialists, and medical assistants) filing the taxes through Internet over the Inland Income site (Kaur *et al.*, 2018)<sup>[9]</sup>.

**Disadvantages of E - Commerce:**

Like any other, professional which there will be always ups, and downs. E - Commerce has profits & disadvantages. To Run this kind of business has challenges, either. Nevertheless, awareness of more challenges, will upkeep people in charge of this business, avoid communal significances. The E - Commerce shortcomings are classified into two foremost categories that is technical & non- technical (Taher, 2021) <sup>[14]</sup>.

**Non- technical disadvantages:****Incapability to test the items first- hand before purchasing:**

The utmost mutual problem faced, when shopping online. In this kind of shopping, clients are not able to try items before receiving them (Al-Abrow *et al.*, 2020) <sup>[3]</sup>. In other sense e-commerce take away the critical fragment of procurements process that test the product. The Videos that promote the product might be made in a actual professional & undoubted way but still several clients are hesitated and unreliable to purchase items which is not tested and seen by them before. This is so far owing to the facts which many consumers, don't see the real assurance of the quality of product.

**The deficiency of particular touch:**

E - Commerce misses, one factors that several clients consider to be important, that is the private trace. despite, some customers prerequisite to feel the friendly experience from the substantially going to the store and interconnecting, with deals aides. Thus, through the online shop, there isn't place, for the new interactions to get born (Al-Abrow *et al.*, 2019) <sup>[4]</sup>.

**Postponement in conveyance:**

Waiting, for the product is the main structure of the online shopping, that results in a problem creation. If consumers didn't have plentiful patience. Shopping online, it means waiting up to one week or even more times and more than that in order to get your order received. The satisfaction everyone get it whereas doing real shopping, always postponed when shopping is done online based, which consumers do not clutch the corporal item to their hands for a while, after the obtaining (Bhasin, 2019) <sup>[6]</sup>.

**Product feature and cost comparison:**

Over the replicated shopping, purchasers would associate with numerous items, and buy the inexpensive cost. While purchasers, love to being competent to match the prices, suppliers catch it besides restrictive, as many charges are removed from recommended items that is based on the price choice the consumer set it.

**Damage of Items during the Delivery and Transportation:**

The produce which is carried out online would be damaged, and ruined during carriage.

**Limited Purchaser Services:** In that occasion which consumers have enquiries about the convinced item, in the shops physically, the subordinate and cashier or the store manager evenly, all help favorably and in good way. In dissimilarity, the consumer service on the ecommerce websites would be limited, the site may offer only services at the definite working agenda and occasionally the calls to

the consumers services, detachment may domicile the consumers on callholds for a period of long time (Alnoor *et al.*, 2020) <sup>[5]</sup>.

**Procedural Disadvantages:****Issue of Security:**

the security Cyber is one of worldwide issue that prerequisites to get determined. Ultimately, the lack, of consistent security, system create risky experience for the consumers shopping online. In latest years, the world have observed numbers of trustworthy organizations and worldwide businesses dropping targets of scammers, that snip purchaser data from their data banks. This would result in legalized and financial assertions. Similarly, this also distorts the assurance that has taken years to be made between the clients and their suppliers.

**Internet Connection Requirement:**

Connectivity to the web and online access require the contribution of consumers in online shopping. They also necessitate policies which is connecting the Net (Bhasin, 2019) <sup>[6]</sup>.

**Software development: pelegirism**

Software is regularly being established and adapted. This stance the restrictions on online companies. For instance, it necessitates companies to continuously update the software and hardware that requisite to support the improvement of the software.

**The Effect of E - Commerce on Business:**

The utmost effective effect of E - Commerce on business has probably been the comfort of the business steadiness in a global pandemic face which has led otherwise to the ending of dealings unrelatdly of industry or size. Thank you to suitability obtainable by online shopping, and retailing, it was as usual to the business. despite of the national lockdowns, nearly all over the places globally. The possibility of E - Commerce is positively vast and we know that from the circumstance which E - Commerce trades overlapped 850 billion US Dollar previous year- 2020 and worldwide, it's probable to derive closer to 5 trillion US Dollar at the end of - 2021.

E- Business and Online business both are not entirely the Internet sites or the website administrations. It is about another business idea which incorporates all the past business management, and financial ideas. As such E-Business and E-Commerce impact on the numerous territories of business and controls of business management intends.

1. Management Information Systems: Analysing the structure and usage of e-business systems inside an connotation, issues of reconciliation of front-end, and back-end systems.
2. Human Resource Management: The issues of on-line enlisting, home working and 'Ambitious innovators' takes a shot at an undertaking by task premise supplanting long-lasting representatives.
3. Finance and Accounting: On the line keeping money, issues of exchange costs, accounting and auditing allegations which 'elusive' resources and human capital must be substantially esteemed in an unquestionably learning based economy.

4. Economics: The impact of web based, business on nearby and universal economies, understanding the ideas of an progressive and learning based economy and how this fits into monetary hypothesis.
5. Production and Operations Management: The impact of on-line making has prompted compact cycle times. It also takes seconds, to carry digitized items and administrations electronically, relatively the ideal opportunity for making requests can be reduced by more than 90 percent from days to minutes. Cohort systems are incorporated with finance marketing and other useful systems and with business assistants and clientele (Kaur *et al.*, 2018)<sup>[9]</sup>.

#### Future of E-Commerce Systems:

E - Commerce system, structural design plays essential role in the envisioning of Omni channel system, in the future. As per the fundamentals of E,C software systems structural requirements, the recent elements and systems quality still are predominant. Intruder capability and systems decentralization would still necessitate the interactions among the systems, in order to improve. As processes of systems persist omnipresent with the exceptional inventive abilities for sighted improvements to support developed services to consumers, chain of supply, business and

initiative systems is vital.

Present E - Commerce systems policy mechanization, through IoT and AI proficiencies, such as, wearables, AR, Intelligent agents, machine learning, cognitive and autonomous computing advance, improvements in e-commerce customer, experiences and supply chain visibility foresees developments across businesses. At the top of every organization, list is to be solved the issue of last mile methodology i.e., the unified process of end-to-end delivery in the supply chain.

Development of systems expect autonomous systems, to play a critical role in delivery integrate and interoperate to furnish the supply chain demand. Functional of the fourth industrial revolution, the evolution of marketable systems demand interconnection, technical assisting systems, information transparency and decentralized decision making for withstand ability of electronic commercial systems. Therefore, foreseeing commercial innovative solutions, requires seamless, and interoperable solutions that are accepted throughout the commercial bionetwork. This detain high network demand for connectivity speeds, mountable communications between the system and device, in storing, building and devolution of operation process (Mohdhar and Shaalan, 2021)<sup>[11]</sup>.

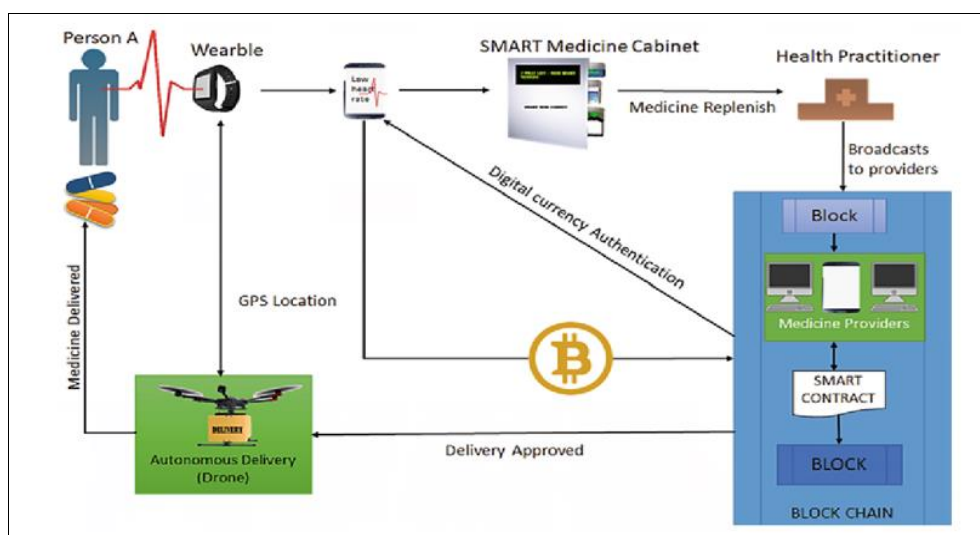


Fig 1: Future of E - Commerce Systems- 2030 and Beyond

#### 4. Conclusions

Through the arrival of up-to-date technology, we must retain our regular business up to dated to the newest technology in order to build our business further effective and gainful. By these technologies, we are able to perform the business online and in reduced time, to do the business decoration. We are capable to conduct E - Commerce over the several website and the online tenders from the any portion of world. Through E - Commerce, we could purchase and retail produce with others countries, and inside the country, we could retail our produce online to our consumers. The Organizations are being competent to accomplish many occasions and profits that are optimized by them in order to achieve a well spot and position in market places. E - Commerce avoids the supplementary costs in our business. My recommendation to the countrymen is to practice new up-to-date technologies to their business, to provide superior services to the people. Laterally by numerous returns,

organizations also face definite challenges and limitations related to the implementation of E - Commerce. When we utilize E - Commerce technology subsequently we must pay consideration to security of the business website or business solicitation to avoid cyberattacks. E - Commerce states to dissimilar activities of online commercial, which concentrating on exchanges of commodity by electrical means. For several businesses, E - Commerce means the Internet utilization as a spreading network to markets and retail goods and the services to customer. The benefits if E-Commerce involved, operational cost savings, international marketplace, mass customization and lower telecommunications cost in spite, E - Commerce provide benefits to the Society either such as It enables more flexible working practices, connects people and facilitates supply of Public Services however E - Commerce has some disadvantages like lack of the personal touch, delay in delivery, cost and product feature comparison and product

damage during the transportation and delivery. Considering the advantages and disadvantages I would like to recommend the businesspersons to go for it because E-Commerce has many benefits and also play an essential role in modern economy and development.

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