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E-Commerce changed the way of Customer's Traditional Method of Placing Orders

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Abstract:

The today's sellers are need to more customers, more profit and they want increase demand of his product, they are need to let's connect globally using electronic platform and they are connected ecommerce website or developed his own ecommerce website. Seller is selling online his product overall the world, the customer is placing his order mostly in offline mode. They are thinking the online and offline order placing step is same. This study investigates and analysis online and offline order placing method using survey method of data collection and using SPSS software for chi square test data interpretation.

Keywords: *Ecommerce, traditional commerce, online, offline, placing order.*

Introduction:

From the beginning of world, the commerce concept was visible in the world, but the human did not understand this concept in proper way. And day by day the human needs and wants were growing. Everyone needed something else. in that time the commerce was to used only cover his need. They started exchanging their goods with each other according to their own .at that time they thought the village was a very large colony. If they want to do the business so they used to cross it to a village or nearby village.

Firstly, they were exchanged goods into other goods is call as barter transaction. They were buying and giving only and only in exchange for goods. But over time they started to differentiated between light object and heavy object. so slowly the money was invented and they started to change the price of their goods with money and then trade was created in real sense. in that time was lot barriers in the business.

Day by day they understood the power of commerce. The environment was change and lot innovation was makes, then the changed the definition of commerce, they were stop exchanged goods into goods. and they were born the new definition of commerce ' exchange the goods and service in terms of money is call as commerce', these definitions are globally accepted .in the general way the single buying and selling is call as a transaction but that item in economy is known as commerce. In the traditional commerce this method used to customer are go to the market and placing the order and paid the amount and get the product. Customer placing the order hardly, five to six steps is involved in the offline mode.

The World is changed after invented of internet and world going online. The world has become like a village due to the influence of internet .so everyone started going online and this is created new market. Everyone going to online buyer and seller and change the concepts of commerce. Then this is calling ecommerce, e commerce means electronic commerce. Ecommerce is buying and selling electronically is call as electronic commerce. The ecommerce platform large number seller and large number customer are there. Ecommerce has gone by changed the traditional steps of the placing the order to the customer. customer is need to touch various ecommerce website and understand their sequence of order placing to satisfy his needs wants and touch new technology product.

Traditional commerce:

Traditional commerce is call as offline commerce. The goods and services are exchange in face to face or physical existence is needed.

Traditional placing order steps:



E-Commerce:

E-commerce is called as a modern method or online mode of commerce. Here all goods and services are exchanged electronically. There is no need for the physical existence of the customer and seller.

Online placing order steps:**Literature review:**

Rajneesh Shahjee et. al. (2015) he is mentioned it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, finance and retail trade and holds promises in areas such as education, health and government. The largest effects may be associated not with many of the impacts that command the most attention but with less visible, but potentially more pervasive, effects on routine business activities. The integration of Electronic Commerce and Business will bring a renaissance in marketing function. As it presents opportunities to get close to the customer to bring the customer inside the company, to explore new product ideas and present them against real customers.

Dr. Rajasekar, S. and Sweta Agarwal et.al. (2016) he is studied that a study on the impact of E-commerce on India's commerce is this mention the E-commerce involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. The general category of e-commerce can be broken down into two parts: E-Merchandise & E-finance. Many companies, organizations, and communities in India are doing business using E-commerce and also are adopting M-commerce for doing business. E-commerce is showing tremendous business growth in India. His paper is the outcome of a review of

various research studies carried out on Impact of E-commerce on Indian Commerce.

Abdul Gaffar Khan et. al. (2016) studied the Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy In that study they are focus increased use of smart mobile services and internet as a new distribution channel for business. Transactions and international trading require more attention towards e-commerce security for reducing the fraudulent activities. The advancement of Information and Communication technology has brought a lot of changes in all spheres of daily life of human being. E-commerce has a lot of benefits which add value to customer's satisfaction in terms of customer convenience in any place and enables the company to gain more competitive advantage over the other competitors. This study predicts some challenges in an emerging economy.

Madhurima Khosla¹, Harish Kumar² et.al (2017) the researcher is writing the Growth of E-commerce in India: An Analytical Review of Literature and his outcome is the survival of the E-commerce firms in a highly dynamic environment becomes a challenging task when coupled with the cutthroat competition prevailing in the sector. The onus then lies on the firms to constantly adapt and innovate while providing an information rich and seamless experience to ensure customer loyalty. His attempts to explore the evolution of e-commerce in India and identifies various challenges to as well the factors responsible for the future growth and development of e-commerce.

Dinesh Chand Gupta¹, Prof. Meenakshi Bindal², Naman Agarwal³ and Kratika Khandelwal et.al. (2018) they are mentioned investigation of electronic business or web-based business and customary Commerce and impact of demonetization on web-based business. Electronic trade is procedure of working together through PC system. The fundamental point of the examination is to comprehend and break down the impact of demonetization on purchaser's recurrence of purchasing item and shopper's method of installment mode through internet shopping post demonetization.

Cécile Ferrera¹, Eowyn Kessedjian² et.al. (2019) he said that the development of new technologies in the last few years turned internet into a commercial medium that he has transformed businesses all over the world. it easier and marketing strategies are being adapted to these changes. In This article discusses the evolution of global marketing and ecommerce in order to understand what has changed in such a short time, and what are the consequent impacts of this new form of commerce.

Dulce Jimenez¹, Sade Valdes², Mariana Salinas³ et.al. (2019) he is mentioned in his paper the Popularity Comparison between E-Commerce and Traditional Retail business according to author investigates the importance of e-commerce in the daily lives of people. In order to do so the papers conducted an analysis of secondary data sources and have undertaken a sample survey. It should be noted that the research is in the global context and survey participants are from various countries in Europe, Americas and Asia. His findings are these researches suggest that consumers are

still sceptic regarding accurate delivery of products purchased online; suitability of payment methods; and the use of personal data harvested by the online retailers.

Neha Wadhawan¹, R K Arya² et.al. (2020) studied understanding e-commerce: a study with reference to competitive economy accordingly to these studies practically e-commerce in India started becoming popular when the internet users and smart phone sales were gaining prominence. Only limited but branded items are on sale because of the limitations of selection and reassurance to customers that their buying is cost saving with a priori condition that after sale service and product quality is guaranteed by e-commerce. It appears that daily used products are least common in the e-commerce mode and only the most branded and customized but with standardization are more popular on e-commerce mode.

Research gap:

It is being observed that though most of the researchers are studies done on ecommerce and traditional commerce emphasized on comparison, impact, growth of ecommerce in India, case studies of ecommerce and importance of ecommerce. In this study a detailed investigation and evaluation will be done on offline and online order placing method and how it is work, and it will be seen whether it is to there is any relation with each other. This study result will be suggested which method is more suitable to customer.

Objective:

1. To describe the offline and online steps of order placing.
2. To evaluate payment mode methods.
3. To explain delivery mode.

Hypothesis

1. Online Choose payment method option is associated with offline Choose payment method option.
2. There is a significant relation between ecommerce goods received method and traditional commerce goods received method.

Research methodology:

1. Sampling:

E-commerce changed the traditional commerce methods of customer placing order is descriptive study and use the qualitative method data collection. In this study used the random sampling method. The sample size we use the following Cochran's sample size formula to calculate sample size. $n_0 = Z^2 pq / e^2$. (e=desire level of precision, p=estimated portion of the population, q=1-p, z-value is found the Z table) P=0.5, 95% confidence level Z value of 1.96 of the Z table. The sample

size is $((1.96)^2(0.5)(0.5))/(0.5)^2=385$. Then 385 random sampling methods, that is this is our target sample.

2. Data collection:

In this topic the data was collected in two ways. Data collection method first is primary data collection and second is secondary data collection. The Primary data is collected from using door to door survey method. Create a questionnaire and circulate these questionnaires 385 customer those who are using online and offline method of shopping, 10 minute to each customer to fill the questionnaire. The secondary data is collected from various books, website and journals. In this paper there is a using chi square test to data representation and interpretation.

3. Data Interpretation:

online_choose_payment option * offline_choose payment option Cross tabulation

Table I

		Off line_choose payment option			Total
		cash payment	online payment	both	
online_choose_payment option	Count	26	13	21	60
	Expected Count	48.3	5.5	6.2	60.0
	Count	216	14	13	243
online_payment	Expected Count	195.7	22.1	25.2	243.0
	Count	68	8	6	82
both	Expected Count	66.0	7.5	8.5	82.0
	Count	310	35	40	385
Total	Expected Count	310.0	35.0	40.0	385.0
	Count				

Chi-Square Tests

Table II

Value	df	Asymp. Sig. (2-sided)
67.582 ^a	4	.000
54.994	4	.000
29.351	1	.000
385		

(a) 0 cells (.0%) have expected count less than 5.

(b) The minimum expected count is 5.45.

In the table name online_choose_payment option * offline_choose payment option Cross tabulation Table I expected count is greater than 5 in that way we are use the chi square test. In the chi square Table II the column name Asymp. Sig. (2-sided) is call as P-value .if the p-value is less than 0.05 ($p < 0.05$) the result is statistically significant. In this table II Asymp. Sig. (2-sided) the value (0.001) is less than 0.05 the result would be statistically significant and we would accept the alternative hypothesis. Accept H1:- Online Choose payment method option is associated with offline Choose payment method option.

online_goods_recivedoption * offline_goodsrecivedoptionCrosstabulation

Table III

			offline_goods recived option			Total
			quick delivery (face to face delivery)	not quick delivery (parcel delivery)	other option delivery	
online_goods_recivedoption	quick delivery (face to face delivery)	Count	41	12	7	60
		Expected Count	45.8	7.6	6.5	60.0

	Residual	-4.8	4.4	.5	
not quick	Count	219	36	24	279
delivery(parcel	Expected	213.1	35.5	30.4	279.0
delivery)	Count				
	Residual	5.9	.5	-6.4	
other option of	Count	34	1	11	46
delivery	Expected	35.1	5.9	5.0	46.0
	Count				
	Residual	-1.1	-4.9	6.0	
Total	Count	294	49	42	385
	Expected	294.0	49.0	42.0	385.0
	Count				

Chi-Square Tests

Table IV

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.758 ^a	4	.003
Likelihood Ratio	15.830	4	.003
Linear-by-Linear Association	.072	1	.789
N of Valid Cases	385		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.02.

In the table name online_goods_recived option * offline_goods_recived option Cross tabulation Table III expected count is greater than 5 and we would check the residue value +2 to -2 in that way we are use the chi square test. In the chi square Table IV the Pearson Chi-Square value is 15.758^a and the column name Asymp. Sig. (2-sided) is call as P-value .if the p-value is less than 0.05 (p<0.05) the result is statistically significant. In this table IV Asymp. Sig. (2-sided) the value

(0.003) is less than 0.05 the result would be statistically significant and we would accept the alternative.

Hypothesis:

There is a significant relation between ecommerce goods received method and traditional commerce goods received method.

Conclusion:

In this study concluded that ecommerce is cover overall worlds buyer and seller are connected, in that point of view the worlds every product in our hand. Everyone needs to get connecting World Wide Web to his needs. Ecommerce is advance step of traditional commerce to satisfy his needs and wants. The ecommerce and tradition commerce is same like two side one coin but platform is different one is online other is offline. The customer using both platform there is no significant difference between online and offline.

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