



E-COMMERCE - PROBLEMS AND PROSPECTS

Dr.S.Packialakshmi* Dr.C.Rajalakshmi Mr. D. Ramesh*****

**Assistant Professor of Commerce Devanga Arts College, Aruppukottai, Tamilnadu, India.*

***Head of the Department, Department of Commerce, Devanga Arts College, Aruppukottai, Tamilnadu, India.*

****Assistant Professor of Humanities, Sree Sowdambika College of Engineering, Aruppukottai, Tamilnadu, India.*

Abstract

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 ecommerce can be broken down into two parts: E-merchandise: E-finance. E-commerce involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and the Internet. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow. Forces influencing the distribution of global e-commerce and its forms include economic factors, political factors, cultural factors and supranational institutions.

This paper is outcome of a review of various research studies carried out on E-commerce. This paper examines different opportunities of e-commerce viz., E-business, E-learning, E-commerce education integration, E-insurance, E-commerce for the WTO and developing countries and future media of e-commerce. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for e-commerce education, It act 2000 and legal system. Finally many companies, organizations, and communities in India are beginning to take advantage of the potential of e-commerce; critical challenges remain to be overcome before e-commerce would become an asset for common people.

Keywords: Internet, E-commerce, E-merchandise, E-finance, E-business, E-learning.

I. INTRODUCTION

Electronic commerce is a general concept covering any form of business transaction or information exchange, executed using information and communication technology between companies and their customer or between companies and public administration.”

“Electronic commerce includes electronic trading of goods, services & electronic material”.

“Formulating commercial transactions at a site remote from the trading partner and then using electronic communication to execute that transaction”

The European commission has defined E-commerce in the most comprehensive way as under “E-commerce is about doing business electronically. It is based on the electronically. It is based on the electronic processing and transmission of data, including text sound and video. It encompasses diverse activities few of which are given hereunder.

- Trading of goods & services
- Online delivery of digital content
- Electronic Fund Transfer
- Remote Banking, supply chain management
- Public procurement
- Electronic Trading of Shares
- Electronic bills of Lading and related commercial auctions.
- Collaborative design and engineering
- Direct consumer marketing
- Online shopping, Advertisement etc.

It facilitates trading in products, services viz information services, Financial & Legal services, traditional activities and new activities like E-mail”.

E-commerce as anything that involves an online transaction. This can range from ordering online, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. This paper has analyzed some of the challenges and opportunities of e-commerce. Elizabeth Goldsmith and others (2000) reported that the general category of e-commerce can be broken down into two parts:



1. E-Merchandise: selling goods and services electronically and moving items through distribution channels, for example through Internet shopping for groceries, tickets, music, clothes, hardware, travel, books, flowers or gifts.
2. E-Finance: banking, debit cards, smart cards, banking machines, telephone and Internet banking, insurance, financial services and mortgages on-line(Elizabeth Goldsmith and others,2000).

Farooq Ahmed (2001) reported that the enormous flexibility of the internet has made possible what is popularly called e-commerce which has made inroads in the traditional methods of business management. All the facets the business tradition with which we are accustomed in physical environment can be now executed over the internet including online advertising, online ordering, publishing, banking, investment, auction and professional services. E commerce involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and the internet. The WTO has recognized that commercial transactions can be broken into 3 stages.

- i) The advertising and searching stage,
- ii) The ordering and payment stage, and
- iii) The delivery stage.

II. GROWTH OF E-COMMERCE

Today, the market place is flooded with several e-commerce options for shoppers to choose from. A variety of innovative products and services are being offered spoiling customers for choice. Online shopping is no more a privilege enjoyed by your friends and family living in the US or UK. Today, it is a reality in India. In the last couple of years, the growth of e-commerce industry in India has been phenomenal as more shoppers have started discovering the benefits of using this platform. There is enough scope for online businesses in the future if they understand the Indian shoppers psyche and cater to their needs.

Changing the Game

Indian e-commerce industry has evolved over a period of time with innovations that have changed the rules of the game globally. Cash on delivery (COD) is one such example. In a country where credit card penetration is much lower than other developed markets and where e-commerce companies are still working hard to build trust among shoppers, introducing cash on delivery has been one of the key factors for the success of the segment. At present, COD is the preferred payment mode for close to 55-60% of all online transactions in the fashion and lifestyle segment in India.

COD is here to stay owing to its convenience and its cultural affinity and will be a major part of payment mechanisms for at least the next four to five years. Executing COD efficiently and painlessly for the customer is critical to the success of any e-commerce player in the country. Growing the base Online shopping has seen a lot of traction in the last 12-18 months. India has almost 130 million online users at present, out of which as many as 10% are engaging in online transactions. The online user base is expected to cross 300 million in the next 2 – 3 years and a larger percentage of people are expected to transact online by 2015. This large base will provide vast scope for e-commerce businesses to establish themselves in India.

Growing Opportunities

Cities beyond metros are in the limelight for all the good reasons. On an average, almost 50 – 55% of our business come from tier 2 and tier 3 cities and I believe this ratio is similar across other ecommerce companies in the country. With metro markets reaching saturation, I believe tier 2 and 3 cities are going to be the biggest drivers for ecommerce businesses in India in the not so distant future. Building a robust supply chain is critical to efficiently fulfilling orders from these cities and tapping their full market potential. The e-commerce industry is growing at a rapid pace and changing the dynamics of the retail industry. In the coming years, e-commerce is expected to contribute close to 8-10% of the total retail segment in India. This growth is bound to continue provided e-commerce companies focus on innovating, building strong technology infrastructure and delivering the best customer experience.

III. IMPORTANCE AND USES OF E-COMMERCE

1. Exploitation of New Business

Broadly speaking, electronic commerce emphasizes the generation and exploitation of new .business opportunities and to use popular phrases: “generate business value” or “do more with less”.

2. Enabling the Customers

Electronic Commerce is enabling the customer to have an increasing say in what products are made, how products are made and how services are delivered (movement from a slow order fulfillment process with little understanding of what is taking place inside the firm, to a faster and more open process with customers having greater control.



3. Improvement of Business Transaction

Electronic Commerce endeavors to improve the execution of business transaction over various networks.

4. Effective Performance

It leads to more effective performance i.e. better quality, greater customer satisfaction and better corporate decision making.

5. Greater Economic Efficiency

We may achieve greater economic efficiency (lower cost) and more rapid exchange (high speed, accelerated, or real-time interaction) with the help of electronic commerce.

6. Execution of Information

It enables the execution of information-laden transactions between two or more parties using inter connected networks. These networks can be a combination of plain old telephone system" (POTS), Cable TV, leased lines and wireless. Information based transactions are creating new ways of doing business and even new types of business.

7. Incorporating Transaction

Electronic Commerce also incorporates transaction management, which organizes, routes, processes and tracks transactions. It also includes consumers making electronic payments and funds transfers.

8. Increasing of Revenue

Firm use technology to either lower operating costs or increase revenue. Electronic Commerce has the Potential to increase revenue by creating new markets for old products, creating new information-based products, and establishing new service delivery channels to better serve and interact with customers. The transaction management aspect of electronic commerce can also enable firms to reduce operating costs by enabling better coordination in the sales, production and distribution processes and to consolidate operations and reduce overhead.

9. Reduction of Friction

Electronic Commerce research and its associated implementations is to reduce the "friction" in on line transactions. Friction is often described in economics as transaction cost. It can arise from inefficient market structures and inefficient combinations of the technological activities required to make a transaction. Ultimately, the reduction of friction in online commerce will enable smoother transaction between buyers, intermediaries and sellers.

10. Facilitating of Network Form

Electronic Commerce is also impacting business to business interactions. It facilitates the network form of organization where small flexible firms rely on other partner, companies for component supplies and product distribution to meet changing customer demand more effectively. Hence, an end to end relationship management solution is a desirable goal that is needed to manage the chain of networks linking customers, workers, suppliers, distributors and even competitors. The management of "online transactions" in the supply chain assumes a central role.

11. Facilitating for Organizational Model

It is facilitating an organizational model that is fundamentally different from the past. It is a control organization to the information based organization. The emerging forms of techno-organizational structure involve changes in managerial responsibilities, communication and information flows and work group structures.

IV. ADVANTAGES OF E-COMMERCE

1. Increases Sales

Secure real time processing increases sales on the website by providing a means for immediate payment that provides closure for sale. E-commerce solutions have been delivering down to earth selling strategies to enterprises, who wish to profit from this emerging explosive new technology. E-commerce increases sales by making it easy for customers to do comparison shopping based on their specific situations and to choose an insurance carrier. Sales are enhanced by making it much faster and simpler for customers to evaluate their levels of need.

2. Easy To Use

For the internet business, the ease of use means more than simplicity. The internet payment services including security features make the management of e-business easier. By using the services of website providers, one can set up in little as 15



to 20 minutes nearly and transact thousands of online business throughout the world. It drastically reduces time-taking decisions, lengthy procedures, thus streamlining the order process entirely, this service is easy to use and operate.

3. Improved Customer Service

With the emergence of electronic commerce, the supply chain is shortened. It improves services given to customers; increases productivity, efficiency, access to international markets and cost reduction, doing commerce over the internet. It also helps companies to render improved services to their customer.

4. Cost Effective

As a new medium of business, the net affords the lowest transaction costs among all other methods of doing, the world wide web (www) helps to promote services and ideas for a fraction of the cost of traditional advertising and marketing. There is no printing cost and no post age cost. Its cost is effective because there is no maintenance cost, stationery and other costs.

5. Direct Contact

It establishes business to customer (b2c) contact, but not business to business (b2b). This eliminates the intermediaries between various businesses and customers. The competitive advantage of e-commerce from this point of view is significant. Online business through the internet puts business in direct contact with a multitude of competitive suppliers and services and millions of customers. The survival of business will depend on how to set up shop along the information super highways i.e. Internet.

6. Saving Money

The entire process of e-commerce routine saves a lot of money. The average cost for a mail order phone call is higher. The cost of setting up of shop online compared to the cost of setting up of shop on land is cheaper.

The land store is higher several times than online. As such, online stores can be set up or just a few thousands and hosted for the financial security of Net users.

7. Security and Privacy

Today, secure encryption technology is available following episodes of cyber crime. For instance, the Secure Socket Layer (SSL) and Secure Electronic Transaction offer security. The public key and private key mechanisms protect sensitive payment information. Protocol securities are now available and customers are assured that their personal sensitive financial data is protected by most sophisticated systems.

8. Simplicity

The advancement in sophisticated communication technology has revolutionized the designing of internet technology, it is easy to use and the credit order can be processed on the spot. It is easy for customers to buy and sell products online with fast applications web pages can easily be updated. The process of e-commerce is simplified by adding products or services, product information, viewing orders, downloading orders and other administrative tasks are made easy.

9. Serving Customers Better

Another reason why enterprises' are moving towards e-commerce is to offer better service levels to their customers. E-commerce can support this business through different ways. Starting with an online catalogue for ordering goods or a simple ordering system that allows the customer to fill an online order form for services, businesses can bring in more reliability in their operations; since errors can be weeded out at the point of data captured itself. After an error free order has been logged and in the process of being executed the customer might want to constantly be aware of the status of the order.

10. Integration into Business Cycle

A website that is well integrated into the business cycle can offer customers more information than was previously available. For example, if Dell tracks each computer through the manufacturing and shipping processes, customers can see exactly where their order is at any time. E-commerce offers the same Luxury as traditional mail order companies who introduced the concept of multiple vendors easily and search large catalogues of various businesses.

11. Creating New Business Models

With e-commerce, you can create completely new business models. In mail order companies, there is a high cost of printing and mailing catalogues that often end up in the trash. There is also a high cost of staffing including the order taking



department that answers that phone in e-commerce, both the catalogue cost and office costs are nil, that means it may be possible to offer products at a lower price or products that could not be offered before the change in cost dynamics.

12. Online Purchasing

By organizing their products or services offering into the interactive catalogue, e-stores allow customers to shop at a time i.e. convenient for them. They compare different brands and pricing outside the high 38 pressure sales environment and by direct dealing from the home or office.

13. Larger Purchases per Transaction

For instance Amazon.com offers a feature that no other book store does. When you read the description of the book on the site, you can see what other books on related subjects; have other people who ordered this book also purchased the book. Because of features like this, people ended up buying more books.

14. Serving Customers Better

Another reason why enterprises are moving towards e-commerce is to offer better service level to their customers. E-commerce can support this business need through different ways. Starting with an online catalogue for ordering goods or a simple ordering system, that allows the customer to fill an online order form for services, businesses can bring in more reliability in their operations, since errors can be weeded out as the point of data captured itself. After an error free order has been logged and in the process of being executed the customer might want to constantly be aware of the status of the order.

15. Improved Customer Interactions

With automated tools it is possible to interact with a customer in many ways, at virtually no cost and once you invest in and make personal connection, a happy customer is more likely to purchase something again from the company.

16. Improves Net worth

Putting Business on the internet can improve its net worth. It is evidenced as a phenomenal savings to gain and the equally phenomenal profits the company stands to make because of complete lack of physical barriers and collapsing of time frames. It permits to make tons and tons of profit.

17. Reaching New Customers

Online stores offer capability to researcher wider sections of customers by offering a product or service worldwide. When a shop is opened online, the store is opened 24 hours a day, 7 days a week and 365 days in a year, permitting to do business from anywhere and at anytime. The website hosted will be visited by several people, and a presence on the web promotes a company's image and product, improves customer service, encourages new customers, service acquisition and provides a new vehicle for sales and information. Business people are more concerned about e-commerce with accessing new markets particularly international markets. It is closely associated with the web business environment and new methods to acquire customers.

18. Instant Payment

In recent years, market does not like to accept cash or cheques. The problem with a cheque is that sometimes it is bounced. The merchants have to wait before goods are shipping in case cheques are used. In a credit card (Smart Card) and Automatic Teller Machine (ATM) the merchants can get nearly instant approval and goods can be sent out immediately. In the instant payment technology in this new media of business, both the merchant and the customers are benefited.

19. Increase Market Size

Look around. The internet is everywhere. It is changing the business environment in a great way, small business are using it to reach wider sections of consumers. Retailers on the internet are doing potential businesses on groceries, books, toys, music electronic goods and sending e-greetings to the customers. Customers are accessing websites over the world, all at the click of a button. So the Net is also changing and widening the way globally. Business people do business. It increases market size and has become electronically enabled.

V. DISADVANTAGES OF E-COMMERCE

1. Credit Cards Frauds

In India, distribution channels are just one part of the problem related to e-payments. The bigger problem is that of security. All credit cards related transactions are approved offline and given the high incidence of frauds, the Banks are extremely



wary of approving them. In fact, there are some unconfirmed reports of a multi-national bank refusing to approve credit card transactions carried out by a large Indian portal.

2. Lack of Confidence

The people in India still show hesitancy in buying through the Net. Lack of quality products, timely delivery of products as some of them tend to go out of stock, lack of solutions security are the potential reasons for not developing e-commerce. People do not understand this new way of buying and selling products. i.e. the services in a digital environment which are available online.

3. Lack of Infrastructure

E-commerce infrastructure development is at its infancy stage in India. This unsatisfactory development is yet another major bottleneck for successful net business in India. The lack of infrastructure, if made available as required will

4. Cyber Competition

It is becoming clearer that cyber structure is not enough to support cyber growth. Such a growth rate needs a proper planning and world class global supply chain parameters. The profit strapped, not - struck cyber entrepreneurs have no vision and invest money on this. One should not forget about low entry barriers, and as a result, cyber competition is perhaps more fierce. Cyber competition needs improvement in better contents, faster delivery of services and online support. It is a great task of pacifying angry live customers and then thinks how difficult it is to e-reassure a lost one. This means again more investment and more capitalization which is further from breakeven.

5. Preferring Foreign Sites

Online shoppers in India do not prefer Indian websites to a large extent and prefer US and other foreign websites. There are many reasons for this as they provide better selection, prices, stock, quality products, shipping, payment process security, customer service and wide variety of sites among other things.

6. Lack of Skills and Expertise

Lack of skilled and trained personnel impedes the growth of implementation of IT related e-commerce. The use of the Net for trade requires a complex Introduction of servers, browser software and knowledge of web design, hosting, promotion and many more skills. It requires understanding many new things. Many Indian businesses are not prepared to approach electronic commerce. For many business houses for which commerce over internet may not work, would take a lot of efforts for every little return.

7. Lack of true strength

The presence on the web alone will not always ensure successful e-commerce. Having a website or dotcom is no longer a novelty and merely setting up a website will not help companies in increasing the volume of business. They must accept the true strength of this new electronic medium of business and its potential for improving efficiency in extending services to the consumers. There are many people who are connected to the internet but cannot browse the web and they are only availing the e-mail facility for communication.

8. Absence of Cyber brand Image

Another problem is that advertising on the Net tends to focus on e-commerce rather than on brands found in the real world. This would prove to be a deterrent in ensuring consumer loyalty. The biggest thing going for it is a brand Image and power. Though the already existing name is known and trusted, the issue is how to extend it into the new cyber reality. A concern should be to preserve the old values of trust and dependability of the brand, and at the same time, keep it upon on the Net. At the same time, the whole business structure will have to undergo a change re-engineered.

9. Internet outrage

Failures in Networks and the Net itself can play havoc. We read of frequent press reports of internet outrages. The IT industry is not yet attempting to improve network reliability to prevent these outrages. Reliability is a major issue in net business that needs to be attended. Though worldwide many business people looking at e-commerce as a blessing, many people also perceived the cyber space as a threat. There are also reported evidences of enforcing new censorship regimes to prevent cybercrimes.



10. Lack of Awareness

The biggest challenge before successful e-commerce over the net is that of changing the minds and attitudes of the merchants in tune with the emerging information technology. The single most important challenge today pertains to increasing awareness of the benefits of e-commerce to potential customers, educate the market and the customers will themselves opt for these services. So the e-commerce fraternity should accept the fact that the customers are extremely demanding and that they should be geared up towards this end and surpass the expectations of customers.

11. Barriers - Survey Findings

According to a survey conducted by promoters of e-commerce, shoppers don't trust on e-commerce, they cannot find what they are looking for, and there's no easy way to pay for things being ordered online. Other than that, it is smooth sailing. Customers are worried about credit card theft, the privacy of their personal information and unacceptable network performance. Most shoppers are not convinced that it is worthwhile to look onto the internet, search for shopping sites, wait for the images to download, try to figure out the ordering process, and then worry about whether their credit card numbers would be filched by a hacker.

12. Internet for Small Business

Another problem is that for major project, a large consumer product company needs profiling of customers who undertake transaction through e-commerce. E-commerce is still being dominated by large corporations. Small and medium sized business houses have to take advantage of everything on the net. Online shopping is clearly catching on with consumers and retailers need to keep pace with growing demands.

13. Challenges for E-Commerce

Internet based e-commerce has besides, great advantages, posed many threats because of its being what is popularly called faceless and borderless. Some examples of ethical issues that have emerged as a result of electronic commerce. All of the following examples are both ethical issues and issues that are uniquely related to electronic commerce.

Ethical Issues

i) Privacy

Privacy has been and continues to be a significant issue of concern for both current and prospective electronic commerce customers. With regard to web interactions and e-commerce the following dimensions are most salient: Privacy consists of not being interfered with, having the power to exclude; individual Privacy is a moral right. Privacy is "a desirable condition with respect to possession of information by other persons about him/herself on the observation/perceiving of him/herself by other persons".

ii) Security Concerns

In addition to privacy concerns, other ethical issues are involved with electronic commerce. The Internet offers unprecedented ease of access to a vast array of goods and services. The rapidly expanding arena of "click and mortar" and the largely unregulated cyberspace medium have however prompted concerns about both privacy and data security.

iii) Other Ethical Issues

Manufacturers Competing with Intermediaries Online "Disintermediation," a means eliminating the intermediary such as retailers, wholesalers, outside sales reps by setting up a Website to sell directly to customers. Disintermediation includes (1) music being downloaded directly from producers (2) authors distributing their work from their own Web sites or through writer co-operatives. Dinosaurs – "Dinosaurs" is a term that refers to executives and college professors who refuse to recognize that technology has changed our lives. When an executive speaks in terms of the Internet being the "wave of the future," it is a sure sign of "dinosaur."

VI. OPPORTUNITIES FOR E-COMMERCE

i) E-Businesses

Young Jun Choi¹, Chung Suk Suh (2005) reported that the development of the internet in the 20th century led to the birth of an electronic marketplace or it is called e-marketplace, which is now a kernel of electronic commerce (e-commerce). An e-marketplace provides a virtual space where sellers and buyers trade with each other as in the traditional marketplace. Various kinds of economic transactions and buying and selling of goods and services, as well as exchanges of information, take place in e-marketplaces. E-marketplaces have become an alternative place for trading. Finally, an e-marketplace can serve as an information agent that provides buyers and sellers with information on products and other participants in the market. These features have been reshaping the economy by affecting the behavior of buyers and sellers.



ii) E-Commerce Integration

Zabihollah Rezaee, Kenneth R. Lambert and W. Ken Harmon (2006) reported that the rationale for infusion of e-commerce education into all business courses is that technological developments are significantly affecting all aspects of today's business. An e-commerce dimension can be added to the business curriculum by integrating e-commerce topics into existing upper-level business courses. Students would be introduced to e-commerce education and topics covered in a variety of business courses in different disciplines e.g. accounting, economics, finance, marketing, management, management information systems. To help assure that all related business courses in all disciplines such as e.g., accounting, finance, economics, marketing, management, information systems pay proper attention to the critical aspects of e-commerce, certain e-commerce topics should be integrated into existing business courses.

iii) Open and Distance Learning

Diana Oblinger (2001) reported that one is that education and continuous learning have become so vital in all societies that the demand for distance and open learning will increase. As the availability of the Internet expands, as computing devices become more affordable, and as energy requirements and form factors shrink, e-learning will become more popular. In addition to the importance of lifelong learning, distance education and e-learning will grow in popularity because convenience and flexibility are more important decision criteria than ever before.

E-learning will become widely accepted because exposure to the Internet and e-learning often begins in the primary grades, thus making more students familiar and comfortable with online learning. In fact, for many countries, distance education has been the most viable solution for providing education to hundreds of thousands of students.

iv) E-Commerce and E-Insurance

Prithviraj Dasgupta and Kasturi Sengupta (2002) reported that the recent growth of Internet infrastructure and introduction of economic reforms in the insurance sector have opened up the monopolistic Indian insurance market to competition from foreign alliances. Although the focus of e-commerce has been mainly on business to consumer (B2C) applications, the emphasis is now shifting towards business to business (B2B) applications.

The insurance industry provides an appropriate model that combines both B2C and B2B applications. Traditional insurance requires a certificate for every policy issued by the insurance company. However, paper certificates encumber problems including loss, duplication and forging of the certificate. The conventional certificate is now replaced with an electronic certificate that can be digitally signed by both the insurer and the insurance company and verified by a certifying authority.

Online policy purchase is faster, more user-friendly and definitely more secure than the traditional processes. Therefore it is more attractive to the insurer. At the same time it incurs less cost and requires fewer resources than traditional insurance and is therefore more profitable for the insurance company.

E-insurance also makes the insurance procedure more secure since the policy details are stored digitally and all transactions are made over secure channels. These channels provide additional market penetration that is absent in traditional channels and help in earning more revenue than traditional insurance processes.

v) Future Media of E-Commerce

Patric Barwise (2001) reported that Probability 99% of e-commerce today is done using PCs either desktops or laptops. For B2B e-commerce this is unlikely to change .For B2C e-commerce however, things will be more complex. There will be wider range of relevant media, including interactive digital TV, and a range of mobile and wireless services.

There will be huge difference between different consumers' ownership of equipment and access technology. Some will have broad band access and others have no digital communication at all.

Digital media able to support consumer e-commerce can be grouped under five main headings, with in the home PCS, IDTV and within next five years a range of other online device such as games, computers, utility meters etc. In summary, the online PC is well established while the other B2C digital media are still emerging.

VII. CONCLUSION

With the development of computer technology, the World Wide Web has become the connection medium for the networked world. Computers from locations that are geographically dispersed can talk with each other through the Internet. As with any



new technology, there are positives and negatives associated with its use and Adoption. Finally, an e-marketplace can serve as an information agent that provides buyers and sellers with information on products and other participants in the market. E-commerce creates new opportunities for business; it also creates new opportunities for education and academics. It appears that there is tremendous potential for providing e-business education.

As discussed earlier about the different media of e-commerce such as TV, PC or Mobile these new media will be a major preoccupation for marketers over the few years that especially how to combine them within an integrated bricks and clicks marketing mix.

However, rapidly changing technology is continually bringing new goods and services to the market accompanied by new strategies to sell them. Therefore, it may also conclude that new ethical issues related to business will emerge. New ethical issues must be identified and immediate steps and actions should be taken.

Initially, new Internet users would be reluctant to conduct any kind of business online, citing security reasons as their main concern. In order to increase consumer adoption of e-services, the sources of consumer confusion, apprehension and risk need to be identified, understood and alleviated. E-commerce provides tremendous opportunities in different areas but it requires careful application for consumer protection issues. Growth of e-commerce would also depend to a great extent on effective IT security systems for which necessary technological and legal provisions need to be put in place and strengthened constantly.

While many companies, organizations, and communities in India are beginning to take advantage of the potential of e-commerce, critical challenges remain to be overcome before e-commerce would become an asset for common people.