Information Technology Impact on E-Commerce Business Growth

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Abstract: Internet has revolutionized the human civilization. It has developed countless opportunities in every aspect of our life. Today we are capable of sharing our information within seconds to almost every corner of the earth, it has opened those markets which were previously inaccessible and it is because of the internet human civilization is taking giant strides in widespread development of society at large. Today data is shared easily through research papers, articles, blogs etc., within the social as well as scientific community all over the globe creating an exclusive platform where information is systematically organized for its meaningful referrals. When it comes to its potential in increasing the business, it is simply numerous. Traditional model of merchandising is becoming more and more obsolete with each passing day. E-commerce sites are spending huge amounts of money for improving their service quality and making customers satisfied to favor e-commerce sites as against physical shops. The glimpse of which is already been seen in developed markets where customers inclination is increasing to an alarming rate towards e-commerce. Even U.S. President Obama once bought books from a retail store for encouraging customers to purchase products from retail outlets in U.S. E-Commerce companies are well prepared for milking this beautiful opportunity by constantly evolving themselves in accordance with the customers. But it is not that easy for them as well because there is significant level of competition in this industry. Some of the sites are giving huge discounts on products for neutralizing the harsh impacts of competition and incurring measurable losses in their balance sheets. E-commerce sites must come with frequent improvements in them for making customers loyal in the longer period of time. This paper provide the new way to increase the traffic of visitors for E-commerce websites.

Index Terms: **E-commerce, Business Growth, Information Technology**

I. INTRODUCTION

Michael Aldrich was the first man who thought of selling something online in way back 1979. From then onwards E-Commerce is doing well and growing at an unprecedented rate globally. People from all age, gender, occupation, status, level of education etc., are inclined towards shopping online. With our increasing dependence on technology e-commerce will further make its ground in our day to day life. Before we move ahead into the details of e- commerce and its various dimensions it will be better to talk of the medium through which it actually functions[2]. Internet is an important invention in the history of mankind. It is because of internet world is connected so closely today. It contains vast reserves of information within itself which is available to everyone on the network. Communication has become very fast owing to the fact that presently it takes few seconds to transfer files from one place to other through e-mails, social networking sites and other electronic mediums. All these benefits facilitated the e-commerce business to grow with time. Through e-commerce, businesses can reach too much wider audience at less expense than the traditional physical shops[1]. E-commerce also restricts the need of acquiring expensive shops in prime location. Developing and sustaining such sites are much cheaper than buying physical shops at various locations. This is helping the companies in reducing the overall cost of the products making them cheaper without compromising with the quality of products. Sellers can manufacture goods at remote locations and still sells all around the world through e-commerce. Alibaba, one of the biggest e-commerce site of the world has done something commendable in recent times by selling goods amounting to $30.4 Billion Dollars on 'single day sale' which is quite promising for the e-marketing sites at large. Internet is providing all kinds of benefits to the customers whether it is information within a click on the button or getting products on cheapest rate possible in home itself. Business fraternity must comprehend the influence of e-commerce going to have on business environment in days to come. The day may come when we might not see any retail outlet in the markets, only warehouses will be there for supplying products to the end customers. India is no exception to this. In fact India is the next biggest market of the world as it is second most populated country of the world.

II. GROWTH OF E-COMMERCE IN THE WORLD

In 2014, retail e-commerce sales worldwide amounted to 1.3 trillion US dollars, 1.8 trillion dollars in 2016 and e-retail revenues are projected to grow to 4.88 trillion US dollars in 2021. In terms of opportunities e-commerce hasimmense potential in almost every category of the product line. In fact it is one of the most popular activity on internet.

According to statista, e-retail sales accounted for 10.2 percent of all retail sales worldwide. Predictions are verypositive for the same as it is expected to reach up to 13.90 percent in 2019 which is quite a healthy figure.
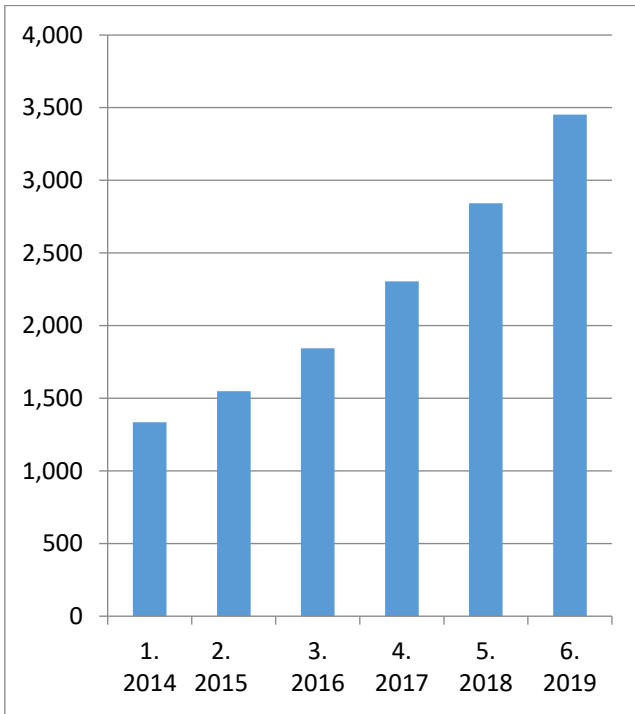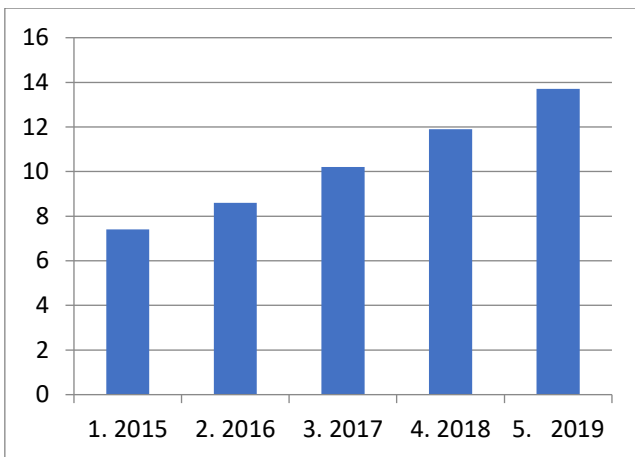
Table 1. Sales in billion U.S. Dollars.

Table 2. Share of e-retail sale

III. METHOD

Effectual Use of Google Console

Google search console measure site's search traffic and performance, fixes issues, and improves the ranking in the search list[16],[17]. Developers should take the assistance of this service from Google as it is free, easy to install and works automatically. They must submit sitemaps and individual URLs for crawling and review index coverage as this will provide updated information of the site to the search console. This will assist the console in finding out shortcomings within the system and suggest corrective actions as well so that website functions to its peak.

Bring Authentic Content within the Website

The content of the site needs to be authentic and eye catching. The data must be rechecked several times before putting it on the web. The site should not only display product's specifications in detail but also explain various other aspects of the product as well like color options available, delivery location, date of delivery, warranty etc. Visitors might also be willing to compare various options at hand before coming to any conclusive decision regarding the purchase. So, developers must update and include information of complementary products from time to time without any bias.

Compose Effective Title for Increasing Visitor Count

Search engines work on simple principle of keywords. Every time we search anything on web, search engines take us to the list of sites in which the keywords are in the title and Meta description. The keywords in title or Meta description will not be that productive unless it flows in sentence, easy and appealing to read. The developers must update the theme of the site in accordance with the need of the search engine. The overall content of the site needs to be interesting enough for visitors so that they are able to understand the facts thoroughly.

Rural Market Should Get Required Importance

As 70% of Indian population still leaves in villages and small towns e-commerce companies can't afford to ignore this market at large. In these markets, where majority of population is not much educated (having literacy rate below 60% at some places) making prospective customers actually buy a product online is quite challenging. The key here is to make the overall purchasing process as easy and simple as possible. Customers should find the online shopping uncomplicated and convenient without much of the hurdles. One of the ways by which firms can ease down the process of shopping is by conducting real time market tests, asking directly from the customers about their problems and hurdles faced by them while shopping online and what are their expectations from the websites. By this way developers will not only know the problems face by the customers but they will also get to know the expectations of them which may be taken proper care off.

Use an Appealing Design for Attracting Visitors

Appearances do matter whether it is an individual or the website[2],[4]. Customers create the initial perception in their mind by seeing the website design. According to a Kissmetrics study, 93% of buyers consider visual appearance to be the most important factor when making a purchase. This is the reason why website's design should be as appealing as the product itself, so that customers get attracted towards it, feel good enough in spending time on the same and comes back time and again for purchasing from the website. The color scheme should be bright enough as bright colors are more appealing than their counterparts, font size needs to be bolder and larger, images and videos shown on it should infuse positivity, the product description needs to be interesting making the overall message clear etc. are few tricks from the lot by which the website can be made attractive.

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Design Universal Platform for users

Customers use various platforms for using internet. They also use different devices like mobile, laptop, tablets, desktop etc., as well which makes things even more difficult for the websites as each device has its own software specifications which may hide few portions of the web page. It is quite tricky for the designers to come up with programs capable enough to handle these variations as both the newer as well as the older versions of the browser and devices are needed to be taken due care off for covering the market comprehensively. Experts should work continuously for upgrading the website from time to time to adjust themselves in accordance to the changes in technical world.

Build an Environment of Trust

Trust paves the foundation for strong relationship. Even the professional environment needs certain level of trust within itself for providing a sense of stability in smooth functioning of the organization. Trust cannot be created within short spell of time it generally develops in longer period. Products or services shown in the site should be similar to the actual product received by the customers. Customers need 100% assurance of the quality of product ordered from the vendor as they were physically not present at the time of making the final order. Any disparity in this case may prove to be very noxious for the brand equity of the same. Companies must emphasis on providing the promised service at appropriate time and price so that they never find difference between the actual and the promised. The terms and conditions regarding the deal must be unambiguous, the image and the specifications of the product given in the website should match to the original product, the reviews of the customer needs to be authentic, there must be a feedback counter for the customers where they can submit their feedback and clear their doubts regarding the products and an effort must be there for nurturing a culture of transparency within the functioning of website etc.

Build Emotional Bond with the Customer

One of the prime differences between humans and machines are the ability of the latter to feel emotions within themselves. Humans are emotional and their actions are influenced by the same. The degree and level of it may vary according to individual to individual or situation to situation but this is something which is present in each and every one of us. Firms should capitalize this by getting emotionally attached with the customers. Management must try to find out ways through which they get connected to their customers like customizing the shopping experience with festivals, suggesting similar products to them, offering special discounts on important occasions of their life like marriage anniversary, taking some social incentives and maintaining a connection with them by sending periodic messages about various offers available. Companies having emotional attachment with their customers will have upper hand in continuing close relationship with them.

Take Steady Assistance from Analytics

Analytics furnish the summary of visitor's behavioral pattern while surfing on the website. It shows data regarding their age, gender, location, etc., how they came to the site, popular content on site, how much time customers spend on average on the site etc. Company's future is dependent on its contemporary business decisions taken on the right time and measuring their outcomes rationally. It analyses various alternatives systematically by using the most advanced technical tools available in the academic society now a days. This provides deeper understanding of the business environment under which firm operates. A thorough evaluation of the business is necessary for finding out the requirement of taking remedial steps for improving the overall performance of the same.

Ensure uninterrupted functioning of the Website

Websites should be in perfect shape throughout the time. Researches have shown that if a website takes more than 4 seconds of time for opening, web users are most likely to switch from the same. So, customers should able to quickly open the web site, have lag free experience while surfing on it, JavaScript firing, buttons working, no browser specific bug etc., i.e., making it an trouble free experience for them. A team of experts should be on the call for solving any such issue quickly without wasting any single second. Competition is so severe now that a small mishandling of these dimensions may lead to huge loss of credibility in the market. Hypothetical situations needed to be thought off from time to time which may arise in future and probable solutions should be prepared for solving such issues so that companies develop responding mechanism well in advance.

Carry out Continuous Updating of the Website

Evolution is something which is happening continuously throughout the history of earth. We humans call it innovation in materialistic world. Customers normally get used to the product after some time and seek continuous improvements in the same. Websites are no different, new improved features must be added from time to time for enhancing their usage experience. New ideas must be developed from all possible sources like customers, suppliers, competitors, nature etc. Customers should be encouraged to suggest their expectation out of the website and developers should seriously evaluate every one of those so that it may be affixed on their demand. Recent trends of the market is also needed to be studied from time to time so that the website may not lag behind in following the latest market craze, market leaders should be closely watched for learning their strengths and few of the adaptable features must be added in the website.

Market Product through Social Media

E-commerce websites need to have sharing badges of popular social networking sites like Facebook, Twitter, Pinterest, Instagram and the like so that visitors can directly share link while remaining on the website[23],[26],[27]. Sharing badges may be there on the sides or at the end of the web page without disturbing the main content of the site enabling the visitors share their link as per their will. Social media sites may prove to be a medium of advertising for websites without incurring much expense. They will not only advertise the website but may also increase the overall sales of the same as well.

Provide Uninterrupted Online Support to Customers

Customers desire to have 24/7 online assistance from the website. No matter how well a website is designed, how comprehensively the product is described and how clearly the comparison of products are made, sometimes customers find it difficult to order the product of their wish. With online support they can then and there clear their doubts and decide whether to go for the purchase or not[29],[30]. Grievances can also be tackled promptly without wasting much of time. Resolving the customer's issues with minimum resistance must be the goal of the online support team.

IV. CONCLUSION

- Services of Google search console must be utilized by websites as it assists in monitoring, maintaining and troubleshooting site's ranking in search results.
- Authenticity of the content must be ensured by management before uploading the same within website so that customers' trust may be retained.
- Keywords should be used very carefully as machine's algorithms looks for certain signals in the title in order to rank the content in search list.
- Rural customers must be kept in mind while finalizing the core frame work of the website as they may contribute in increasing the total revenue of the site.
- Developers should come up with attractive web designs as it will help in attracting and retaining customers in the longer period of time.
- Websites should consult analytics for resolving operative issues of the site so that satisfactory services can be provided to the customers.
- Websites should connect themselves with social media so that visitors can share their favorite content within the platform and get the second opinion of their loved ones regarding the purchase decision.
- Websites must provide 24 hours online support to their customers as it will help in quickly resolving the customers' troubles promptly.

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