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## **BENEFITS OF E-COMMERCE TO CONSUMERS WITH SPECIAL REFERNCE TO VEDARANYAM TALUK**

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### **ARTICLE DETAILS**

**Research Paper**

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### **ABSTRACT**

In this 21<sup>st</sup> century, which may be called as an era of Technology Revolution, E-commerce become a most consumer favorable and inevitable business platform. Growth of online purchasing platforms like Amazon, Flipkart and Meesho etc., in India has given the boost to the growth of E-commerce not only in metropolitan cities and also including in rural areas. In the context of continuous growth of usage of android mobile phones and the efforts of Telecommunication Industry to connect the interior areas in 4G and 5G and the Government of India's efforts to boost cashless economy, consumers both educated and uneducated are getting familiarization in online purchase. Period of COVID-19 onwards, Share of E-commerce in the overall trade of India get boom stage. In this study, Researcher focuses on picking out the benefits gathered by semi-urban and rural areas consumers from E-commerce and also focuses on the factors influencing Consumer behavior in E-commerce. While comparing with the consumers from urban areas, consumers of semi-urban and rural areas having different psychological, social, physical and economic factors which can affect their buyer behavior. In this study researcher concluded that, easy accessibility to products which are not available in the local market is the major benefit enjoyed by the rural areas consumers from e-commerce.

## INTRODUCTION TO E-COMMERCE

E-commerce, short for electronic commerce, revolutionizes the way businesses and consumers interact in the modern digital age. At its core, e-commerce involves the buying and selling of goods or services over the internet, eliminating the constraints of physical location and enabling transactions to occur anytime and anywhere with an internet connection. This transformative phenomenon has reshaped the global marketplace, leading to unprecedented opportunities and challenges for businesses, entrepreneurs, and consumers alike.

The origins of e-commerce can be traced back to the advent of the internet in the late 20th century. Initially, e-commerce was primarily confined to large corporations conducting business-to-business transactions. However, with the proliferation of the internet and technological advancements, particularly in secure online payment systems and logistics, e-commerce has evolved into a ubiquitous force that permeates nearly every aspect of commerce.

E-commerce encompasses various models, including business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C), and even newer models like peer-to-peer (P2P) and social commerce. Each model caters to different market segments and consumer preferences, offering unique advantages and challenges.

One of the most significant benefits of e-commerce is its ability to transcend geographical boundaries, enabling businesses to reach a global audience and consumers to access a vast array of products and services from the comfort of their homes. Moreover, e-commerce offers unparalleled convenience, allowing consumers to browse, compare, and purchase products with ease, often accompanied by features like personalized recommendations and secure payment options.

For businesses, e-commerce presents a multitude of opportunities, including reduced overhead costs, expanded market reach, and enhanced customer engagement through data analytics and targeted marketing strategies. Additionally, e-commerce facilitates seamless integration with other business functions, such as inventory management, supply chain logistics, and customer relationship management (CRM), leading to improved operational efficiency and competitiveness.

However, alongside its numerous benefits, e-commerce also poses several challenges, ranging from cybersecurity threats and data privacy concerns to fierce competition and the need for continuous innovation to stay ahead in the rapidly evolving digital landscape.

### OBJECTIVES OF THE STUDY

- i) To analyze the benefits of E-commerce to consumers
- ii) Factors motivating the customers to use the online business platforms
- iii) To find out the major benefit gained by the buyers in online purchase.

### AREA OF THE STUDY

Researcher chose the vedaranyam taluk, which is in the Nagapattinam District. It is an mix of rural and semi urban area, where the customers have limited access to certain products.

### LIMITATIONS OF THE STUDY

- i. This study only focuses on the consumers in the vedaranyam Taluk. On this study base, we can't conclude the benefits gained by consumers from E-commerce.
- ii. This study only focuses on advantages of E-commerce. It doesn't analyses the disadvantages of E-commerce.

**SAMPLE SIZE:** 200

### FINDINGS

| S.No. | Respondents Gained Benefit                          | No. of Respondents | Percentage of Respondents |
|-------|---|--------------------|---------------------------|
| 1     | Visibility of Variety of Products                   | 34                 | 17                        |
| 2     | Low Price than Offline Purchase                     | 32                 | 16                        |
| 3     | Door Delivery and Time Saving                       | 24                 | 12                        |
| 4     | Easy Access to Products Unavailable in Local Market | 56                 | 28                        |
| 5     | All of the Benefits of 1,2,3,4                      | 54                 | 27                        |

- i. This study found that major benefit gained by the consumer is that easy access to products which are unavailable in local market.
- ii. Visibility of variety of products at one size with product description is the another major benefit gained by consumers in E-commerce platforms
- iii. Only 12% of respondents perceived that Door deliver is the major benefit in E-commerce.

## SUGGESTIONS

- i. E-commerce platforms should become more user friendly.
- ii. Due to the unstable mobile Network, Some rural areas consumers get faced the troubles in accessing E-commerce sites. It should be redressed.

## CONCLUSION

Due to the Technology revolution, consumers all age segments and all area segment get an familiarize with E-commerce. But in semi-urban and rural areas like vedaranyam Taluk still not get familiarize with e-commerce due to the low level of Education and Domination of traditional trade. But the consumers in vedaranyam Taluk get more benefits from E-commerce.

## REFERENCES

Here are five references in APA format for a research paper on the topic "Benefits of E-commerce to Consumers with Special Reference to Vedaranyam Taluk":

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