



## STUDIES ON THE EFFECTS OF TRADITIONAL BUSINESS INTO DIGITAL BUSINESS FOR CAREER DEVELOPMENT

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### Abstract:

*In respect to career development, E-commerce is a boom in the modern business era. E-commerce stands for electronic commerce. E-commerce (Electronic commerce) involves buying and selling of goods and services, it also includes the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers as well as the customers. Rather, way more than other services ecommerce is another way to boost the existing business practices. It is leading to modernization, a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has been added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model for better business. Moreover E-Commerce has significant influences on the environment. It will be more effective and necessary for our career development*

**Keywords:** - E-Commerce, Internet, Self-service, Technology.

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### Introduction:

E-commerce stands for electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal.

The main types of electronic commerce are: —

- BUSINESS-TO-BUSINESS (B2B)
- BUSINESS TO- CONSUMER (B2C)
- BUSINESS-TO-GOVERNMENT (B2G)
- CONSUMER-TO-CONSUMER (C2C)
- MOBILE COMMERCE (M-COMMERCE).

### Literature Review:

**ASSOCHAM study (2015)** was improvised and found the highest growth rate of the apparel segment and in 2014 almost 69.5 %, followed by electronic items, up 62 %, baby care products, up 53%, beauty and personal care products at 52 per cent and home furnishings at 49%. Due to increased use of smartphones there is a rapid



growth of digital commerce in India. Maximum share of the digital commerce market in India was taken up by mobile and mobile accessories.

Mitra Abhijit (2013) in his one of the interview had said E- Commerce has unleashed yet another revolution, which has changed the way of businesses buy and sell products and services in worldwide. New methodologies have evolved. The role of globalization has increased and forming business relationships is reduced. E-Commerce is the future of shopping and other virtual businesses. With the deployment of 3G and 4G wireless communication technologies, the internet economy will continue to grow robustly.

**Objectives of the Study:**

1. To understand the difference between traditional business and digital business in e-commerce.
2. To reveal the key variables influencing the increased usage of E-Commerce.

**> Research Methodology:**

1. Primary data collection method

**> Profile of the respondents**

This study has a focus only Effects of Traditional Business into Digital Business, what is situation in that period and which of the following methodologies profitable for organization?

70 % of respondents say online business is profitable in future and 30% say offline business is profitable.

**> Sample size**

63 respondents were considered for the study.

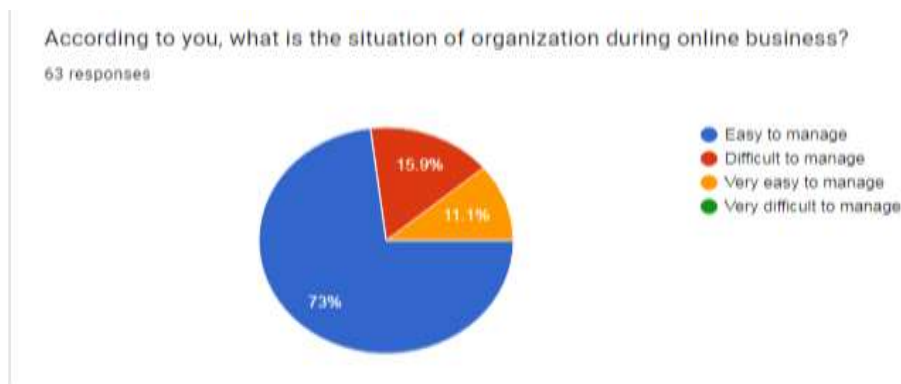
**> Geographical Coverage**

The main emphasis was on gathering information online with maximum thane district area.

**Limitations of the Study:**

1. Period of thane district taken for this research study so it did not covered full information.
2. Maximum focus on online business for the study.

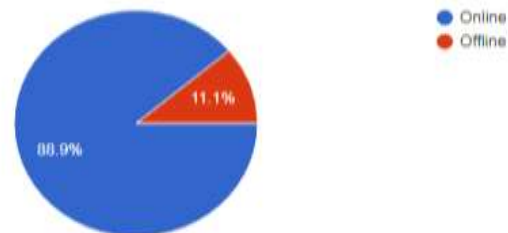
**Findings (Results):**



- > 73% of the participants responded say easy to manage and 15.9% of the responded say difficult to manage
- > 11.1% of the participants responded say very easy to manage.

Which of the following methodologies profitable for organization?

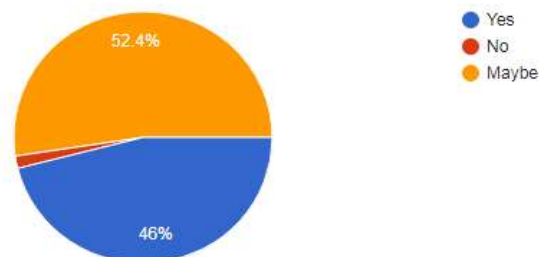
63 responses



- > 88.9% of the participants responded say online methodologies is profitable.
- > 11.1% of the participants responded say offline methodologies is profitable.

Does it help to handle the business online in the product sale process?

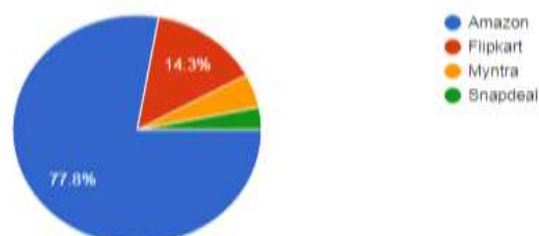
63 responses



- > 54.4% of the participants responded say yes handle the business online in the product sale process.
- > 46.0% of the participants responded say no handle the business online in the product sale process.
- > 0.6% of the participants responded say maybe handle the business online in the product sale process.

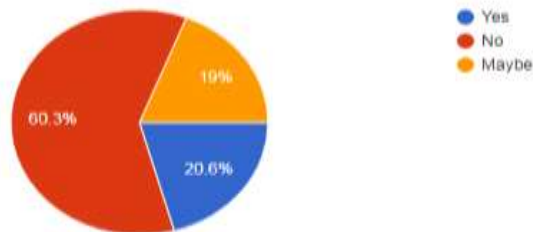
According to you, which of e-commerce platform maximum use by customer?

63 responses



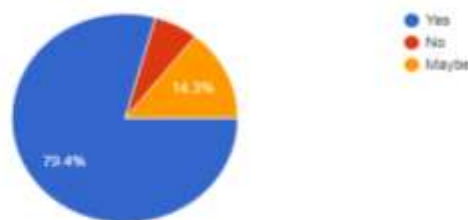
- > 75.4% of the participants responded say Amazon platform is maximum us by customer.
- > 15.4% of the participants responded say Flipkart platform is maximum us by customer.
- > 6.2% of the participants responded say Myntra platform is maximum us by customer.
- > 3.0% of the participants responded say Snapdeal platform is maximum us by customer.

Is it difficult for traders to transfer goods to online business?  
63 responses



- > 60.3% of the participants responded say yes difficult for traders to transfer goods to online business
- > 20.6% of the participants responded say no difficult for traders to transfer goods to online business
- > 19.1% of the participants responded say maybe difficult for traders to transfer goods to online business

Should employees actively participate in online innovative methodologies?  
63 responses



- > 79.4% of the participants responded say yes employees actively participate in online innovative methodologies.
- > 14.3% of the participants responded say no employees actively participate in online innovative methodologies.
- > 6.3% of the participants responded say maybe employees actively participate in online innovative methodologies.

**Suggestions from my side:**

- Offline method is best where we can directly connect with our customers. So we will get immediate feedback from customers and also it's genuine feedback.
- Offline gives a confidence because we can trust the person
- There should be balance between online & offline business strategies

**Conclusions:**

In respect to career development, it is properly understood that a developing country will try their best to get modernized if they introduces e-commerce more effectively and efficiently. There will be an efficient output and they will even get an advantage of being competitive. Information Technology (IT) has uplifted e-commerce worldwide. Due to this they can enter to a new market and the marketers can easily evaluate their product and



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company's performance. Many number of growing firms in various industries, such as education, banking, commerce and tourism etc have improved their service by both incorporating technologies into their service delivery. It will be more effective and necessary for our career development

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