ABSTRACT

E-Commerce and Competition have become the buzzwords in the current era, which is being influenced by the internet and digital revolution. Electronic commerce is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Enormous extension of dot-com businesses makes e-commerce as a vital component and heart of global economy in the twenty-first century, which its impact is undeniable in almost all organizations and segments. Economists have theorized that e-commerce ought to lead to intensified price competition, as it increases consumers' ability to gather information about products and prices. Individual or business involved in e-commerce whether buyers or sellers rely on Internet-based technology in order to accomplish their transactions. Apart from the knowledge of computers and the Internet, E-Commerce nowadays requires a wide variety of skills to design the product space, to make the product more attractive and to handle the unseen and ever changing customer needs. The current paper tries to find the different skills required for the management of E-Commerce website and the affect of skill training on the betterment of these websites.

Keywords: E-Commerce, Skill, Training, Electronic.
Impact of E-Commerce on markets and retails:

Individual or business involved in e-commerce whether buyers or sellers rely on Internet-based technology in order to accomplish their transactions. E-commerce is recognized for its ability to allow business to communicate and to form transaction anytime and anyplace. Whether an individual is in the US or overseas, business can be conducted through the internet. The power of e-commerce allows geophysical barriers to disappear, making all consumers and businesses on earth potential customers and suppliers. EBay is a good example of e-commerce business individuals and businesses are able to post their items and sell them around the Globe¹.

In e-commerce activities, supply chain and logistics are two most crucial factors need to be considered. Typically, cross-border logistics need about few weeks time round. Based on this low efficiency of the supply chain service, customer satisfaction will be greatly reduced². Some researcher stated that combining e-commerce competence and IT setup could well enhance company’s overall business worth³. Other researcher stated that e-commerce need to consider the establishment of warehouse centers in foreign countries, to create high efficiency of the logistics system, not only improve customers’ satisfaction, but also can improve customers’ loyalty.

The world has debated endlessly about which skills, attributes or traits are most necessary for “successful” entrepreneurs.

There’s obviously a lot that goes into a successful e-commerce business, but these four are crucial: marketing, the ability to learn new skills, problem solving and web fundamentals. Master these four, and your chances of building a successful, profitable business online will skyrocket.

Marketing

Above everything else, the ability to successfully market for e-commerce site is the #1 most crucial success factors. It’s more important than your niche. More important than the site design, more important than name or logo. It’s even more important than conversion optimization.

How to Master It

Luckily, there’s a ton of great information. A few general tips:

- Focus on people and networking. Great marketing opportunities usually stem from great relationships.
- Always think about what can offered to other people, sites and businesses. Mutually beneficial arrangements are much easier to secure.
- In e-commerce, getting love from the all-mighty Google is crucial.
- Always be thinking about how existing customer base can be leveraged. If there is a happy base, they’ll be happy to spread the word.

New Skills

E-commerce aside, being able to teach yourself new things are one of the most valuable skills one can have. As a solo business founder, it’s absolutely crucial for success. Starting out, you’ll almost certainly be a one-person show responsible for marketing, operations, accounting, IT, graphic design, copywriting and more. Sure, you can outsource a few things here and there, but early on you’ll need to do much of it yourself. If you can’t learn the necessary skills to fill the gaps in your tool belt, you’re going to have problems.

How to Master It

With the wealth of readily available information, tutorials and online classes, you can teach yourself just about anything. Great self-learners are experts at:

- Researching new topics in-depth
- Asking detailed questions
- Applying/practicing without worrying about making mistakes
- Not getting easily frustrated — learning new skills takes time

Working Knowledge of web fundamentals:

One of the great things about e-commerce is that it’s not necessary to be a world-class programmer to build a successful business. Early on, one might by able to get by with limited technical knowledge. But understanding the basic building blocks that make up e-commerce business’ foundation is critical, for both your productivity and your autonomy.
How to Master It

Below are a few critical technologies/concepts you’ll want to have a basic working understanding of:

- **HTML** – A format for marking up/tagging web content. At their root, ALL web pages are built using HTML.
- **CSS** – This styles your web content. Referencing the tags in the HTML code, it defines how the content looks: font size, colors, layout, etc.

Problem Solving: Running a successful business is fundamentally about being a creative problem solver. Most importantly, you need to understand what problems customers have and offer great solutions. This is crucial in e-commerce.

How to Master It

In terms of effectively solving customer problems, you’ll want to focus on:

- Surveying your customers and asking for feedback
- Really listening to what problems and stresses they have
- Marketing your product(s) in a manner that solves customers’ specific problems

Review of Literature

1. Rudolf R. Sinkovics, Mo Yamin and Matthias Hossinger in their work entitled “Cultural Adaptation in Cross Border E-Commerce: A Study of German Companies” conclude that the cultural framework may be useful as a tool and beyond the mere operationalization of cultural value depiction. It could be useful as a general approach towards website design and thus add to the literature of website quality.
2. Delia Adriana Marincas concludes in “Information system for the supply chain management” that Supply chain management SCM is the integration and management of supply chain organizations and activities through collaboration, effective business processes and high levels of information sharing.
3. Marklus But and others in their work entitled “How Procedural, Financial and Relational Switching Costs Affect Customer Satisfaction, Repurchase Intentions, and Repurchase Behavior: A Meta-Analysis” conclude that Switching costs and customer satisfaction may differently affect marketing strategy. Managers would benefit from knowing how different switching costs (financial, procedural, and relational) and satisfaction jointly affect repurchase in order to properly invest marketing resources.

Objectives

- To understand the satisfaction level of online customers.
- To know the different types of training required by the e-commerce personnel to enhance their skills.
Scope of the study
The study might help to understand the different skills to be possessed by the e-commerce personnel to promote their business. It may also help to understand the different ways to tackle online customer problems.

Methodology
Sample Size: The sample of 100 respondents was selected on a random basis

Following e-commerce websites were considered:
- Flipkart
- Snapdeal
- EBay (India)
- Amazon (India)
- Shopclues

The study includes two types of data: Primary data, collected with the help of questionnaire by random sampling and Secondary data involves material collected from already published and unpublished information.

Analysis

Table 1: Showing E-Commerce Website wise classification

<table>
<thead>
<tr>
<th>Website</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flipkart</td>
<td>60</td>
</tr>
<tr>
<td>Snapdeal</td>
<td>30</td>
</tr>
<tr>
<td>EBay</td>
<td>50</td>
</tr>
<tr>
<td>Amazon</td>
<td>40</td>
</tr>
<tr>
<td>Shopclues</td>
<td>30</td>
</tr>
</tbody>
</table>

From above table it was found that Flipkart has the majority of clients as opined by 60 percent of 100 respondents, followed by Snapdeal, eBay, Amazon and Shopclues.
Table 2: Duration wise classification

<table>
<thead>
<tr>
<th>Duration</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one year</td>
<td>45</td>
</tr>
<tr>
<td>1-3 years</td>
<td>30</td>
</tr>
<tr>
<td>3-5 years</td>
<td>15</td>
</tr>
<tr>
<td>More than 5 years</td>
<td>10</td>
</tr>
</tbody>
</table>

From above table it was seen that among 100 respondents, 45 percent of the respondents were using E-commerce since less than one year, followed by 30 percent respondents between 1-3 years, 15 percent and 10 percent respondents since 3-5 years and more than 5 years respectively.

![E-Commerce Website wise classification](image)

Chart no. 2

Table 3: Showing Opinion towards E-commerce websites

<table>
<thead>
<tr>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Rating</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>60</td>
<td>3</td>
<td>180</td>
</tr>
<tr>
<td>Average</td>
<td>25</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>Poor</td>
<td>15</td>
<td>1</td>
<td>15</td>
</tr>
</tbody>
</table>

Likerts Scale = (Actual Score/ Expected Score)*100

Likerts Scale = (245/300) *100

From above table and calculation it was found that on an average 82 percent respondents were of the opinion that the e-commerce websites they were using was good.
Table 4: Showing Opinion towards problems faced

<table>
<thead>
<tr>
<th>Problems</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange</td>
<td>50</td>
</tr>
<tr>
<td>Refund</td>
<td>40</td>
</tr>
<tr>
<td>Delivery</td>
<td>6</td>
</tr>
<tr>
<td>Quality</td>
<td>4</td>
</tr>
</tbody>
</table>

From above table it is clear that among 100 respondents, a majority of 50 percent respondents opined that they faced problems during product exchange, followed by problems related to refund, delivery and quality.

Chart No.4

Table 5: Showing Opinion towards problem solving rate

<table>
<thead>
<tr>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Rating</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast</td>
<td>50</td>
<td>3</td>
<td>150</td>
</tr>
<tr>
<td>Average</td>
<td>42</td>
<td>2</td>
<td>84</td>
</tr>
<tr>
<td>Slow</td>
<td>08</td>
<td>1</td>
<td>08</td>
</tr>
</tbody>
</table>

Likerts Scale = (Actual Score/ Expected Score)*100

Likerts Scale = (242 /300) *100

From above table and calculation it was found that on an average 81 percent respondents were of the opinion that the problem solving rate was fast.
Table 6: Showing Opinion towards skills required

<table>
<thead>
<tr>
<th>Skills required</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>50</td>
</tr>
<tr>
<td>Customer Relationship</td>
<td>40</td>
</tr>
<tr>
<td>Computer Graphics</td>
<td>30</td>
</tr>
<tr>
<td>Problem Solving</td>
<td>70</td>
</tr>
<tr>
<td>Client Handling</td>
<td>50</td>
</tr>
</tbody>
</table>

From above table it is clear that among 100 respondents, a majority of 70 percent respondents opined that they problem solving skill was a must for e-commerce personnel, followed by skills related to marketing, client handling, customer relationship and computer graphics.

Summary of Findings

- Amongst the five websites i.e. Flipkart, Snapdeal, eBay, Amazon and Shopclues selected for the survey, flipkart.com was the most preferred online shopping website or in other words, flipkart.com was the most preferred E-Commerce website.
- Indian customers have become more tech savvy in the recent years as majority of the customers have started to shop on E-Commerce websites since less than one year.
- Opinion of majority of respondents was good when considered towards the different attributes of the E-commerce website.
- Majority of the customers were facing problem in exchange of their products, followed by refund and delivery problems.
- Although, the customers face many problems, the E-commerce websites were striving hard to solve the problems in a faster way.
- Problem solving was the most required skill followed by marketing, client handling, Customer relationship and computer skill and knowledge.
Limitations:

- Over a period of time there might be a bias in the opinion.
- The study cannot be generalized.

Conclusion:

The study covers the opinion of online customers towards the different E-commerce websites they use to purchase their products. Indian customers have become more and more addicted towards these online shopping websites. Problem solving is the major skill required for e-commerce as the customer is unable to have a touch of the product. Finally, the companies should regularly update their personnel in the required skills.

References:

5. Walter Patterson Consultancy (September 2011), e-skills, UK