

Research Article

“A Study on Impact of E-commerce & E-advertisement in Business Environment” in Madhya Pradesh State, India

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A B S T R A C T

E-commerce and e-advertisement is one of the widely discussed issues in India. In present study impact of e-commerce and e-advertisement in business environment in Madhya Pradesh State was examined. In this research 801 respondents were examined. The obtained data were analysed by using SPSS 21 software and reliability test was applied to check the reliability of the questionnaire. Correlation test has been applied to find relationship and One-way ANOVA has been used to analyse difference among different age group customers response on e-commerce and e-advertisement. The study revealed that there is significant difference among different age group customers response on e-commerce and e-advertisement.

Keywords: E-commerce, E-advertisement, Business Environment

Introduction

E-commerce stands for Electronic Commerce or business on Internet, i.e., because linked with Internet, has greatly helped in tracing the market. In other words it can be called as doing commercial business economically. There is reduction of time in communication and the customer relation has been improved much. E-commerce has been challenging the initial base of trade. Today, the companies all over the world are at great competition.

In present business scenario E-commerce is the means of earning more money on internet in less time and efforts. One can do E-searching about E-banking, E-shopping or any other services, while sitting at any place. All the activities that are the parts of E-commerce, commonly are known as trading through electronic means. With Business aspect Electronic Commerce is in application of technology towards the automation of business transactions.

By Service aspect Electronic Commerce is a tool that addresses the desire of firms, consumers and management

to cut service costs while improving the quality of goods and increasing the speed of service delivery in competitive market. With Communication aspect Electronic commerce is the autonomy of information, products/ services, or payments via telephone lines, computer network, or any other way. By online aspect, Electronic commerce provides the capability of buying and selling products and information on the Internet as well online services. Electronic commerce give emphasis to the generation and clarification of new business opportunities and to use popular phrase: generation value’ or ‘generation more with less. In an organization Electronic commerce is functioning of the business transaction more than various networks. These developments may result in more effective performance, better quality, greater customer satisfaction, better corporate decision making greater economic efficiency (lower costs) and more rapid exchange-high speed, accelerated, or real time interaction. E-commerce enables the execution of information- base transaction between two or more parties using interconnected networks. These networks can be combination of plain

old telephone systems, cable Television, lease lines or wireless. Information based transaction are creating new ways of doing business and even new types of business.

Dr. Parul Deshwal (2016) examined in the study “online advertising and its impact on consumer behaviour” and found that outlets for broadcast based advertising will be reduce in the future and alternative will be targeted advertising.

Hippo (2016) discussed on the topic “Trends for Indian E-commerce in 2016” and concluded that E-commerce sector set to evolve at a fast pace with innovative techniques and strategies likely to disrupt the traditional retail market landscape, bring about the success of E-commerce firms and play a critical role in strengthening the economic growth of country.

Meeta Jethwa and Chhaya Mishra (2016) in their study entitled “A study on status of women entrepreneur in E-commerce environment in India” found that E-commerce has a potential to provide Indian business women an effective and efficient to overcome traditional male dominated industries and explore business prospects beyond conventional channels and facilitated women entrepreneurs to save time in every step of their business cycle like identifying business opportunities, raw materials procurement and even findings sales leads online.

Pallavi saxena (2015) in her study entitled “E-commerce and its impact on Indian society” concluded that E-commerce play a pivotal role in Indian society as well as plays an important role in upgrading and developing the Indian economic system and provides support to small and medium enterprise to flourish their business.

Jing Sun (2012) in his study on “studies on impact of electronic commerce to modern marketing environment” found that E-commerce is requires enterprise marketing must revolve around “customer-centric”.

Dr. Pooja H. Ramchandani (2016) in her study entitled “Growth of E-commerce in India and its impact on Indian economy” concluded that India will see very strong growth in all channels of retail not only in the coming 10 years but also far beyond that, E-commerce has greatly impacted the business of physical retailers especially small retailers and apart from them, the international e-retailers are giving a strong competition to domestic ones.

Objectives

- To identify relationship between E-commerce and E-advertisement.
- To identify difference among different age group customers response on E-commerce.
- To identify difference among different age group customers response on E-advertisement.

Research Methodology

H01: There is no significant relationship between E-commerce and E-advertisement.

H02: There is no significant difference among different age group customers response on E-advertisement.

H03: There is no significant difference among different age group customers response on E-commerce.

Result and Discussion

Reliability Analysis: E-advertisement

Table 1. Reliability Analysis: e-Advertisement

Reliability Statistics	
Cronbach's Alpha	N of Items
.769	12

Cronbach's alpha test of reliability was applied to check the reliability of the questionnaire. 12 items of E-advertisement were tested and the reliability was found .769 which is higher than standardised value .7, which shows the data is highly reliable.

Reliability Analysis: E-commerce

Table 2. Reliability Analysis: e-Commerce

Reliability Statistics	
Cronbach's Alpha	N of Items
.705	10

Cronbach's alpha test of reliability was applied to check the reliability of the questionnaire. 12 items of E-commerce were tested and the reliability was found .769 which is higher than standardised value .7, which shows the data is highly reliable.

Table 3. Correlation: e-commerce and e-advertisement

Correlations ^b			
		EA Total	EC Total1
EA Total	Pearson Correlation	1	.421**
	Sig. (2-tailed)		.000
EC Total 1	Pearson Correlation	.421**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			
b. Listwise N=801			

H01: There is no significant relationship between E-commerce and E-advertisement

The correlation test is applied to test the relationship

between E-advertisement and E-commerce. The SPSS 21 generate output table and results are given in the correlation table.

In the correlation table results showed that there is correlation between E-commerce and E-advertisement. The significant value of E-commerce and E-advertisement was .000 which is less than the standard significant value .05. it means that the stated null hypothesis cannot support and hypothesis was rejected and said that there is correlation between E-commerce and E-advertisement.

H02: There is no significant difference among different age group customers response on E-advertisement.

One way ANOVA is applied to test this hypothesis by using SPSS 21 and outputs are given in the tables.

Table 4. Test of Homogeneity of Variances: e-advertisement

EA Total			
Levene Statistic	df1	df2	Sig.
8.856	3	797	.000

The table showed that the homogeneity of variance test for E-advertisement. The significant value .000 is less than the significant level (.05), so the variance of groups are not equal and we can find the difference among groups by applying One Way ANOVA.

In the above table descriptive values of E-advertisement are examined and it found that the mean values of different age groups are different and proceed for ANOVA.

Table 5. Descriptive: e-advertisement

EA Total									
	N	Mean	Std. Deviation	Std. Error Lower Bound	95% Confidence Interval for Mean		Min.	Max.	Between-Component Variance
					Upper Bound				
16-25	196	49.89	2.320	.166	49.57	50.22	42.0	57.00	
26-35	310	45.11	2.972	.169	44.78	45.44	35.0	53.00	
36-50	211	43.96	3.477	.240	43.49	44.43	31.0	52.00	
51-Above	84	45.40	3.094	.338	44.73	46.07	40.0	52.00	
Total	801	46.01	3.748	.133	45.75	46.27	31.0	57.00	
Model	Fixed Effects		2.987	.106	45.80	46.21			
	Random Effects			1.450	41.39	50.62			7.20739

In the above table of ANOVA of E-advertisement shows the F value of 154.17 which is significant at 5% level of significance as the p- value is .000 which is less than .05 means that the hypothesis cannot be supported and concluded that there is significant difference in response of different age group customers for E-advertisement.

Table 6. ANOVA: e-advertisement

EA Total					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4125.416	3	1375.139	154.17	.000
Within Groups	7108.579	797	8.919		
Total	11233.995	800			

Post hoc test: E-advertisement & Age

To find out which age group differs significantly from others on the basis of their mean score of E-advertisement in the present study Post-hoc test was applied through Tukey HSD method as numbers of customers are different in different age groups.

In the above table the Tukey HSD test shows that customers of age group 2 (26-35Years) differs from the customers in age group 4 (51-above years).

H03: There is no significant difference among different age group customers response on E-commerce

One way ANOVA is applied to test this hypothesis by using SPSS 21 and outputs are given in the tables.

Table 7. Post hoc test Tukey HSD: e-advertisement & Age

Dependent Variable: e-advertisement Independent Variable: Different Age Groups						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
16-25	26-35	4.78130*	.27254	.000	4.0797	5.4829
	36-50	5.93515*	.29627	.000	5.1724	6.6979
	51-Above	4.49490*	.38947	.000	3.4922	5.4976
26-35	16-25	-4.78130*	.27254	.000	-5.4829	-4.0797
	36-50	1.15384*	.26654	.000	.4677	1.8400
	51-Above	-.28641	.36736	.864	-1.2322	.6593
36-50	16-25	-5.93515*	.29627	.000	-6.6979	-5.1724
	26-35	-1.15384*	.26654	.000	-1.8400	-.4677
	51-Above	-1.44025*	.38529	.001	-2.4322	-.4483
51-Above	16-25	-4.49490*	.38947	.000	-5.4976	-3.4922
	26-35	.28641	.36736	.864	-.6593	1.2322
	36-50	1.44025*	.38529	.001	.4483	2.4322

Table 8. Test of Homogeneity of Variances: e-commerce

EC Total 1			
Levene Statistic	df 1	df 2	Sig.
12.603	3	797	.000

Table 9. Descriptive: e-commerce

EC Total									
	N	Mean	Std. Deviation	Std. Error Lower Bound	95% Confidence Interval for Mean		Min.	Max.	Between-Component Variance
					Upper Bound				
16-25	196	40.65	2.072	.1480	40.357	40.940	33.00	48.00	
26-35	310	39.98	1.782	.1012	39.772	40.171	35.00	47.00	
36-50	211	38.94	2.811	.1936	38.553	39.316	27.00	47.00	
51-Above	84	38.92	2.971	.3242	38.273	39.562	24.00	41.00	
Total	801	39.76	2.393	.0846	39.587	39.919	24.00	48.00	
Model	Fixed Effects		2.299	.0813	39.594	39.913			
	Random Effects			.4340	38.372	41.134			.62651

The table showed that the homogeneity of variance test for E-commerce. The p-value .000 is less than the significant level (.05), so the variance of groups are not equal and we can find the difference among groups by applying One Way ANOVA.

Table 10.ANOVA: e-commerce

EC Total1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	372.121	3	124.040	23.488	.000
Within Groups	4208.936	797	5.281		
Total	4581.056	800			

on the basis of their mean score of E-commerce in the present study post-hoc test was applied through Tukey HSD method as numbers of customers are different in different age groups.

In the above table the Tukey HSD test shows that customers of age group 3 (36-50 Years) differs from the customers in age group 4 (51 above years).

Limitations of the Study

This research work tried to cover the all major factors E-advertisement, E-commerce and business environment but there may be other possible variables affecting international business, commercial growth, economic growth, customer involvement etc.

In this research work E-advertisement and E-commerce is found to be one construct that affect e-business and which is widely accepted and applied practice but there are

Table 11.Post hoc test Tukey HSD: e-Commerce & Age

Dependent Variable: E-Commerce Independent Variable: Different Age Groups						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
16-25	26-35	.67699*	.20971	.007	.1371	1.2169
	36-50	1.71431*	.22797	.000	1.1274	2.3012
	51-Above	1.73129*	.29969	.000	.9598	2.5028
26-35	16-25	-.67699*	.20971	.007	-1.2169	-.1371
	36-50	1.03732*	.20509	.000	.5093	1.5653
	51-Above	1.05430*	.28267	.001	.3266	1.7820
36-50	16-25	-1.71431*	.22797	.000	-2.3012	-1.1274
	26-35	-1.03732*	.20509	.000	-1.5653	-.5093
	51-Above	.01698	.29647	1.000	-.7463	.7802
51-Above	16-25	-1.73129*	.29969	.000	-2.5028	-.9598
	26-35	-1.05430*	.28267	.001	-1.7820	-.3266
	36-50	-.01698	.29647	1.000	-.7802	.7463

In the above table descriptive values of E-commerce are examined and it found that the mean values of different age groups are different and proceed for ANOVA.

In the above table of ANOVA of E-commerce shows the F value of 23.488 which is significant at 5% level of significance as the p-value is .000 which is less than .05 means that the hypothesis cannot be supported and concluded that there is significant difference in response of different age group customers for E-commerce.

Post hoc test: E-commerce & Age

To find out which age group differs significantly from others

studies which consider them as two separate constructs. This study was conducted in Madhya Pradesh State with a sample of 801 and the respondents came from different background, so generalization of its findings and conclusion for E-advertisement, E-commerce and business environment in Madhya Pradesh State and for rest of the country should be made with caution.

Conclusion

Questionnaire were developed on E-commerce and E-advertisement to find out their impact on business environment. Questionnaire was divided into two parts,

first is based on demographic aspects and second related to variables of E-commerce and E-advertisement. Chronbach alpha reliability test was applied on both the parts of the questionnaire for which the Chronbach alpha value for both the parts of the questionnaire was higher than the standardized value of .7 indicating that the questionnaire was highly reliable for both the variables. This can be concluded that service providers should pay due attention to provide customers good E-commerce and E-advertisement that encompasses all the above mentioned areas to enhance their business. Service providers should also ensure that their customers feel that they are getting best value of their efforts and money by getting services from them as E-advertisement and E-commerce also enhances their business in competitive business environment. From present study it found that greater Customer Satisfaction with E-advertisement and E-commerce lead to positive Business environment.

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