EVALUATION OF E COMMERCE AND DISTRIBUTION CHANNEL WITH 4CS METHOD IN COMPUTER INSTITUTE MYSORE (INDIA)

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ABSTRACT

Here are a few short items to remind you of why the Internet is so important to business today. If you are in the business of marketing to the public, or to other businesses, e-commerce is vital to your future. While the overall economy has been growing by single-digit rates in the longest economic expansion in history, electronic commerce has been growing orders of magnitude faster than the economy as a whole. A Washington Post report in January of 1999 reported that holiday shopping online had tripled. Projections for Internet commerce in the first few years of the 21st century range between hundreds of billions and trillions of dollars, depending on who is doing the projection. All agree that Internet commerce will be a major part of the 21st century world economy.

But most businesses use third parties or intermediaries to bring their products to market. They try to forge a "distribution channel" which can be defined as "all the organizations through which a product must pass between its point of production and consumption".

INTRODUCTION:

The general meaning of e commerce is online buying and selling, through an internet (Liu, C et al., 2000). Here are a few short items to remind you of why the Internet is so important in business today. If you are in the business of marketing to the public, or to other businesses, e-commerce is vital to your future (William D. et al, 2008).

If you ask most of the general public what they see e-commerce as meaning, they'll probably say "buying and selling on-line." In this segment, we concentrate on activities involved in buying and selling goods and services on-line through an Internet location. In this section, you will have an opportunity to learn the basics of Electronic Commerce and its significance to you. The Minority Business Development Agency and the National Institute of Standards and Technology developed an introductory course titled Electronic Commerce: The Future Is Now, and distribution (or place) is one of the four elements of marketing mix (P. Kotler, 1991). An organization or set of organizations (go-betweens) involved in the process of making a product or service available for use or consumption by a consumer or business user. The other three parts of the marketing mix are product, pricing, and promotion.

The distribution channel frequently there may be a chain of intermediaries, each passing the product down the chain to the next organization, before it finally reaches the consumer or end-user. This process is known as the 'distribution chain' or the 'channel' (Louis W. Stern et al, 2006). Each of the elements in these chains will have their own specific needs, which the producer must take into account, along with those of the all-important end-user.

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OBJECTIVES OF THE STUDY

1. Customer satisfaction:
   Monitor information relating to customer perception as to whether the organization has met customer requirements.

2. Cost effective:
   Focus on decrease of cost and reduction of variation and waste in the company services.

3. convenient:
   Concentration on useful service and comfortable activity.

4. convince:
   Focus on something which affects organization objective.

SCOPE OF STUDY

The study was conducted at Computer Institute of Mysore. The study includes the need and importance of electronic commerce and distribution channel, and its related activities.

Analyze of customer feedback about e commerce through company web site and distribution channel.

METHODOLOGY OF STUDY

The research methodology of the present study involves the use of primary and secondary data.

The conceptual analysis of e commerce and distribution channel will be based on primary information sources.

This research is prepared with the help of 4cs objectives, and some Questioners includes objectives of the study, and will take 30 samples for each objective during the six months in the Computer institute of Mysore.

The research theme will be based on secondary information source and collected from reference book, journals, internet source. The data obtained will be analyzed by using SPSS, EXCEL, and the relevant statistical software of analysis like the mean value, the standard deviation, the z-test, ANOVA, multi regression, and factor analysis arrive at meaningful conclusions.

Table 1. result of sample size average

<table>
<thead>
<tr>
<th></th>
<th>X1 average</th>
<th>X2average</th>
</tr>
</thead>
<tbody>
<tr>
<td>E Commerce</td>
<td>73.66</td>
<td>----</td>
</tr>
<tr>
<td>Distribution Channel</td>
<td>----</td>
<td>61.95</td>
</tr>
</tbody>
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Hypothesis Test:
We randomly select 30 sample of computer institute customer (population) about, E commerce and Distribution channel. We have mean of E commerce = 73.66 and mean of distribution channel = 61.95

For decision making about which method is suitable, we will use the six step process to test statistical hypothesis.

Step 1:
State null hypothesis and alternative hypothesis:
Ho: There is not difference between E commerce and Distribution Channel aspect of 4CS method.
H1: There is a significant difference between e commerce and distribution channel in the aspect of 4 CS method.
HO: μ₁ = μ₂
H1: μ₁ ≠ μ₂

Step 2:
Set the alpha level
α = 0.05

Step 3:
Calculate the value of the proper statistic.
Step 4:
State the rule for rejection the null hypothesis:

\[ \alpha = 0.05 \times 2 - 0.1 \]

\[ \text{Df} = n_1 + n_2 - 2 = 30 + 30 - 2 = 58. \]

\[ Z < -1.28 \text{ and } Z > 1.28. \]

Our rejection rule then would be \( H_0 \) if \( Z > 1.28 \) and \( Z < -1.28 \).

\[ Z=5.18 \]

Step 5:
Decision: Reject \( H_0 \),

At \( \alpha = 0.05 \) the critical value of \( z = 1.28 \) at 58 degree of freedom since the computed value 5.18 is greater than the critical value, it false in the rejection region and hence the null hypothesis is rejected and alternative hypothesis is accepted.

CONCLUSION:

The new digital world and higher expectations of users have made web designing more demanding and studious. Therefore, to meet these expectations, an e-commerce website has to look upon many aspects to satisfy customers. Hence, this research intends to understand the customers' preferences on commercial websites and distribution channel.

We have been selling some service and training through the web, on our website. In the hypothesis test \( H_0 \) is false and \( H_1 \) accept, this means significant difference between the E commerce and distribution channel.

1. Result shown E commerce is better than distribution channel in the computer institute of Mysore, because in the e commerce method customer satisfaction, cost effective, convenient and convince percentage is more than distribution channel.

Customer satisfaction: In the e commerce is more because product shipped and product offering is comfortable through web site and delivery time is more.

Cost effective: E commerce is cost effective and vendor is less than distribution channel.

Convenient: convenient in the e commerce is more because customer is reachable and give after sale service to customer through web site.

Convince: Product advertisement method through internet or web site more comfortable related to distribution channel through catalog, newspaper.

References:
Julian Dent. 2008 "Distribution Channels: Understanding and Managing Channels to Market".