



B2B Commerce: Emerging Pattern in Indian Market

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1. Introduction

In era of internet eCommerce is an emerging pattern in Indian market to sell or buy things via internet. Every 1 out of 5 customers buying through ewbsites like Amazon, Alibaba, Flipkart, Shopclues of Banggoods. It is very easy to buy anything through websites. When a seller is selling directly to the customer, it is called B2C commerce and when a seller is selling via such websites, it is called B2B Commerce.

2. Definition

B2B ecommerce which is also known as eCommerce, short for business-to-business and electronic commerce, is selling products or services between businesses through the internet via an online sales portal. In general, it is used to improve efficiency for companies. Instead of processing orders manually – by telephone or e-mail – with ecommerce orders can be processed digitally.

3. Differences Differences between business-to-business (B2B) and business-to-consumer (B2C)

When selling to consumers, it is very important to understand the consumers' feelings. Consumers need to trust your organisation and they need to feel nice and comfortable when purchasing at your company. It is all about emotion; it turns out that 20 percent of the decision to make a purchase is logical and 80 percent is emotional. Facts are being used to justify an emotional choice. Although consumers do have various emotional motivations to buy products, purchase behaviour is often the same. Consumers are purchasing products for their own usage, because they like it to buy something new. Most of the times it's not a necessity. Therefore, consumers are not buying every day and they are not buying a lot of products at the same time. In other words, order quantities and order value is relatively small.

Also, for a lot of consumer goods, purchases are being done just once in a longer period of time. Think about a new TV: consumers are buying a new TV once every couple of years, and they are just buying one (maybe two) TV's per purchase. Since consumers are buying because they like it, emotion is an important aspect for B2C companies to focus on. By having state of the art product design, packages and more, B2C resellers can anticipate on customers' emotions.

4. Main features of typical B2B ecommerce

There are a lot of benefits of integrated e-commerce. Sana Commerce has even defined 36 benefits based on their customers' experiences and shares the most important ones here.

- 1.Customer specific pricing
- 2.Product discounts
- 3.Tier pricing
- 4.Customer specific product catalogues
- 5.Real-time order placement
- 6.Re-ordering
- 7.Order history
- 8.Faceted search

5. Design of B2B web stores

When designing a web store it is important to keep the design and functionality as light, clean and simple as possible. The focus should be on helping B2B buyers to navigate through content and not bother them with unnecessary features. The following features and functionality will ensure your customers have a positive B2B web store experience:

Ensure your web store is fast. Nothing is more annoying for customers than a web store that takes a long time to load. Slow speed is one of the main reasons why visitors leave a web store and can also lower your search engine ranking. Making sure your web store loads within one to two seconds is important for a good user

experience. When considering elements such as full screen video, first think about the impact on your loading time.

Make bulk purchasing easy and fast by providing a multi-add to cart feature and enabling bulk ordering. Create a responsive website that automatically adapts screen sizes and capabilities to the device a customer is using e.g. laptops, smartphones or tablets.

Offer suitable B2B payment methods such as invoice billing, credit cards and ACH payment processing.

Ensure a consistent corporate identity throughout the web store so there is uniformity between all the pages. That means keeping the corporate identity layout uniform throughout your tabs, buttons, commands, imagery, and menus. Usage of design templates will ensure consistency in your web store.

The readability of the website is largely dependent on contrast, color, font and the use of formatting features. The right contrast between the background of the website and content is one of the most basic yet most important web design principles. With regard to the color scheme used, customers generally prefer to visit light and bright web pages. People process information best in black and white as our brains are designed for simplicity and efficiency. Similarly, a simpler font will increase the readability of the web page. Most design experts agree that sans-serif fonts work best for online design. Formatting can also greatly improve the design of your web store. Avoid long chunks of text and instead use headlines, bulleted lists and bolding to increase readability.

6. Available B2B applications and software

Here you find some of the well-known software companies which offer software services and are used to manage business's operations and business-to-business customer relations.

- Insite
- Contalog
- Sana Commerce
- EPiServer
- NetSuite

- Hybris

7. Advantages of B2B ecommerce

1. **Scalability**-An effective e-commerce solution will enable your organization to grow and scale easily to meet market demand and customer needs by opening new sales channels and continuously reaching new market segments.
2. **Improved efficiencies**-Through integration to the enterprise resource planning (ERP) and other back-end business systems, e-commerce provides marked efficiencies for B2B organizations. Customers are able to order online at their convenience, customer service can focus on actual customer service functions rather than simply being order takers, and the need to rekey data in independent systems is eliminated, thereby eliminating the possibility of errors and improving shipping processes and increasing order throughput.
3. **More customers**-A B2B e-commerce site with public-facing catalog pages is a powerful way to reach new B2B customers. Your future buyers not only prefer to shop online but will demand it. As B2B buyers head online to find the best prices, manufacturers and distributors can leverage the power of the search—and therefore, ready to index—pages of their site to locate new visitors and convert them into customers.
4. **Improved brand awareness**-Improve brand awareness in the market place. Developing pages that can be indexed by search engine crawlers is a fast way to improve your site's search engine optimization and improve the likelihood that your target audience will know who you are.
5. **Increased sales**-Not only will you reach new customers, e-commerce also allows you to easily implement an automated cross-sell and up-sell recommendation program, offering relevant suggestions to customers on the site and encouraging them to purchase related items or items with more features and functionality.
6. **Analytics**-B2B e-commerce provides the perfect platform for an organization to launch a comprehensive analytics campaign.

Through ecommerce, organizations can more easily measure and evaluate marketing campaigns, sales effectiveness, product mix, inventory turns, customer sales effectiveness, and customer engagement. Google Analytics offers e-commerce tracking, but integrating analytics with your ERP as well gives you much more valuable data with actionable insights.

7. Customer-centric experience-Amazon.com sets the standard for providing an exceptional e-commerce experience and today's online shopper expects an Amazon-like experience whether they are shopping for business or pleasure. While there are certainly differences in experiences for retail shoppers and B2B buyers, B2B organizations still need to employ intuitive design, rich content, and interactive functionality in their websites.

8. Exceptional customer service-E-commerce provides an exceptional opportunity for the B2B organization to improve its customer service initiatives. E-commerce sites can provide access to self-serve portals with account, order, history and tracking information. Through integration with an organization's enterprise resource planning (ERP) system, a robust e-commerce site can display customer specific products, services and pricing based on customer log in credentials.

9. Improved sales engagement-Your physical sales team will also benefit from the launch of a comprehensive e-commerce effort. A B2B e-commerce site or portal will improve your sales teams' visibility into customer orders, pricing, and history while on the road or working remotely.

10. Multi-site capability-Launching channel-specific or co-branded e-commerce sites is easy with the right B2B e-commerce platform. This capability allows you to offer co-branded websites or microsites for each of your distributors or key clients as well allow for sites that cater to a specific international audience by presenting content in alternate languages or currencies.

8. Conclusion

So, our personal shopping experiences have shaped our expectations for B2B buying experiences. Consumers have grown used to seamless, Amazon-like shopping experiences in their personal lives. According to a 2018 Forrester survey, B2B buyer appetite for digital ordering tools is increasing. More than 70% of B2B buyers find buying from a website more convenient than buying from a sales representative. Heightened expectations for powerful digital experiences are causing some manufacturers and distributors to panic. Most of them are realizing that in order to survive, they have to create a more robust digital commerce offering.

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