

**“Effectiveness of e-commerce on students and teachers in our school hostel”**



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**Abstract-**

**“Effectiveness of e-commerce on students and teachers in our school hostel”**

The incredible velocity of the Internet has made it possible to carry out almost everything online, and it has become one of the cost effective way for businesses to sell their products. E-commerce is buying and selling of goods online. Many Internet users were enticed by convenience and simplicity provided by e-commerce.

However, there are many social issues arising from using e-commerce, and I was very interested to find out how students and teachers from our hostel find e-commerce. This paper will investigate **effectiveness of e-commerce on students and teachers in our school hostel**.

This paper also includes how e-commerce has gained popularity and the how e-commerce has developed through history of e-commerce. In addition, my paper will describe the process involved in payment of e-commerce with a diagram. My scope of investigation will concentrate on the reliability and the problems and issues students and teachers faced while carrying out electronic commerce. I used a questionnaire to get information from teachers and students; it was very effective as it has got open-ended as well as close-ended questions to get as much information as possible. After by analyzing these data and compare with the secondary data I found on the Internet,

I was able to find out why the majority of teachers and students prefer buying online than buying in the open market.

In conclusion, impact of the issues on students and teachers are summarized, impact on the society is analyzed with the suitable solutions, It is concluded that e-

commerce has become one of the most effective way of buying and the reasons are stated, Also, there should be better information provided about a product and e-commerce has brought down the sale of open market, However, in order to become more secure and reliable, e-businesses should establish certain policies that Internet users can read.

Word Count: 304

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## 1. Presentation of the Issue

### 1.1 Introduction

There is no doubt that the Internet has become vital tool for our lives, due to reduction in prices of personal computers and increase in the internet users, there has been a various things which are available online that has made the life easier for consumers. It has indubitably brought a lot of benefits to society. So I decided to find out whether in our school, students and teachers use on-line shopping, and how they find it. Also, I want to find out what the social and ethical issues they have encountered while making purchases online and get their opinions on e-commerce. So my essay will investigate **“Effectiveness of e-commerce on students and teachers in our school hostel”** E-commerce is very popular nowadays for example, in Korea, almost everyone has bought something online. In Korea, Online shopping is very reliable as well as secure. As a student, I prefer shopping online rather than traditional shopping; first of all it is convenient as you do not have to leave your homes to shop. Also, they provide a lot information on a product which encourages consumers to make purchases. Most importantly, prices of products are relatively cheaper than open market. I know pretty well about e-commerce in Korea, however I am not sure about how students in my school find e-commerce, as India is third-world country, it does not have infrastructure like Korea, However, there is no doubt all of them have access to the Internet. So my essay will find out the impact it has got to students and teachers in our hostel.

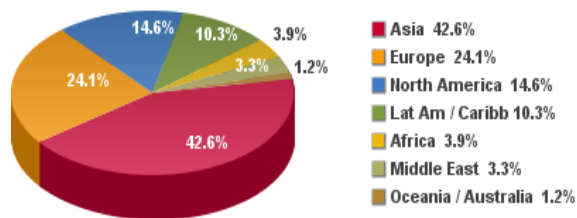
## 1.1 Development of the Internet

“The Internet we use today is one of the few positive legacies of Cold War paranoia, providing efficient and inexpensive communications between people around the world.”<sup>1</sup> “Scientists could not have expected that in only 30 years later around 580 million people around the world would be using the Internet in various ways”.

It was certainly one of the most significant developments in communication system, allowing rapid transitions of information all over the world, most importantly providing new opportunities for businesses to earn money. The

World Wide Web (WWW) is a huge collection of pages of information, held on the Internet. An organization or individual can set up a web site consisting of stored

**World Internet Users  
by World Regions**



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
1,733,993,741 Internet users for September 30, 2009  
Copyright © 2009, Miniwatts Marketing Group

pages that are made available to other users.<sup>2</sup> In July of 1992 there were 992,000 hosts' computers that are connected to a ICP/IP network<sup>3</sup> and in 17 years, in September 2009 the Miniwatts Marketing Group, counted and found out that there are 1,733,993,741 Internet users<sup>4</sup> There is no doubt that the Internet had grown rapidly, and this had led to the demand for various forms

<sup>1</sup> <http://www.acm.org/crossroads/xrds2-1/inet-history.html>

<sup>2</sup> Information and Communication Technology

<sup>3</sup> "Host" Webopedia 1997, <http://www.webopedia.com/TERM/h/host.html>.

<sup>4</sup> "World Internet users by world region", internetworldstats, <http://www.internetworldstats.com/stats.htm>



which has have made very convenient for users, and one of them are indubitably online shopping.

## 1.2 What is E-Commerce?

I am sure all of us are familiar with e-commerce. It is basically selling goods or services over the Internet. E-commerce is opposite of using traditional methods such as buying goods or services from trading shops using the telephone.<sup>5</sup> This has been come up due to demand of the various things available online.

## 1.3 Effects of E-Commerce on our hostel students and teacher.

The 80% of hostel students have made purchases online, they prefer to buy online rather than traditional method as it is more convenient and all the information is given in the web sites, also they are able to shop world wide, which means students can get things which are not available in the open market. On the other side, it has been investigated that teachers do not use online shopping as much as students as some of teachers do not know how to use e-commerce. Also, the main reason that teachers prefer to shop online is that they are able to purchase things cheaply, the things teachers usually buy online are books, jewelry, electronics, and so on. They only make wise purchases as some of books are not available in open market. However, the majority of teachers are concerned about Internet fraud which is big issue. Also, they complained about the time taken for delivery.

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<sup>5</sup> Stephen Doyle "information systems for you" nelson thornes

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## **2. The IT Background of the Issue**

### **2.1 The History of E-commerce**

Internet has increasingly been used as a market place where individuals with Internet access can do almost everything online. Especially, consumers wherever they are in the world, through computer networks, they identify sellers, make purchases of products, also get information on a product and compare the prices.

Though the history of e-commerce is very short, it is very fascinating. In a couple of decades, computing technology and networking have developed enormously. "These personal computers connected to global networks have created a new world of intellectual, financial and social interactions."

The ARPAnet developed by military to make sure that important information on a nuclear attack was communicated in the late 1960s. "In 1971, researchers developed the Terminal Interface Processor (TIP) for dialing into the ARPAnet from an individual computer terminal<sup>6</sup>."The greatest evolution happened in 1982, when APRAnet changed over to Transmission Control Protocol and Internet Protocol (TCP/IP) in 1982.

In 1991 the Internet was opened to commercial use for firms to sell their products. Thousands of businesses have created their own web sites since then. "It has taken almost four years to develop the security protocols and

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<sup>6</sup> [http://www.livinginternet.com/i/ii\\_arpanet.htm](http://www.livinginternet.com/i/ii_arpanet.htm)

DSL which enabled rapid access and a persistent connection to the Internet.”<sup>7</sup>

Then one of leading factors which made it really popular nowadays is Amazon and E-bay, in July 1995, they sold the first book ever online, since then they have been selling to over 45 countries worldwide, which is now called the Earth’s biggest bookstore.<sup>8</sup> Also, E-bay played very important role as they made it possible not only the firms but also anyone to sell things online.

Both E-bay and Amazon built the way for today’s e-commerce. Nowadays, consumers can buy almost everything through online. They can find information about products by just searching online before purchasing it.

## 2.2 Why e-commerce is considered successful?

There is no doubt that e-commerce has played very important role in making businesses successful, without e-commerce, it is hard to promote or advertise new product, there are number of reasons why businesses think that e-commerce is an effective way of promoting and selling their products.

Firstly, it is easy to find, most of consumers have computers at their homes, and they can easily find the websites or about products by using search engines. There are number of search engines, according to [www.searchenginewatch.com](http://www.searchenginewatch.com), there are 22 search engines and databases.

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<sup>7</sup> [http://www.ecommerce-land.com/history\\_ecommerce.html](http://www.ecommerce-land.com/history_ecommerce.html)

<sup>8</sup> <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=irol-corporateTimeline>

Yahoo has the highest market share, followed by Google, MSN, and AOL.<sup>9</sup> Secondly, Most of the website is attractive and informative, they provide a lot of information, and they also compare prices with other products of other businesses. Also, they include pictures and how to use. E-businesses keep values in user friendliness in order to boost their sales they spend a lot of money to make the website look attractive with enticing pictures of products. Thirdly, they provide many other methods of communication which include e-mail, telephone in order to encourage consumers to purchase online they provides a very kind guidance in order to satisfy consumers. Businesses try their best to add value to the site and the products. In addition, products being sold online are relatively cheaper than open market as they do not pass whole distribution process, manufacturing businesses can directly sell to the consumers without retailer so the prices come down.

### 2.3 Hard wares and soft wares used in e-commerce

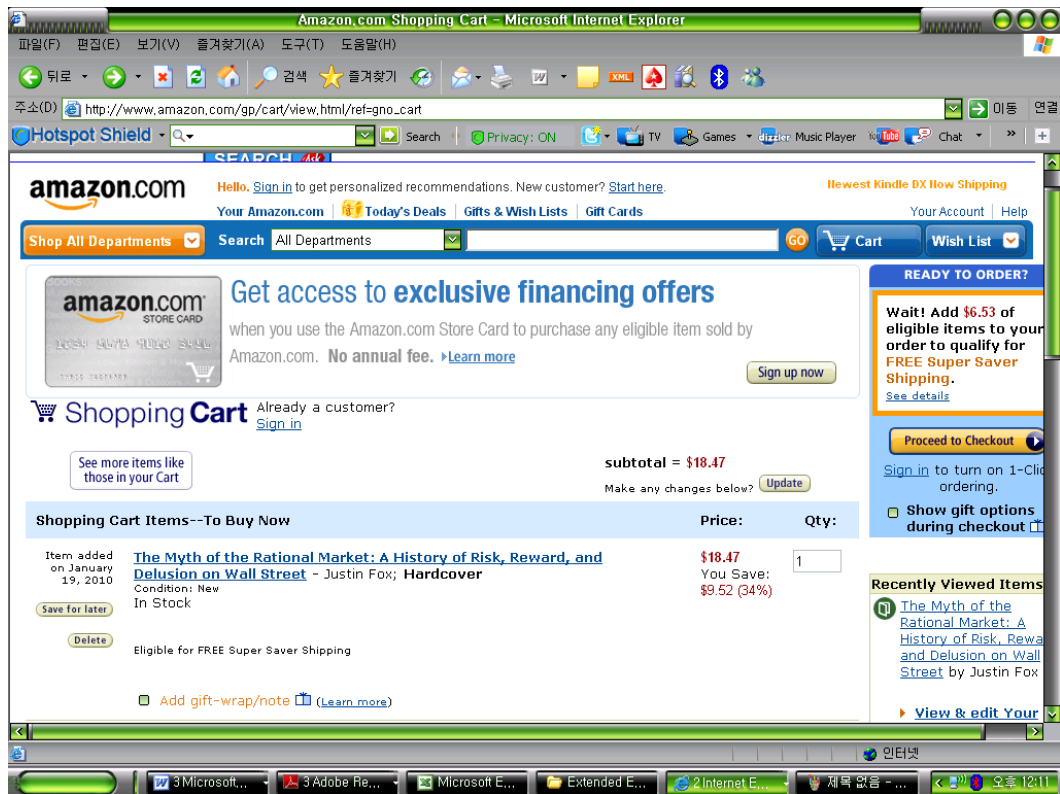
The operation system controls and organizes the hardwares of any computer; it is basically the most essential thing to run on a computer. Most well known operating systems are Windows, Linux, UNIX, and so on. These are essential things to run web server. Web server can hold information of visitors, including who is visiting a web site, and how long. E-businesses require web sites to sell their products online which means they require web server. Hardwares required for webs sever are larger hard disk drives, and faster processors. Also, the speed of connection of web server is also very crucial.

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<sup>9</sup> [www.searchenginewatch.com](http://www.searchenginewatch.com)

## 2.4 Working of online shopping

As a regular online shopper, I am very familiar with the process of online shopping, first of all, you need to select what product you are going to buy, mostly all information is given about the product there. Nowadays, in most of e-commerce web sites there are something called cart which we can put all the things we are going to buy, just in case we might forget what product we are looking for. It is just like traditional shopping. All you need to do is put all the things you are going to purchase in the cart



<sup>10</sup>This is the screen shot of shopping cart online, I have put my shopping cart item which I am going to make a purchase, and when you finally decide to buy a product, you have to proceed to payment process.

<sup>10</sup> [http://www.amazon.com/gp/cart/view.html/ref=gno\\_cart](http://www.amazon.com/gp/cart/view.html/ref=gno_cart)

## 2.5 Payment Process

In order to purchase things online, payments have to be made. The most well-known way of payment online is by using credit card. However, there are many more which consumers can use to make purchases. It includes:

- Mail-order
- Online Payments
- Acquiring Banks
- Payment bureaus
- Secure order forms
- Alternative payment options
- No payment option<sup>11</sup>

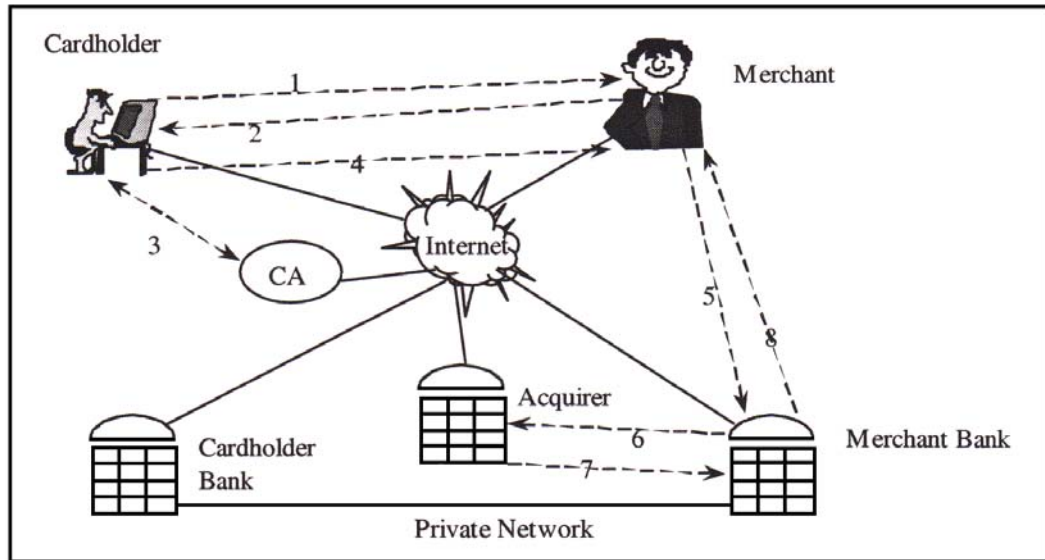
These are the several approaches to making purchases online.<sup>12</sup> To make the online payment secure, Secure Electronic Transactions (SET) will be used. “it stands for, it is basically used with the credit model and this method is the most common method of payment being used nowadays over the Internet because it uses the existing credit card processing system.”<sup>13</sup>

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<sup>11</sup> <http://www.electronic-payments.co.uk>

<sup>12</sup> [http://www.electronic-payments.co.uk/epayment\\_index.jsp](http://www.electronic-payments.co.uk/epayment_index.jsp)

<sup>13</sup> <http://www.stc.org/confproceed/2001/PDFs/STC48-000128.PDF>



This is how the payment process works, first of all, consumers see the product and in order to purchase a product they need certain personal information such as address and credit card details, so most of the businesses acquire these details when consumers make IDs. Also, they can make purchases directly without making IDs, but they need to enter credit card information in order to purchase. After that, business sends the consumer a certificate along with the bank's certificate. When the consumer acknowledges and agrees with the information and returns it to the business, the business generates a legal request for consumer and sends it to the bank. "The business's bank then sends the credit authorization request to the acquirer." "Then The Acquirer sends an acknowledgement back to the business's bank after receiving an acknowledgement from the consumer's bank. Once the consumer's bank authorizes payment, the business's bank sends an acknowledgement back to the business with the authorization

number.” This is almost same as consumers buy something at the store though it takes place online

### 3. Main findings and Analysis

#### 3.1 Students View on online Shopping

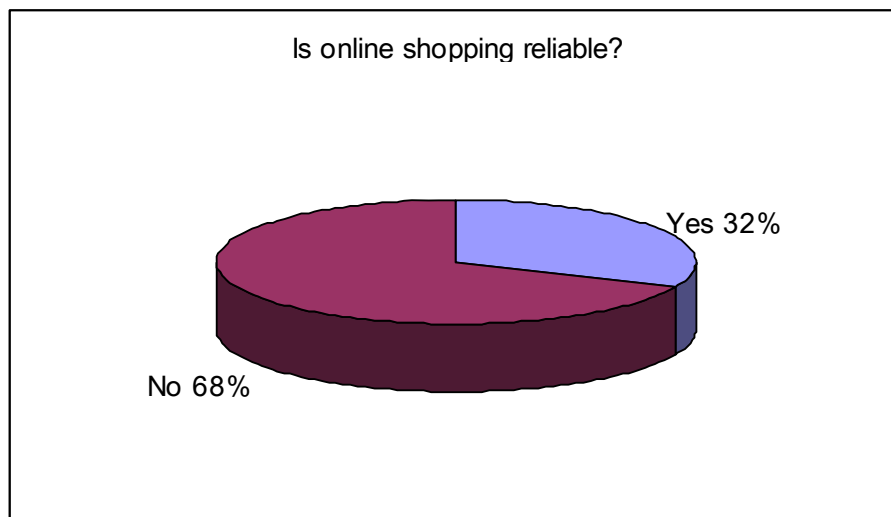
<b>Analysis of students data</b>											
<b>Sl.no</b>	<b>Name</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Q7</b>	<b>Q8</b>	<b>Q9</b>	<b>Q10</b>
1	Jaijash Tatia	1	0	1	0	0	1	3	3	5	5
2	Jong Yeon Moon	1	1	1	1	1	5	5	3	4	4
3	Sikander Kapadia	1	1	1	0	0	2	3	3	4	4
4	Yugal Jain	1	1	1	0	0	3	3	1	5	5
5	Boyoung Song	1	1	1	1	1	3	4	4	5	5
6	Parth Patel	0	1	0	0	0	2	3	2	2	4
7	Surya Sangwan	1	1	1	1	1	3	4	3	5	4
8	Bhaskar Menon	1	0	1	1	1	1	2	2	4	4
9	Mayank Khanna	0	1	0	0	0	1	3	2	4	3
10	Shravan Jasti	1	1	1	0	0	2	2	4	5	5
	<b>Average</b>	<b>0.8</b>	<b>0.9</b>	<b>0.8</b>	<b>0.4</b>	<b>0.4</b>	<b>2.6</b>	<b>3.6</b>	<b>3</b>	<b>4.8</b>	<b>4.8</b>

**Note:** 1 indicates “yes” 0 indicates “No” for question number 1 to 5 (Refer to appendix)

As I have expected the majority of students have purchased something online, this shows that they recognize e-commerce as one of their shopping methods. It was kind of surprising for me that two of students have never made purchases online, so I asked them the reasons why they have never made purchases online, and one of them said that e-commerce requires a lot of personal details in order to make purchases. Also, one of them seemed not to trust the quality of a product sold online and that is the reason why he prefers traditional shopping to e-commerce. However, it is interesting to find out that 90% of students have said that e-commerce improves



the quality of social life. Besides these students who have never purchased online said that online shopping is not more convenient than traditional shopping. This could be because they are not aware of the benefits that e-commerce provides to consumers as they have never made purchases online. To my surprise even though most of them have admitted the convenience of the online shopping, only 40% of students said that online shopping is reliable, these students include two students from Korea who have completely different experiences, as a lot of selling and buying of products and services are happening in Korea, there seem to be different levels of reliability of e-commerce



This is the graph of both teachers and students to find out whether they think online shopping is reliable or not. It was shocking that 68% of them thought that online shopping is not reliable. This indicates that there are still needs of reliability to be improved in order for consumers to make purchases.

Most of students buy things online frequently this shows that they prefer online shopping to traditional shopping. Also, they think the prices of things online are fairly okay compared to the open market, They think times taken

for the delivery of products are fairly good, most of them are happy with time taken for delivery, All of students think that quality of products sold online is in good quality. Also, all of them said that online shopping is very user friendly.

The most common method that students are aware of is credit card, as it is the most convenient method that students can just ask their parents for it. Also, most of students buy things that they are interested in, such as football magazines, games, books, and so on. The reasons that students buy online are firstly there are wide ranges of products and it takes less time. Also, they are able to shop all the websites all over the world.

There are many social and ethical issues students have mentioned these include privacy, identity theft, frauds, delivery delays, security reasons, and reliability. Students face many problems or issues while doing online-shopping firstly, e-businesses generally ask too much of information to make purchases online. The majority of students have mentioned that delivery delay as a common problem they face. Further, they are concerned about the quality of a product might be different than they thought. Lastly, refund is not available.

### 3.2 Teachers' point of view point on online Shopping.

This survey has been investigated 9 teachers in our hostel (Refer to Appendix)

<b>Analysis of teachers data</b>											
Sl.no	Name	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
11	Jayakumar R	1	1	1	0	0	2	2	3	2	3
12	Kavita Sinha	1	1	1	1	1	4	3	4	4	4
13	Sunanda BS	0	0	1	0	0	1	3	3	3	4
14	S Revathi	1	0	1	0	1	1	2	2	3	4
15	Hema Nagaraj	0	1	1	1	1	1	3	1	5	1
16	Priya R	0	0	0	0	0	3	3	2	3	4
17	Pravin Kumar V	1	0	1	0	1	2	1	3	3	2
18	Rani Mohan	1	1	1	0	0	2	2	2	3	3
19	Tholasi	0	1	0	0	1	1	4	3	4	3
	Average	0.6	0.6	0.8	0.2	0.6	1.89	2.6	2.6	3.3	3.1

**Note:** 1 indicates "yes" 0 indicates "No" for question number 1 to 5

It was very disappointing to find out that only 60% of teachers have made purchases online, this shows that they might not know the reliability and convenience of e-commerce. However, the majority of teachers have said that e-commerce is more convenient than traditional shopping as it takes less time and they do not have to leave their homes to purchase. The majority of teachers have said that online shopping is not reliable, only 30% of teachers have said that it is reliable, though half of teachers thought that payments made online are secure.

Teachers do not make purchases online much, but prices of product being sold online seem fair to teachers. Except for one teacher most of teachers are happy with the time taken for a delivery of a product. The majority of teachers like the quality of

a product, I asked Hema Nagaraj who said that quality of a product is very good, the reason why he thought so, and he replied that he quite often purchases online and he really liked the quality of products, it is just like product being sold in open market. Teachers are aware of many methods of online payment such as credit card, debit card, check, cash, and so on. The most popular thing that teachers buy online was books and electronics. The reasons teachers prefer to buy online rather than open market shopping are firstly it is easy in terms of convenience, secondly it provide more information about products, it saves time, and they do not have to go out, and so on.

Teachers are also concerned about their credit card being stolen during payment process; also an ethical issue one teacher said was that it creates laziness, which in turn reduces social gatherings.

### 3.3 Teacher verse student opinion

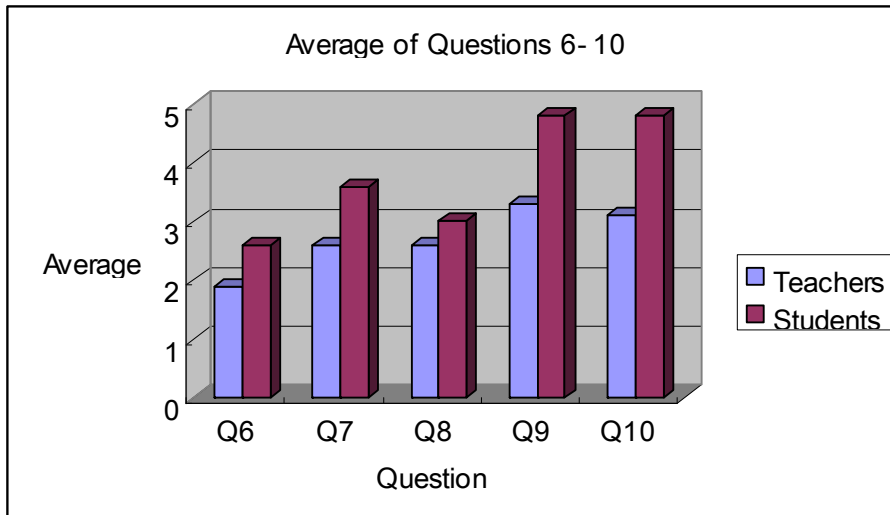
It is shown that students buy more online than teachers and I asked some teachers who have not bought anything online and they said that they do not know how to make purchases online though they know about e-commerce

The majority of students said that “online shopping improves the quality of social life, but only 60% of teachers said that online shopping improves the quality of social life.” Students and teachers both think that online shopping is more convenient than traditional shopping. This could be one of reasons why people prefer online shopping.

Teachers and students are very much aware of social ethical issues arising out of online shopping most of them are very concerned about the online fraud which exists in real world. In addition, they also know that online shopping will bring down the

sales and revenue of open market which is actually happening, due to online selling, many retailers have lost their potential sales and revenues.

The most well-known problem or issues they encounter is delay in delivery and inferior quality of products they receive after making purchases.



This is the graph which easily compares the average rate difference between students and teachers, as you can see students make purchases more often than teachers; this could be because generation difference, some of teachers are not familiar with online-shopping. Again, students show that they find the prices of products being sold online is fairly good compared to the product being sold in open market.

However, only half of teachers and students find the time taken for delivery okay, they seem to face the same problem of delivery. The majority of students are very satisfied with the quality of products but teachers are quite disappointed with product they have received. It is noticeable that most of teachers did not find the online shopping user friendly, one of the reason could be they are not accustomed to using

computer regularly whereas, the majority of students find it very user friendly so I asked one of the students, Shravan, he said that it provides a lot of information and helps him very well.

### 3.4 Comparison between primary and secondary data.

The majority of students and teachers have said that e-commerce is more convenient than traditional shopping, the main reason why consumers think it is more convenient are firstly, they are able to shop 24 hour a day which means consumers are able to find information on products and compare with other products anytime they want. Not only that they can access the global marketplace<sup>14</sup>. This offers great opportunities to compare the price of a product all over the world. Also, the convenience in online shopping includes that they do not have to leave their homes to make purchases, with a couple of click they are able to make purchases, and most of teachers have preferred online shopping than traditional selling due to these reasons, it could be because as they are old, they do not want to travel all the way to the market place and search for something they want. Also, it is said that products being sold online are cheaper than product being sold in market, as products online are directly sent to consumers from manufacturers which in turn reduces costs of retailers, and most of students have agreed with it.

## 4. Social and ethical issues arising on the above

First of all, the biggest concern about e-commerce is privacy, most of teachers were worried that their credit card numbers might be traced, also one of students has mentioned that due to an increase in use of e-commerce, the traditional market

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<sup>14</sup> [http://marcbowles.com/sample\\_courses/amc/ec1/ec1\\_3.htm](http://marcbowles.com/sample_courses/amc/ec1/ec1_3.htm)

might go out of the business, which is true because of benefits provided by e-commerce such as convenience, cheaper prices, and so on, consumers prefer to buy online. This will then reduce the sales and profits of the business. In addition, one of the biggest social issues in e-commerce is that there are many identity frauds as well as e-commerce fraud; it is basically credit card is stolen through the online purchase procedure, and many of them had threats of their credit card being stolen during the procedure. Moreover, there is always a chance that it might occur. One of the biggest ethical issue was the delivery delay, as a product might be shipped or it has to transported from far away, it is somewhat obvious that there will be delivery delay, but sometimes it takes a month or so to deliver a product which is a big problem for people who need the product fast, so there is again reliability issue arising from e-commerce, also it is reported that products have been lost during delivery particularly when a product is transported from other countries there is more chances of products getting lost.<sup>15</sup>

#### *4.1. Information technology issues requiring ethical consideration*

The biggest issue on electronic commerce is privacy threats, which are commonly taking place during electronic commerce. There are chances of credit card being stolen; hackers can easily penetrate details of Internet users. Also, there are threats of identity theft who can shop online secretly using someone else's credit card identity of online shoppers, There are many unauthorized people who may sell important personal data, including social security numbers very cheaply<sup>16</sup>. Many E-

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<sup>15</sup> <http://www.consumercourt.in/other-services/4469-product-not-delivered-dcdealoftheday.html>

<sup>16</sup> <http://www.privacyrights.org/ar/privacy-IssuesList.htm#onlineprivacy>

businesses have developed number of ways to track Internet users as they surf and shop in the Internet.

#### 4.2. Solutions to the problem

In order to solve this issue, the government can ensure that all the commercial websites provide a privacy policy, for instance they should explain data collection practices and provide all the users with some effective way to prevent their personal data being used by unauthorized person or being sold to others so that consumers can freely shop online. Another method of solution is to make shoppers aware of the problem, the majority of consumers are not aware that their personal data is being used by others or being sold. Better surfing acquaintance of individuals will help to prevent them from being captured by Web sites they visit.



## 5. Conclusion

E-commerce has been very popular nowadays, as most of students and teachers find it one of method to shopping. E-commerce has brought many advantages which make students and teachers prefer to buy online such as convenience, time saving, cheaper price, 24 hour availability. On the other side, there are many social issues which make consumers hesitate to purchase. One of the social issues is fraud, there is a chance their credit card might be stolen, and due to this threat consumer are concerned whether to make purchases online or not. Furthermore, there are many delays in delivery, which is one of the reasons why consumers prefer tradition shopping as they can directly use the product, whereas online shopping it takes time to deliver. On the whole, e-commerce has been effective in terms of costs and convenience, however we can not deny that there are reliability issues related to e-commerce such as hackers, identity theft. Moreover, personal data is being sold by unauthorized people very cheaply, in order to solve this the Government should make sure e-businesses should make some policies to prevent consumers personal data being used by others. Also, in order to stop making wrong purchases, e-business should provide enough information about a product otherwise it might mislead consumers. In order to be more effective, there are still many things e-business should try to improve, first of all, e-business should make proper policies that Internet user can agree before purchasing a product. I also found out that there is definitely difference between reliability in Korea and India, as India is a huge country there are many barriers which make e-commerce unreliable in terms of time and quality.



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## 7. Appendix

# APPENDIX