SOME ASPECTS OF E-COMMERCE IN AGRICULTURE

UNELE ASPECTE ALE E-COMERȚULUI ÎN AGRICULTURĂ

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Abstract: *In this article, e-commerce on the role of agriculture, the use of the possibility of a few can read. Besides the interactive trade talk the web-store and about the importance of logistics. Collection of information, the survey I targeted to different age groups that should obtain more detailed picture of how widely spread and how to purchase this form of agriculture.*

Key words: *e-commerce, internet, agriculture, online trade, ICT*

INTRODUCTION

The topic is interesting, because the agricultural use of e-commerce is still relatively rare to read. For me, e-commerce is also interesting, because I'm using. I think I caught it because of the modern. I have ordered several times in different web stores, has been a positive experience, it also makes me curious about how others feel about this, and how much is used in agriculture?

In this paper I'd like to introduce e-commerce as a relatively new technology. Up to now, the e-business - such as the Internet used for commercial purposes is a new phenomenon, not only of Hungarian Internet users, but also in many foreign countries. Due to the rapid development of more and more interested in it. Since the e-business, interactive trading at a new part of an evolving, so there are relatively few published materials and books available. In addition, I show the importance of logistics in the presence, role e-commerce.

MATERIAL AND METHODS

In 2011, 16-point questionnaire tried different sexes, ages and occupations are agricultural experts sought to fill that order to gain more detailed picture of how people today relate to the purchase of these forms. The questionnaire was put together so that they also "filled in" to people who do not use the online purchase form, or you might not know. Intrigued

by how they feel about the topic, and what may motivate them to buy, or what you would or totally reject?

"For individuals, the Internet adventure, fun and games, but for companies in a business environment that in the next millennium, you can base their success today." (Gaal 1999)

During my university teachers try to arouse the interest of listeners in the subject. This article subject was premeasured by Eniko Gomzsik student of business managing (Gomzsik 2009).

INTERACTIVE E-COMMERCE BUSINESS

The rapid development of Internet business and the intended use of the diversity of life is opened up new paths. Economically, this is perhaps one of the most important services offered by the World Wide Web options. E-commerce is popular topic these days, which is facing a serious future. Doubles from year to year, not only the Internet users, but the number of shop orders acids.

Anyone who has a computer, connect to the Internet, so you can buy without having any reason to move from its place.

It must be remembered that the population reaches an ever wider strata of this service, albeit to different speeds. The accelerated development of a more current data now, tomorrow I do not hold water. However, we can conclude that the development of the network has now reached a very important point. Previously, especially in education and science benefited from the Internet's benefits. Now I am defining the business, entertainment film. Yen line in the web of banks, travel agencies, department stores, publishers, etc. A proliferation of Internet promotion, presentations, publications and television programs. In agriculture, the presence of even rarer, but the special nature of the field, it is more due to the disadvantages of the supply side. The Internet is now a broad base of society is aimed at not only the technical layer, but also a large number of average users.

The Internet's benefits to agricultural enterprises are less able to exploit. Quick and cheap means availability, but the majority do not even see it anymore. The effect of business solutions, benefit analysis and market estimate of your company deals with a small part. The agriculture and senior staff are often averse to business applications. It would be necessary to

acquire additional skills as well. Shortcomings there are business partners in the introduction regarding them as the current solutions are satisfactory.

The first commercial applications of our customers are spread. Expansion of the industry pull – is expected to – in the commercial sector will be. Biggest increases in sales and purchases are anticipated. (Lemak 2002) as enshrined in the now clearly proved, however, between the different areas there are considerable differences. The reason for this is manifold. The IT culture in agriculture is becoming more common; however, it is still often lack knowledge of foreign languages.

The e-business (electronic business), including e-commerce, and may be included can be divided in internal operations, such as manufacturing, production, inventory management, product development, risk management, finance, knowledge management and human resources. The e-business strategy is more complicated more attention to internal processes – and above all – a cost reductions and efficiency improvements in productivity aims. Implementation assumes that the company is building a new network of suppliers, and partly to more customers, and partly within the organization. The question arises, or just being part of this process we are runners-up? Different responses can be. The specialized software applications to help agriculture, but the small size enterprises, many primary producers are not using. (Sz. N. 2002)

Hungary, thanks to globalization is not bad. The information society is present. The new forms of communication tools, new ways to give, and thus opening up fresh opportunities for individuals, economic organizations and private business administration before. Goal is to develop new quality will be given the opportunity, but whether they can live with the farmers?

The process of e-commerce players in the most direct seller of telecommunications services, Internet services and web page (portal), maker, manager, logistics background to ensure the verification of the financial institution (bank) and the receiver. In general, multi-player system that is involved. Not direct participants in the advertising professionals, the course organizers and the list can be. The main business in the traditional two - one for the buyer and seller - is a large number of additional participants to whom the seller and the buyer will be contacted in the traditional sense. The multinational telecommunications companies in e-commerce and new large market opportunity they see. The popularity of

online shopping in the comfort lies. No crowds, no queues, no need to travel hours to the next place, nor time nor money will be to compare the prices of competitors.

Good idea to open a web store, because the relatively low maintenance costs due to lower revenues can be profitable. The web store is cheaper and advantages that are available anywhere in the world, the customer base is not restricted to geographical distances. It is only within the country, this statement is correct. In the international arena of tax, customs, transport costs may constitute barriers. The web-store is to be built to be suitable for brand building, image building, which includes the surplus, which is due to customers choosing this form. Important goal is to achieve that once acquired customer to return. The special natures of agriculture, further studies are also needed for the product, which also complicates the situation.

The customers are not able to find it on your business, so marketing without a web store can not be functional. One major advantage is that, generally quite small and can concentrate on customer layer. It is therefore advisable to take advantage of search engine optimization benefits to anyone who is interested you can find the goods. The appearance of such great benefit to visitors coming to the web-store, for those interested in the products.

LOGISTICS AND E-COMMERCE

Most common form of the enterprise customer, ie business to consumer: B2C e-commerce, this is accompanied by the most interest, despite the fact that the business to business (B2B) gives a significant part of the traffic. The purchased goods in terms of two major kinds: material and spiritual goods. These are the intellectual property trade is more significant. The tangible products embodied in a huge variety of goods – primarily – the electronics, books, records, clothing, food and flowers, this trading was introduced. Most of the company's web presence simple marketing places. Their purpose is not being sold, but call up the customer, such as a restaurant. (www.webshopexperts.hu/nagy-webaruhaz-felmeres2008.html 2012). The successful B2C e-commerce is one of the cornerstones of a good compilation of list of products in which consumers know their way easily and quickly find the desired product.

The customer should be able to view the selected goods, ask for a summary of the amount owed, the goods back to its place on the shelf or even cancel the purchase. If the customer has completed the selection, with a click to get to the following "Shopping Cart" page where you see listed in the list of goods, the prices, the amount due. It should be possible to change your mind and change your customer purchases.

The payment for the delivery of e-commerce is which has security issues. Since then the only information available to understand and above all, whom they were intended. It is necessary that the users believe that the security of communications. The B2C e-commerce in various payment methods are in use: mail order service received, COD, pay, payment by check, bank transfer. There is also an example some companies accept credit card payments. The agricultural products are not always feasible, this form of delivery of the product increased, due to special handling is fully automated (e.g. live animals, chemicals, fertilizers, etc).

Wherever possible, the receiver going in an online virtual store put in baskets for the selected products, and ordering those chosen payment conditions. The server at specified intervals, notify the dealer who takes action to reach the ordered goods to the customer.

Electronic commerce is a fundamental advantage that electronically connects the retailer to the customer and the bank, and so the buying process is automated.

This requires not only that the masses of customers have access to the Internet, but also to the merchants of IT systems are capable of communicating with customers via the Internet.

The ordered goods to be shipped if you do not have information, but rather some other service or material things, this is the Internet itself is not sufficient. At the same time can be used to automate the logistics systems, for example, by the delivery of goods ordered over the Internet will be entrusted with the centre closest to the customer is able to deliver units.

HOW SPREAD OF THIS PURCHASE FORM OF AGRICULTURE? RESULTS AND CONCLUSIONS

As I wrote earlier, in 2011, 16-point questionnaire tried different sexes, ages and occupations are agricultural experts sought to fill that order

to gain more detailed picture of how people today relate to the purchase of these forms. I inquired to the interviewed farmers how often and what to buy, what kind of value, and you are satisfied with this service. The answers to the questions received and the resulting percentages for few questions can I illustrate with diagrams.

When asked whether to buy online now – to my surprise – yes or no answers did not differ significantly. The next question is for those who had not even purchased online. Specifically, it asked him why not. The majority of respondents prefer the traditional forms of shopping. Many people mistrust, fear and ignorance of the risk on this issue. A small number did not quite understand the Internet and does not feel quite safe in that service to others opinion.

What motivated you to purchase online? What do you think the main benefits? The majority of respondents motivated by the simplicity of the service, save time, speed, convenience, cheaper products on the websites. Less % in favour of a greater choice of home delivery are and also to bridge the geographical distance.

What products and services used to buy online? Prominently in the ticket purchase, various cultural events, travel, books, newspapers, technical articles, information technology, clothing and accessories orders. Smaller numbers ticked addition to jewellery, home accessories, office accessories, gifts, and CD and DVD products. Was also listed as an opportunity I was interested in agricultural products that are mentioned to you? It can be concluded that the respondents in the same work in agriculture, but rather as an individual to buy online.

The next question is for those who had already purchased online. First of all, I was wondering how much respondents spend on average monthly purchases online? (Figure 1)

It turned out that most of the monthly spend between one and twenty euro. It shown only simple purchase. It can be assumed that the non-agricultural businesses to buy. This response confirms the earlier ones.

The types of payment are even after I inquired. Most of the goods on delivery are when delivery of payment preferred. Smaller proportion of a bank or credit card, and also by post transfer payments.

Products purchased on the net against complacency as well I asked, and that if any cases that were not satisfied, then what was the reason for

this. 91% of the respondents have been satisfied with the product or service. 9% but not the reason they were late deliveries, poor product quality, and inadequate payment terms have been identified.

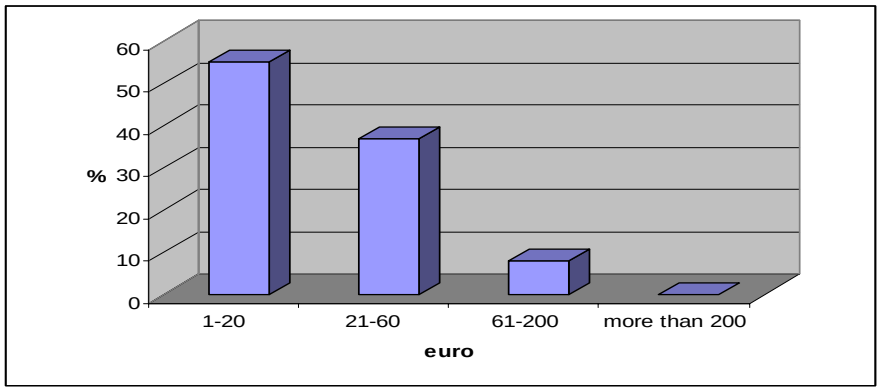


Figure 1, Amount spent by Internet per months; Source: own survey

Are you planning to in the near future the Internet will buy? Half did not respond, 56% still sees, in order to test this feature. The respondents, 20% of the account will continue to use this feature. 17% believe that you are satisfied with the traditional forms of shopping and catching only 7% completely from the online shopping.

It is difficult to give an accurate picture of the current situation, as users and services appearing in the row number is growing rapidly. Lines appear in the web of banks, publishers, travel agencies, department stores, etc., the different growing media attention to the issue. The major radio stations, newspapers, media and companies no longer afford not to be on the web. The agricultural sector still seems somewhat underdeveloped in this area, but – anyway – Intensive development is projected.

I introduced e-commerce I mentioned the advantages and disadvantages. Benefit as described, if we want to buy something, it simply can be done quickly and conveniently from home. No need to waste time standing in line, travel, electronic shops are always open, so customers can complicate your purchase, whenever they want. As mentioned drawbacks, there is no guarantee that a real company with real customers, according to the goods can be handy there is no direct contact between the seller and buyer. Note that the agricultural products and services are only a small proportion of a sale over the Internet. Except they can hardly be questioned

that demanded the most attention for himself, driving the most money and most of the long-term promise of territory in the world of electronic commerce today.

I presented the most important factors that a well-functioning web store design and operation of important. In particular the site itself is as it provides the main connection between the company and its customer base. It is important to marketing, to announce the company's website, and the fact that the site be updated regularly.

Questionnaires completed our analysis of the 85 were looking for that order to gain more detailed picture of how and how widely spread in the world of online orders. We can say that a significant number of Internet users, but many entrepreneurs do not even purchased online. The reason for this is actually not aware of how this works in the service of agricultural products.

We can draw the conclusion that – although many people have bought in this way these days – people are working in agriculture, but a thin layer using the Web service. Abroad than in the Hungarian agriculture, e-commerce is still relatively primitive, but today more and more companies want to publish on the Internet itself, as this is essential to remain competitive.

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