**THE EFFECTS OF IMPLEMENTATION OF E-COMMERCE IN HIGHER LEARNING INSTITUTIONS**

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**ABSTRACT**

*The primary objective of this study is to investigate the diverse outcomes that may be brought about by integrating e-commerce into educational environments. This category may include universities, colleges, community colleges, and any other types of educational institutions that are encompassed by its remit. The buying and selling of physical goods as well as the processing of financial transactions via the internet are the two main components that make up e-commerce. It can be categorized under the more general heading of information technologies. When members of the general public or students hear about e-commerce, the very first thing that comes to their minds is the notion that it is something that is only utilized in business environments. This is a mistake that many people make. Rarely do people stop to think about the many advantages that can be gained by using the internet for shopping purposes for reasons other than business. This finding has a direct bearing on the primary focus of this research paper, which is going to be on the implementation of electronic commerce within educational institutions. We will also discuss the advantages of putting this technology into practice, as well as some of the benefits and drawbacks of teaching students about e-commerce in the classroom. Finally, we will discuss how students, who are the generation of the future, can make use of e-commerce technology in the future, even after they have completed their high school education.*

**INTRODUCTION**

E-commerce, in its most fundamental sense, refers to a particular category of commercial activities that are carried out through the use of electronic information technologies. These activities can include buying and selling goods and services, as well as exchanging financial information. The terms "advertising," "transactions," "payments," and "services" are all examples that fall under this category. The effects that e-commerce will have on the various subfields of the economy will have profound and far-reaching consequences. The topic of investigation for the research that is being carried out right now is the influence that online shopping has brought into the realm of education (any form of education). A growing number of educational institutions have decided to follow the trend of providing students with opportunities to engage in online commerce in light of the growing popularity of online shopping and the success of online businesses. This decision comes as a response to the success of online businesses. Educational institutions have started the process of developing degree and certificate programs in e-commerce in order to meet the demands placed on them by the commercial sector of any nation. In today's higher education institutions, particularly those that place an emphasis on business, e-commerce studies are finding more and more room in the curriculum. Despite the fact that some people believe that electronic commerce ought to be categorized as its own separate field, others favor including it within the broader category of commercial technology.

**THE REASON TO CARRY OUT THE STUDY IS TO**

1. to hone your skills in the implementation of e-commerce so that you will be capable of using it in educational institutions in the not-too-distant future.

2. Some of the benefits and drawbacks that come along with the implementation of e-commerce in higher education

3. What specific ways are there for students to apply the knowledge of e-commerce programs that they have recently gained in the real world?

**SOME OF THE ADVANTAGES OF THE STUDENTS ABOUT E-COMMERCE LEARN IS THAT: -**

1. To complete a purchase shouldn't take as much time as physical shops.

Customers will have a much easier time finding exactly what they are looking for in the shortest amount of time possible when a company moves their business online and implements e-commerce. When a company moves their business online and implements e-commerce, customers will be able to find exactly what they are looking for. After going through all of the available options that are presented on the website where they can make the purchase, they will easily be able to choose the product that they want to buy. Customers who shop at e-commerce websites, in contrast to customers who shop at physical stores, are required to make time for travel in order to purchase items, and it is possible that certain items will not be sold in their neighborhood. Customers who shop at physical stores do not face these requirements.

1. price drop in effect.

The person who is selling the item will, in most circumstances, benefit more from a reduction in price than the buyer will.

Customers are expected to shell out a sizeable sum of money in order for a physical store to keep its doors open and serve customers. This money is used to pay for the labor costs associated with organizing the products on the shelves, as well as for repairs, rent, taxes, inventory updates, and dealing with customers who are not cooperative.

E-commerce and expanding their businesses via expansion on the internet are still areas of interest for the vast majority of traditional retailers. This is one of the most significant advantages that can be gained from participating in e-commerce.

1. The ability to compare the prices of various products is made possible by the rise of e-commerce.

The vast majority of people conduct research on topics that might be of interest to them using their portable electronic devices, most commonly their smartphones.Customers have now been given an adequate amount of time to evaluate the prices of a variety of products and select those that are best suited to meet the requirements they have specified. In addition, sellers are able to determine whether or not the prices they have set for their goods are reasonable by comparing the prices of their goods to the prices that have already been established. This allows sellers to save a great deal of time. Only the shop's inventory is visible to sellers, as opposed to the vast majority of the shop's other information, as is the case in traditional brick-and-mortar retail establishments. This is in contrast to the situation in which sellers are able to view the vast majority of the shop's other information.

1. Because of the use of e-commerce, it is possible to process a significant number of orders in parallel.

Traditional brick-and-mortar retail establishments are despised by the vast majority of customers because they provide poor service and have lengthy lines of customers waiting to be served. Customers today prefer to shop at online retailers rather than conventional ones because online shopping allows them to do their shopping from the comfort of their own homes while they wait for their packages to be delivered along with their other orders.

1. Having an online storefront makes marketing and growing a company's customer base much simpler to accomplish.

The majority of online businesses have started implementing the marketing strategy of social media advertising because the majority of people now use social media as a form of entertainment. Some companies have even gone so far as to hire social media influencers in an effort to improve their brand recognition. This is done because social media influencers typically have a larger number of followers than other users. This is because people who are influential on social media platforms typically have a larger number of followers. In addition to that, companies keep active online blogs and accounts on a variety of social media platforms in order to connect with a wide variety of customers located all over the world.

6. You will have an easier time processing bulk orders if you go with drop shipping. As the size of your company continues to increase, you could find it necessary to recruit additional personnel to assist you in completing customer orders. Additionally, in order to sell a product to a consumer through drop shipping, it is not necessary for you to physically possess the thing. Therefore, unlike in a conventional store, you do not need to be concerned about the administration of the inventory.

**STUDENTS WILL GAIN AN UNDERSTANDING OF THE FOLLOWING DISADVANTAGES OF CONDUCTING BUSINESS ONLINE: -**

There is a drawback associated with each and every advantage. There are also drawbacks to consider, just like there are benefits. As a result, it is essential to ensure that you are being realistic while opening an internet store. The following is a list of some of the drawbacks that are associated with online business: -

1. If your website experiences technical difficulties, customers won't be able to make purchases from your online store. This is the most significant drawback of conducting business online. This is the reason why it is essential to check that your website is hosted on the appropriate platform. For instance, if you pay little hosting bills and get a rise in traffic from high converting advertising like Shark Tank or TV shows, your website is likely to go down. This can happen even if you have a solid reputation in your industry. When the website is down, there is no commerce conducted, in contrast to the situation with physical stalls, which are always open.

2. Another drawback is that potential buyers are unable to put the product through its paces before making a purchase. They will have no choice but to place their full faith in the authenticity of the things being sold by the internet vendors.

3. There are occasions when customers can be irritable. When a shopper in a store has a question, the sales clerk will answer the question while standing on the floor. However, the most common drawback of conducting business online is that it takes longer for companies to respond to inquiries raised by customers. The reality is that the majority of customers who interact with a business via social media anticipate receiving a response from the company within the hour. If you take too long to respond to a message, the recipient may become frustrated and look for merchandise elsewhere. You are required to be online at all times.

4. Because the delivery period may be lengthy at times, customers may choose to shop at actual stalls instead. Customers consider the length of time it takes to get their orders to be one of the worst disadvantages of shopping online. When customers make direct purchases, they are able to take the goods with them when they leave the store. On the other hand, when clients shop online, the products they purchase typically arrive within a week at the most.

5. The lack of privacy that comes with doing online shopping. The vast majority of websites do not have robust encryption, which makes it impossible to conduct safe online transactions or safeguard your online identity. Certain websites acquire unauthorized user statistics without first obtaining consent. People are hesitant to do commercial dealings through the internet because of the lack of privacy that it provides.

**METHODS FOR INSRTUCTING STUDENTS IN E-COMMERCE AND PUTTING THOSE SKILLS TO PRACTICE: -**

1. Implementing learning techniques and strategies.

The students gain a deeper comprehension of the core concepts through the individual activities that they participate in. The individual work that each student produces is still of the utmost importance, despite the fact that the E-Commerce classroom places a significant amount of emphasis on cooperative and collaborative learning. The authors have made use of a wide variety of strategies in order to boost the amount of information that students are able to remember after it has been presented to them in a classroom setting. They are especially helpful in providing feedback to the instructor regarding the student's level of comprehension and the amount of information they have retained about the subject. The "one minute paper" is a strategy that has proven to be quite effective in terms of assessing students' growth in terms of both under-resourced content analysis and responding to the material that is presented in the course. The "one minute paper" is a strategy that has proven to be quite effective in terms of assessing students' growth in terms of both under-resourced content You have the option of responding to a particular inquiry that has been posed within either one or two minutes. The response of the student provides information to the instructor about the student's level of comprehension regarding the subject matter that is being discussed. A few and a few more questions. "Would you be able to brief me on the distinctions between symmetric and asymmetric encryption?" "Would you be so kind as to elaborate on what we mean when we refer to cookies?"

2. It is possible to build an active learning environment

"Implementing Active Learning in the Classroom" is the topic that the authors cover in their article. According to Shenker et al(1996) .'s research, some of the challenges that active learning faces are as follows:

Active learning in the classroom involves putting students in social situations that are awkward but common, and then having them work to find solutions to the problems they encounter.

When teaching through active learning, one must be willing to relinquish control and take risks, albeit ones that are well thought out.

Active learning as a method of instruction calls for extensive preparatory work in advance.

Both the teacher and the student are required to put in a significant amount of effort in order to engage in active learning.

Active learning instruction typically entails covering less material in the classroom and putting more of an emphasis on hands-on activities to practice what is being taught.

When we begin this journey, the very first and most significant challenge that each of us will face is the disruption of the social normal conditions to which we are accustomed.

The potentially hazardous endeavor of acquiring knowledge through one's own active participation in academic settings. During a lecture, professors stand, students sit and listen, teachers direct the work of a section of the class, and students take notes. According to the social conventions that govern the traditional setting of lecturing, it is extremely difficult, if not impossible, to get rid of these components.

The utilization of active learning in the classroom, which includes the questioning of students, necessitates a shift in how we, as educators, conceive of our responsibilities within the confines of the classroom setting. It requires spending more time behind the scenes as a designer, manager, and educator of the learning environment, as well as less time in front of an audience as a presenter.

In comparison to other, more conventional areas of business education, the use of games in e-commerce education remains relatively uncommon. This could be due to the length of time that is required for their development as well as the fact that everything changes so quickly that a game could become obsolete within a year or two of its release. Despite this, it's possible that some of the business principles that underpin e-commerce will prove to be helpful in other contexts. Both collaborative endeavors and impromptu gatherings of a few people share certain characteristics in terms of the educational benefits that can be derived from participating in either. The use of educational games contributes to the success of this endeavor.

**similarities**: students are given the opportunity to discuss a topic, write down and record their thoughts, and experiment with their own theories and ideas. to put one's knowledge to the test against that of other students, to cultivate an appreciation for new points of view, and to enhance one's capacity to communicate clearly and concisely. Groups of people work together to achieve their goals over a period of time that is longer than a week or a single semester, such as several weeks or the entirety of a single academic year. A case is a description of a real-life situation, the majority of the time involving a decision, a challenge, an opportunity, a problem, or an issue that is confronted by the managers of a company. Cases are used to teach students how to analyze and solve real-world problems. According to Huff and colleagues (2000), case studies are an effective method for evaluating theoretical comprehension, linking theory with application, and establishing better theory foundations that are taught in the classroom. [Further citation...] Case studies are an excellent tool for making learning more engaging and enjoyable for students of all ages. A comprehensive collection of case studies written by the same authors covers a wide variety of subject areas, ranging from hardware and software to social and legal repercussions.

**IN CONCLUSION, WITH SOME SUGGESTIONS FOR FUTURE REFERENCE**

When students are provided with the opportunity to acquire knowledge regarding the meaning of e-commerce, it helps to improve the general level of comprehension that they have regarding the topic. If you educate them about the evolution of e-commerce and demonstrate how it has developed over the years, they will have a larger possibility of participating in it in the years to come if you enlighten them about the growth of e-commerce and show them how it has progressed over the years. An additional benefit is the incorporation of e-commerce into the curriculum of educational institutions, as well as the starting of student meetups in those same institutions.