

# An Analysis of Consumer's Online Shopping Platforms

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**ABSTRACT:** *Electronic commerce is known as e-commerce. E-commerce is conducting business electronically and online. The traditional idea of business has been dramatically transformed by e-commerce. E-commerce involves the exchange of products and services across computer networks and the internet. This essay aims to describe the various difficulties faced by e-commerce, comprehend this paragraph discusses the success of e-commerce and retail the necessary growth elements for e-commerce. The investigation discovered that wholesalers exist in the world of online shopping. Most at danger because the manufacturer can just ignore them and continue selling their goods to merchants and those who buy. Wholesalers can benefit from e-commerce by using it to negotiate deals with reputable producers and collaborating on business. The largest use of computers and information technology for maintaining and managing commercial and financial records is e-commerce, often known as e-business. It facilitates the transfer of any amount of money between locations around the world. With the aid of debit and credit cards, we are able to make any kind of online transaction. Implementation of billing clients, tracking payments made and received, and tracking supply are all examples of commerce created, kept, shipped, and sold, among other things.*

**KEYWORDS:** *E-commerce, Sales Penetration, Internet, Technology.*

## 1. INTRODUCTION

E-commerce is becoming more and more common these days in developing nations. Beginning in 1995, e-commerce. It needs the digital goods to take care of their need's transactions. A digital good is a product that a service that is offered across a digital network (Laudon and Laudon, 2013). E-commerce is quickly changing how we do business [1], [2]. What companies are communicating with one another as well as with citizens and authorities? In light of As a result of ICTs' (Information and communications technologies) evolving environment, e-commerce is currently several new markets are expanding quickly and economies in development (UNCTAD/IER/2015). The technology aimed at enhancing commercial Internet-based transactions have developed almost as swiftly. But we still haven't created the ideal world of Internet-based transactions are quick and secure, as Unresolved privacy concerns of the buyer inhibited the development of further [3].

The purchasing and selling of goods and services through the Internet is known as electronic commerce, or e-commerce. In addition to buying and selling, many individuals utilise the Internet as a source of data to contrast price or review the most recent things being offered before making a purchase in a physical store or online. E-Business is a phrase that is occasionally used to refer to the same method. But more frequently, it is utilised to define an overall process by which the Internet is altering. Businesses operate according on how they relate to their customers, providers, and their mental models regarding activities like marketing and logistics. In the e-commerce is used in this study to achieve its goals. ICTs, particularly the Internet, are becoming more widely used, and the business world is quickly shifting toward business-to-business relationships e-Commerce. When, the purchasers clearly benefit. They may access the worldwide market thanks to the Internet, It allows them to research, compare prices across areas, and whether order fragmentation and get affect prices awareness of alternative products. Due to consumer comparisons are possible thanks to market transparency effortlessly access the services of numerous e-commerce websites. Figure 1 illustrates the business models of ecommerce [4], [5].



**Figure 1: Illustrates the Business Models of Ecommerce [Google].**

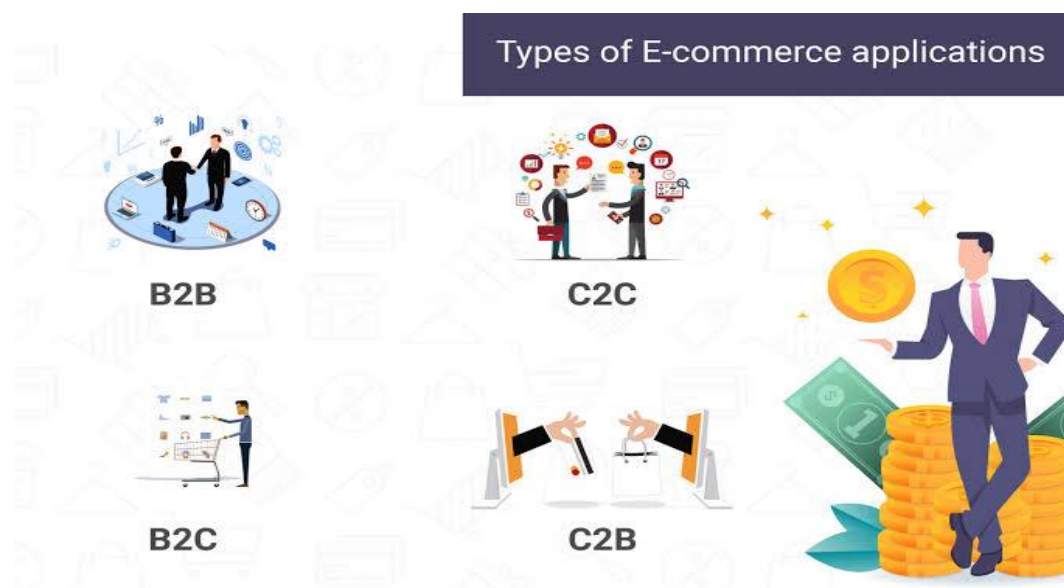
E-commerce and the internet are heavily geared toward industrialised nations. However, if it is, they can greatly aid developing nations appropriate as a desirable business objective. A revolution in company procedures is e-commerce. The concept of commerce as business dealings carried out between partners. A developing idea is electronic commerce describes how the purchasing and selling process works or product, service, and information exchange via internet and computer networks. In commercial transactions, value is transferred. Internet usage has increased dramatically, which has helped e-commerce expand. Smart phones and the internet are becoming a necessity in everyone's life. Internet is no longer only a source of information; it has evolved into a crucial tool for studying, chatting, buying, and even hiring professionals like plumbers, carpenters, and physicians. Supply chain is also getting more intelligent and leaner as a result of the use of digital platforms to improve consumer connections [6].

When purchasing goods and services online, consumers have the freedom to decide when and where to shop as well as the chance to study the item, the vendor, and any other possibilities. The accessibility of information online has transformed shopping. Almost anything that can be purchased in even perishables like groceries can be purchased from a retailer via online shopping. Moreover, consumers everywhere in the world has embraced these possibilities. E-consequences commerce's are already being felt in every aspect of company, from new product development to customer service. It enables new information-based business processes like online order taking, online order placement, and online customer service that are based on reaching and interacting with customers. These days placing orders and communicating with numerous suppliers and trading partners, activities that generally add overheads are added to the price of goods and services. E-commerce presents opportunities for emerging nations like India substantial opportunity although technology is still in its infancy in India, even the most pessimistic estimates point to a boom. E-commerce has sparked a new revolution that is altering how companies purchase and dispense goods and services new approaches have developed [7], [8].

## 2. DISCUSSION

## 2.1 Internet:

The ICT revolution has propelled global development in an unprecedented level during the last 15 years. The internet and its services have created new markets thanks to the tremendous advancements in technology. The number of internet users was minimal in the 1980s and grew gradually but steadily until 1994. Since more consumers are using text-based communication (e.g., those using email and file transfer functions). Then with the launch of the World Wide Web and the growth of multimedia material that followed, the number of internet users exploded. Actually, compare 2015 will see 3.2 billion people online, according to a new prediction by the International Telecommunication Union (ITU), an organisation under the United Nations. The population was 7.2 billion in May 2015. There were just 400 million internet users worldwide in 2000. In India, it took more than ten years to go from 10 million to 100 million internet users, and three years to go from 100 to 200. The transition from 300 to 400 million users only took a year. Internet usage is undoubtedly common in India today. As more individuals go online, this figure is anticipated to increase further, reaching 462 million by June of this year. Particularly via their mobile devices. In December, there were more than 300 million active Internet users worldwide. In the year of 2014, there is seen an increase to do to other media throughout history, the internet has expanded significantly more swiftly [9].



**Figure 2: Illustrates the Group of E-commerce Applications [Google].**

## 2.2 Underlying Factors in E-Commerce:

The clothes sector experienced the largest growth rate nearly 69.5% over 2014, followed by electronic goods (up 62%), baby care products (up 53%), cosmetics and personal care products (up 52%), and home furnishings (up 49%). India's digital commerce is expanding quickly mostly as a result of rising smartphone usage. Mobile devices and related accessories have accounted for the largest share of the Indian market for digital commerce, according to the research. Additionally, nearly 45% of internet shoppers. Cash on delivery was allegedly favoured above credit cards (16%) and debit cards (21 per cent). just 10 per opted for internet banking, while only 7% selected cash cards, mobile wallets, and other similar payment methods. E-commerce has sparked a new revolution that is altering how companies purchase and dispense goods and services. New approaches have developed. Geographical distances

play a smaller influence in developing business partnerships. E-commerce is the way of the future of retail. Using the internet economy will continue to expand as 3G and 4G wireless communication technologies are deployed robustly. India will have 30 to 70 million internet users in the following three to five years, which will match or even surpass numerous developed nations. The Indian internet economy will then have greater significance. Given the speed Internet growth, e-commerce, and new prospects are all expected to play major roles in the 21st century [10].

If marketers want to succeed in this new business model, the research on e-commerce suggests a lot of factors that must be considered. Consistency of transaction stages and website design should be prioritised as they will greatly contribute to the development of the e-commerce sector. Design, replacement warranty, online shopping, and deals that are consistent, and in-stock availability indicators, a wide range of consistent products, location-based services, different payment options, appropriate content Quick Service, the legal duty to create invoices for online transactions, and the T&C should be honest and straightforward; the product quality should match that displayed on the web. The crucial element in E-commerce is private, which boosts both customers' confidence and competitive advantage. Luxury brands have recently found it challenging as unauthorised sellers are luring customers, the majority of whom succumb to the temptation of getting discounts of up to 50-70% have emerged using social media. E-commerce businesses also need to figure out the best ways to mix the online connection to the offline. To enable the nation's considerable development, the governments had to provide a level playing field for its e-commerce companies.

### 3. CONCLUSION

A rising number of businesses in a variety of sectors, including banking, education, commerce, and tourism, among others, have enhanced their services by integrating technologies into the way that services are provided. Despite the increasing use of technology in services, very little academic research has been done to assess its impact. E-commerce-related problems are likewise becoming more prevalent, posing a severe danger to its bright future necessitates the use of appropriate marketing tactics by marketers. Social media may be a boon for brands and marketers looking to reach target buyers without spending big money on traditional media. Platforms including Twitter, Facebook, Instagram, and WhatsApp. Companies need to keep an eye on these accounts and spending. In a marketplace model, sellers on the website own the inventory while the ecommerce company only supplies the technology platform. The majority of e-commerce businesses use contact centres to engage with customers; nevertheless, there is a compelling need to establish call centres that only work with merchants as the number of vendors in a market rises. The market becomes the next front in the war of e-commerce. Call centres should be staffed around-the-clock. Participants in the e-commerce sector must also comprehend and address the specific cultural difficulties that the target country, the off-site transactional process, the widespread adoption, and the effectiveness of such activities will be seriously hampered.

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