

## E-Commerce

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### ABSTRACT

In recent years, e-commerce platforms have emerged in an endless stream, including Amazon and eBay in the high-end international market, Tmall and JD.com in the high-end Chinese market, Pinduoduo and Taobao in the low-end market. It is not so difficult for many companies to share a piece of the online shopping business. However, due to the serious homogeneity of online shopping platforms, it is difficult for users with special purchasing needs to find suitable e-commerce platforms. At the same time, different e-commerce platforms have different user stickiness for different products. Therefore, understanding users' preferences and reasons for purchasing on the platform can help enterprises improve the efficiency and accuracy of marketing. For example, after big data analysis, companies can push different products to different groups of people with more accurately and more appropriate prices. This paper chooses four popular e-commerce platforms at present: JD, Taobao, Pinduoduo and Tall as the analysis objects. Analysing consumers' purchasing tendency and reasons for different platforms by investigating. For different online review systems, reviews and comments have different effects on sales. Under the classified evaluation system, the total number of reviews and the number of positive comments have a significant positive impact on sales. Negative reviews or comments have a significant negative impact on sales. Hence, in this experiment, the author hopes to collect feedback from consumers to analyse whether the four platforms are successful in marketing within different consumer groups, and to analyse the reasons why different consumer groups are attracted to these four platforms. According to the survey, users tend to have obvious preferences when buying different products. For example, they tend to choose JD.com when buying electronic products, while they tend to choose Taobao and Pinduoduo when buying low-priced daily necessities. At the same time, the author will also classify the consumers participating in the survey according to age and gender in order to analyse the impact of these factors on the choice of purchasing platform.

Keywords: E-commerce, marketing strategy, consumer segmentation, collection of comments from consumers, business analysis

### Introduction

E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium. B2B, B2C, C2C and similar opportunity help consumer preferences and consumer markets developing electronic infrastructure for challenges of the future. E-commerce has revolutionized business, changing the shape of competition with internet (The NET), the computer communication network creating a e-commerce market place for consumers and business. With developments in the Internet and Web-based technologies, distinctions between traditional markets and the global electronic marketplace-such as business capital size, among others-are gradually being narrowed down. India is showing tremendous growth in the Ecommerce. The low cost of the PC and the growing use of the Internet is one of reasons for that. There is a growing awareness among the business community in India about the opportunities offered by ecommerce. The present paper mainly aims to discuss the Role of E-commerce in Today's Business.

In recent 20 years, the way people live has changed radically. According to A New Marketing Paradigm for Electronic Commerce, Hoffman, Novak and Chatterjee suggested that a fundamental lack of faith between most online

stores and consumers has prevented people from shopping online or even providing information to web providers in exchange for access to information. The price of online shopping is more transparent, and the usage is easier. With the update of smart phones, people can completely buy any products they want at home. However, as in other industries, user stickiness remains one of the most important factors for e-commerce companies.

## LITERATURE REVIEW

The first e-commerce logistics articles were published in early 2000, during the dotcom boom. Interest declined over the next few years, as the boom in e-commerce sales took longer to arrive than expected due, among other reasons, to limited e-commerce logistics capabilities (Byron and Medway Citation 2004). E-Commerce logistics has since gradually attracted interest with increasing worldwide e-commerce sales, increasing e-commerce sales share, and the general trend of Omnichannel retailing becoming the new standard. Interest accelerated even more during the COVID-19 pandemic with consumers' focus on contactless shopping. The annual article development . 56 per cent of the articles were published during the last 3 years and 2021 was a new record year.

**Technological Advancements in E-Commerce** The evolution of e-commerce has been significantly influenced by technological developments such as artificial intelligence (AI), big data analytics, and blockchain. AI-driven recommendation systems enhance user experiences by personalizing content and suggesting relevant products. Blockchain technology has been explored for securing transactions, reducing fraud, and improving transparency in supply chain management.

The Internet has changed our lives and it has changed the way we used to interact with friends and carry out our business operations. The Internet has also changed marketing, advertisement, and promotional activities. Similarly, the impact of the Internet on brand equity is quite high. As more and more customers are surfing the net, strategists have used the Internet for creating competitive advantage. It has changed the competitive playing field by helping to establish brands in online channels. New companies that have launched e-commerce sites competed to achieve brand awareness forcing established companies to build brand awareness in online markets through the e-commerce route.

The strategies have helped them in dragging their existing brand assets online and repositioning these assets to build a new brand through competitive e-commerce initiatives

**Consumer Behaviour in E-Commerce** Consumer behaviour studies in e-commerce focus on trust, satisfaction, and purchasing patterns. Research highlights that trust is a critical factor influencing online purchase decisions. Factors such as website usability, security measures, and customer reviews contribute to consumer confidence. Additionally, mobile commerce (m-commerce) is gaining prominence, driven by increased smartphone usage and improved payment systems.

## RESEARCH METHODOLOGY

This research was based on an analysis of e-commerce-related research journals from a diversity of disciplines. Excluded were conference papers, masters and doctoral dissertations, textbooks, unpublished work papers, and book commentaries and reviews. Data was collected from nine journals selected for the study, including: ACM Communications, Decision Support Systems, IEEE Computer, IEEE Internet Computing, Information and Management, Information Management and Computer Security, International Journal of Electronic Commerce, Internet Research, and Journal of Organizational Computing and Electronic Commerce. Most of these are located in information system (IS) areas. Publishing an e-commerce study is feasible across a broad range of means, the IS Journal is one of the more common paths. On the basis of the 35 ISs publication outlets deliberated according to Ngai and Wat (2002), our selection of nine appears to be adequate. It should be noted that only one journal is specifically designated by e-commerce; the International Journal of Electronic Commerce. The search for online databases (Google Scholar, ABI- Inform, EBSCO Business Source, ACM Digital Library, ScienceDirect, SwetsWise, M-Lit

Online Bibliographical Database, and Emerald Fulltext) was carried out with the exception of the International Journal of Electronic Commerce and the Journal of Organizational Computing and Electronic Commerce, as they are not available on-line. The quest for literature was focused on four descriptors such as, 'IS model', 'electronic trade (e-commerce)', 'electronic business success model' and 'online commerce research model'. In order to remove those articles which were not related to ecommerce, the complete text was reviewed in each article. A total of 291 EC publications have been analysed. Although this analysis was not thorough, it acts as a systematic framework for the understanding of ecommerce research

## FINDING AND SUGGESTIONS

E-Commerce for a business organization considering selling products online include

- **Global reach:** E-Commerce allows businesses to sell their products to customers being based in any location despite geographical barriers. Fast transactions happen within seconds from any location in the world. ECommerce has no limits nor borders.
- **Accessibility 24 hours a day / 7 days a week:** E-Commerce allows customers to purchase products online from the comfort of their home or office. Thus, E-commerce provides extra convenience for customers. As online shopping is accessible at all times unlike traditional retailers which have strict opening hours.
- **Access to information:** Businesses are able to provide detailed, timely and accurate product information thanks to the Internet. This will help customers to make more informed buying decisions now and in the future. Also, every purchase is being recorded providing firms with huge amount of information about their customers' behavior. Finally, business managers, especially Finance Managers, can access information about billing and payment.
- **Consumer reviews:** E-Commerce allows current customers to post online product reviews after each purchase. This can influence the buying decisions of other potential customers whether to make a purchase (after reading a positive comment) or not (after reading a negative comment). Customers can also share information about products using 'Share' buttons via social networks such as Facebook, LinkedIn, Twitter, Pinterest, Instagram, etc.
- **Impersonal interaction:** E-Commerce does not provide sellers and buyers with personal face-to-face interactions as E-Tailers rely on technologies to reach their customers. Unlike physical retailers offering customers personal customer service, the nature of the interaction with consumers under a system of E-Commerce is impersonal.
- **Barrier to entry:** E-Commerce is highly dependable on technology that is often not cheap. On another hand, technology has helped E-Tailers enter into new markets as start-up costs for online retailers are much lower than the costs for opening retail shop in a physical location.
- **Trust issues:** Businesses have legal and social obligations to ensure that all business transactions are not only legal but also ethical. Because of lack of personal interactions between buyers and sellers, trust issues play a very important role in trading products online. For example, some customers may not trust making online payments to E-Tailers using the credit cards or debit cards being afraid of the loss of personal information.

## CONCLUSION

Through the analysis of internal and external factors, female users usually choose platforms with a larger variety of products to shop. Women pay more attention to product quality than price, even regardless of age. Therefore, the company can offer different types of products to female users and pay attention to the quality of the products. Unlike women, young and middle-aged men (18-50 years old) pay more attention to product quality and after-sales support. While ensuring product quality, they prefer low-priced products. Digital electronic products are one of their favourites. Older men pay more attention to cost performance and have no obvious requirements for product quality or other factors. Therefore, for male consumers, businesses. Should pay more attention to quality and try to make small profits but high sales. Moreover, all online shopping platforms have not been well received by consumers in terms of software design, which is also a direction of enterprise efforts. In such a fast-paced world, any stagnant company will be eliminated.

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