

DESCRIPTIVE STUDY ON THE GROWTH OF E-COMMERCE AND ITS DIFFERENT MODELS USED IN BUSINESS OR WORKPLACE

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ABSTRACT

In this research paper, we will analyze the growth of e-commerce and its different business models used in business or workplaces. E-commerce in India: Trends, development, and opportunity. We will also study the positive impact of e-commerce on employees and their engagement in the retail industry. We will also cover data on growth of internet users in India.

Keywords: Analyze, research, trends, E-Commerce in India, growth, internet users.

1. INTRODUCTION

E-commerce is rapidly changing how businesses collaborate with one another, as well as with consumers and governments. and it is becoming more and more well-liked in a developing economy. To complete their transactions, it needs digital products. Products that can be distributed via a digital network are known as digital products. There are other e-commerce businesses in India, including Amazon, Flipkart, Myntra, Paytm, and Snapdeal, however Amazon and Flipkart are more well-known there. Many have praised e-commerce as a way for developing nations to strengthen their position in the global trading system. E-commerce has the potential to significantly increase the benefits of trade for emerging economies. As the number of internet computers increases, e-commerce will continue to develop and thrive. The developed technologies have advanced quickly and are playing a significant role in enhancing ongoing online transactions. However, an ideal world of easy and safe online transactions has not yet been realized since unresolved buyer privacy concerns have hampered technological advancements. Many have praised e-commerce as a way for developing nations to strengthen their position in the global trading system. E-commerce has the potential to significantly contribute to developing economies' increased trade benefits.

Business-to-business (b2b) e-commerce is rapidly gaining traction in the global business community. When the internet allows consumers to access the global market and compare costs across locations, they clearly benefit. Determine whether order fragmentation affects prices and learn about alternatives. Customers may readily evaluate the offerings of different e-commerce sites because of the market's transparency. For example, competitors are only a click away from customers in e-commerce. Customers can switch e-commerce sites far more readily than they can in-person if they are unhappy with the goods, costs, or services provided. From the seller's perspective, having a physical store is not necessary.

2. METHODOLOGY

This study is descriptive in nature. Secondary data collection method has been used to collect information about the important aspects of this study. Data has been collected from various sources such as books, published papers, websites, blogs and articles.

3. MODELING AND ANALYSIS

3.1 Growth of E-Commerce:

The e-commerce industry is very popular in India. Due to a number of infrastructure, economic, and other constraints, it did not previously spread significantly. Internet issues are particularly severe in rural regions, but they have improved since 3G and 4G technology was introduced. Additionally, a lot of businesses, including Jio, Airtel, Vodafone, Idea, and others, are offering affordable internet packages these days (5G), and e-commerce is expanding quickly as a result of people's easier access to the internet. The "International Journal of Advanced Research Foundation" claims that digital marketing in India saw the Internet's golden age from 2013 to 2018 and saw a rise in the use of social media, e-commerce, online advertising, online content, search, etc. An analysis of digital marketing indicates that social media has been helping in marketing. It has been shown throughout time that 92% of social media users originate from mobile devices. This expands the scope of online advertising in India and allows for the scale of digital marketing sectors.

3.2 Data on the Growth of Internet Users in India

From 2015 to 2023. In 2018, there were 483 million internet users in India. By 2023, there will likely be 664.4 million internet users. India is currently the world's second-largest online market, after China. Since mobile phones are used for communication and to access websites for online commerce, the majority of internet users in India utilize them. Who profit from less expensive options. to stay away from costly landlines that require desktop computers. There were around

320.57 million mobile phone internet users in India in 2016, and projections indicate that by 2022, there will be 492.68 million users.

3.3 E-commerce Models and uses in business or workplace

Businesses use eCommerce business models and principles to sell goods online. Startups can sell their products and services in a variety of ways, so it is critical to choose the one that will best advance your company. The following six e-commerce company models and tactics can help you start selling online:

1. B2B (business-to-business)
2. B2C stands for business-to-customer.
3. C2C, or consumer-to-consumer
4. Administration to business (B2A)
5. C2B, or consumer-to-business
6. Administration to consumer (C2A)

Let us examine each of these business models in detail to discover their concepts and unique features.

1. B2B, or business-to-business

E-commerce's business-to-business approach entails selling products and providing services to other companies. Businesses that use your products or sell directly to consumers typically make up your audience in this scenario. Because you will be selling in bulk, B2B demands a significant amount of capital and investment. The model is frequently used by software e-commerce behemoths like HubSpot, Salesforce, Survey Monkey, etc. If your company involves marketing to other companies and you have the funds to keep a large inventory of goods, you can opt for the business-to-business (B2B) model.

2. B2C, or business-to-customer The e-commerce business-to-consumer (B2C) business model is the ideal option if your company wants to sell directly to customers. The most common business model used in e-commerce is this one. The most popular e-commerce model is business-to-consumer, which is just online sales to customers. Businesses that use the B2C model include Alibaba, Amazon, and Walmart. You must create an internet store and use it to showcase your merchandise. After that, customers use your website to submit orders, which you will then process, package, and deliver. You may sell to customers anywhere in the globe using the B2C e-commerce business model, and it requires less capital than the B2B approach.

3. C2C, or consumer-to-consumer

One new e-commerce business model is the consumer-to-consumer model, which involves individuals using third-party platforms to buy and sell. Listing a new or used item on a third-party website like eBay, Craigslist, or OLX may be a good idea. Buyers will check and get in touch with you to make a purchase. This is the basic operation of the C2C e-commerce business. For using their website, the third-party platforms will only charge a nominal commission.

4. Administration to business (B2A)

One kind of e-commerce business model that involves businesses and government agencies or public administrations is called business-to-administration (B2A), sometimes known as business-to-government (B2G). New e-commerce business models are B2A companies. Through a long-term contract, businesses or manufacturers can sell their goods or services to government organizations using the business-to-business (B2A) model. For instance, the government may contract with a SaaS provider to assist in maintaining the state's military-grade web communications platform. B2A strategies are viable business models for businesses that provide services to the government as well as e-commerce SaaS enterprises.

5. C2B, or consumer-to-business

The customer-to-business ecommerce model is an ideal option for independent contractors and people who work from home who want to sell their services to businesses. C2B is a business concept that facilitates companies' access to talent. Who can provide high-quality services or solutions. For example, Upwork is a marketplace that links businesses and independent contractors. Among the various services provided are copywriting, web development, graphic design, UI/UX design, content authoring, and consultancy. The e-commerce paradigm, which allows individual consumers to determine their own pricing and collaborate with businesses globally from the comfort of their homes, is gradually gaining traction.

6. C2A, or consumer-to-administration

Another e-commerce business model that is quite similar to B2A is customer-to-administration, also referred to as customer-to-government. This is among the most difficult business models that e-commerce has to offer. In C2A, a consumer uses the internet to provide something of value in order to deal directly with government organizations. This could be as easy as leaving a review on a government website or as complex as paying taxes, water, or electricity bills.

3.4 Examples of E-commerce websites across the internet

Table 1

ECommerce Models	Business Examples
B2B	Amazon, AliExpress, etc.
B2C	Amazon, AliExpress, Walmart, Netflix, Spotify, YouTube, eBay, and etc.
C2C	eBay, Etsy, Airbnb, Letgo, and more
B2A	Accela, OpenGov, SeamlessDocs, and more
C2B	Fiverr, Airbnb, Upwork, Kashkick, and more
C2A	Tax payment systems, feedback systems, and more

Online store owners can grow their businesses and increase earnings with eCommerce. Using an e-commerce business plan that complements your brand will help you boost your company's profitability.

Here, we examine a few advantages of e-commerce company models.

Reduced operating expenses and increased revenue

The majority of business owners invest a significant sum of money in opening their establishments. You must pay your employees, cover your rent and electricity costs, purchase inventory, and oversee the delivery of your goods. Operating costs can be eliminated with e-commerce. Create an online store, advertise your goods, and turn a profit for little money.

Quicker sales process

Customers can shop for shorter periods of time thanks to eCommerce. Customers can place orders by perusing the digitallibrary on the internet. Orders come in, and you may quickly and easily ship the merchandise.

Reasonably priced marketing and advertising

Product marketing has never been simpler. To promote your brand, you do not need to hire sales marketers as you could in the past. Paid advertisements can help you reach customers more quickly and increase traffic. E-commerce platforms with unlimited reach can help you expand the reach of your business. Millions of individuals throughout the world have access to your website. Higher sales are a result of a wider reach.

4. RESULTS AND DISCUSSION

The e-commerce industry in India has seen critical development, with a number of positive results, counting:

Income

In 2023, the e-commerce advertises in India produced around \$51 billion in income, and is anticipated to outperform \$100 billion by 2029.

Net Stock Esteem (GMV)

In FY 2022-23, the GMV of the Government e-marketplace (Pearl) come to \$2011 billion, its most elevated ever.

Number of online customers

The number of online customers in India is anticipated to reach 88 million in rustic India and 263 million in urban India between 2019 and 2026.

Work creation

Online merchants have made 15.8 million employments in India, counting 3.5 million for ladies.

Computerized exchanges

The Bound together Installments Interface (UPI) encouraged exchanges worth \$1.5 trillion in 2022.

Online Organize for Computerized Commerce (ONDC)

ONDC has made a arrange where buyers and venders can interface specifically, which has made a difference little businesses, particularly in country zones.

Be that as it may, the e-commerce industry moreover faces a few challenges, counting:

- Fake and substandard products
- Infrastructural challenges, such as moo web entrance in a few regions
- Organizational structure battles to keep pace with quick changes
- Cybersecurity
- Charge rebuilding
- Legitimate compliance

5. CONCLUSION

E-commerce improvement is expanding exceptionally quick, and advanced innovative changes show the significance of transferrable aptitudes. Based on the checked-on reports, the advertise changes in e-commerce and anticipated labor request have rebuilt the key employability skillset. We moreover looked at the foremost critical abilities from the comes about of past administrative investigate through the focal point of representatives, and their seen significance was affirmed from this point of see as well. The significance of the inspected skillset was approved through representative viewpoints, affirming their pertinence in a work field of e-commerce and related advanced showcasing areas. What recognized this work is that the creators inspected the skillsets from an representative point of view. In conclusion, among transferable aptitudes, the taking after aptitudes were seen to be of most noteworthy significance: inspiration, verbal communication and introduction abilities, interpersonal aptitudes, adaptability, collaboration, push flexibility, issue tackling, and imaginative considering. In expansion, great explanatory and conceptual abilities, information of social media, e-commerce, portable, and web and program were too among the best categories. Outlooks towards all ecommerce business models were different than others. But it's like a collective process which has to go hand in hand to achieve business or workplace goals all together. We inspected a gather of workers for division concurring to display work encounter. Based on the comes about of the consider, it comes to pass that the seen significance of delicate aptitudes increments with the level of work encounter. Those right now utilized in e-commerce and related areas appear to be more certain around the significance of these aptitudes as compared to those who have not however worked, which appears to create sense since people without any work encounter tend to have a more constrained understanding of what the work involves.

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