**DESCRIPTIVE STUDY ON THE GROWTH OF E-COMMERCE AND THE CHALLENGES FACED IN BUSINESS WORKPLACE**

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**ABSTRACT**

In this research paper, we will analyze the growth of e-commerce and the challenges faced in business workplaces. E-commerce in India: Trends, hurdles, development, and opportunity. We will also study the impact of e-commerce on employees and their engagement in the retail industry. We will also cover “How did the e-commerce industry get a boost during the pandemic? " Finally, we will cover the challenges of E-commerce and how to overcome them.

**Keywords:** Analyze, research, trends, challenges, E-Commerce in India, growth.

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're unhappy with the goods, costs, or services provided. From the seller's perspective, having a physical store is not necessary.

1. **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.

1. **MODELING AND ANALYSIS**
   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, Airtell, 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's 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's 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'll 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.

1. **RESULTS AND DISCUSSION**

In this Section results and discussion of the study is written. They may also be broken into subsets with short, revealing captions. This section should be typed in character size 10pt Times New Roman.

**Table 1.** Sample Comparison

|  |  |  |
| --- | --- | --- |
| SN. | Sample | Quantity (Liter) |
| 1 | Fluid A | 22 |
| 2 | Fluid-B | 15 |
| 3 | Fluid-C | 12 |
| 4 | Fluid-D | 10 |
| 5 | Fluid-E | 27 |
| 6 | Fluid-F | 32 |



**Figure 2:** 10 liter capacity vessel (Font size-10)

Unless or otherwise specified specific gravity values reported shall be based on water at 270C. So the specific gravity at 270C = K Sp. gravity at Tx0C. The specific gravity of the soil particles lie with in the range of 2.65 to 2.85. Soils containing organic matter and porous particles may have specific gravity values below 2.0. Soils having heavy substances may have values above 3.0.

1. **CONCLUSION**

All the main points of the research work are written in this section. Ensure that abstract and conclusion should not same. Graph and tables should not use in conclusion.

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