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An Analytical Study of Changing Dynamics of the Indian Market with Reference to E-Marketplaces

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Abstract: ***E-commerce is booming in the modern business world. E-commerce is electronic commerce. Electronic commerce (e-commerce) involves the buying and selling of goods and services, or the transfer of funds and data over electronic networks, primarily the Internet. E-commerce (electronic commerce) is a paradigm shift affecting both marketers and customers. In fact, e-commerce is more than just another way to promote existing business practices. This completely changes the traditional way of doing business. This major change in business model has resulted in tremendous growth worldwide. India is no exception. Massive internet penetration has contributed to the growth of e-commerce, and startups in particular are increasingly using this option as a differentiating business model. In addition, e-commerce has a significant impact on the environment. While this model is widely used in current business scenarios, this option has not yet been fully explored. Current research is being conducted to illustrate e-commerce scenarios and analyze e-commerce trends. The study also examines key variables critical to the success of e-commerce business models.***
Objective: The objectives of present study are to understand the present status and trends of E-Commerce along with to reveal the key variables influencing the increased usage of e-commerce.
Keywords: E-Commerce, Internet, Self-service, Technology, Internet banking.

I. INTRODUCTION

Commerce refers to buying and selling on a large scale. Commerce has been there for countless years. Earlier barter system was used, where goods are directly exchanged without the use of money, later on precious metals, metal coins, paper money and plastic money came around, which are now used as a medium of exchange for buying and selling. Traditional commerce happens face to face, it is limited to a particular geographical location, there is personal interaction, and the delivery of goods is instantaneous and is limited to certain business hours.

E-commerce or electronic commerce refers to buying or selling of goods electronically over the Internet. It is the use of electronic communications and digital information processing technology in business transactions to create, transform and redefine relationships for value creation between or among organizations, and between organizations and individuals. There are various types of E-commerce, i.e., Business-to-business (B2B), Business-to-customer (B2C), and Business-to-government (B2G), and Consumer-to-customer (C2C), Mobile commerce (m-commerce). E-commerce operates in different types of market segments and can be conducted over computers, tablets, smartphones and other smart devices. Nearly every imaginable product and service is available through E-commerce transactions, including books, music, tickets of any and every sort, and financial services, such as stock investing and online banking.

A. E-Commerce Business Model

Today, we have hundreds of E-commerce companies available in the market, how do they work and make profit? What is their working model?

1) Online website - the first and the foremost step for these companies is to have an online portal for the customers to view and select the desired products, the design, attractiveness and convenience of a website plays a prominent role. A website should be attractive and be convenient for the customers to use, having proper categorization of products.
2) Order and payment - next step is finalizing the product that needs to be bought, adding it to the cart, and payment. Payment can be done through various mediums, such as, credit cards, debit cards, UPI transactions, net banking, etc., or the 'cash on delivery' can be chosen, where the payment is done to the delivery valet when the product arrives.
3) Order confirmation - once the order is placed, the customer receives a confirmation email or SMS, mentioning their purchase, expected date of delivery and a portal to track the product.

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4) Delivery - in a few days or weeks, the order is delivered by a delivery valet. The packages are packed in such a way that they maintain the quality and caliber of the product.
5) After sales service - each e-commerce company provides its customers with after-sales services, that is, returning the product, exchanging the product, any issue with the payment, refunds, etc. As seen above, e-commerce has made the experience of shopping quite convenient and favorable for its users. Now, the question arises, how does an e-commerce earn money? An e-commerce business can earn from a variety of ways:
6) Fixed subscriptions - Registered sellers and buyers can buy subscriptions for fixed rate, these subscriptions provide the users with certain benefits.
7) Commissions - We charge registered sellers a percentage commission based on the value of the products sold, based on the product category. This fee is typically 5-20%.
8) Logistics - Every e-commerce business makes money through product and asset sales, besides deep discounts. Logistics services like shipping and delivery also generate cash.
9) Set up targeted advertising – another way ecommerce businesses make money and is essential for long-term growth. Using targeted advertising to target customers and profitable niches from the start.
10) Using multi-channel product distribution methods - E-commerce businesses need to be online in multiple locations to drive growth. E-commerce growth begins with diversification supported by clear distribution channels.

B. E-commerce in India

1991 was the year when e-commerce was first introduced in India, this was a time when the Internet was not as prevalent as today. By the end of the 1990s, however, more and more people were becoming aware of the Internet and realizing that they could conduct transactions through this medium. Until a few years ago it was a luxury item for most Indians. When IRCTC (Indian Railway Catering and Tourism Centre) introduced his online booking system in 2002, the public began to embrace the internet as a convenience. People got to know the world leader Amazon and this marked the emergence of e-commerce in India. The e-commerce industry took off when Mukesh Ambani, the frontman of Reliance Industries, announced the arrival of his Reliance Jio a few years later. He distributed SIM cards for free, and at that time, the domestic Internet scenario changed a lot, providing a foundation for the growth of the e-commerce industry.

In 2022, the Indian e-commerce market is expected to grow by 21.5% to $74.8 billion. A large part of the driving force of the industry is due to the increasing penetration of the Internet and smartphones. The number of internet connections in 2021 has increased significantly to 830 million he through the Digital India program. From any internet connection. 55% of connections were in urban areas, 97% of which were wireless connections.

India's online grocery market is valued at $26.93 billion in 2027 from $3.95 billion in FY2021, growing at a compound annual growth rate (CAGR) of 33%. With her $50 billion in sales in 2020, India became her eighth largest e-commerce market after France, and he surpassed Canada by one.

Since 2014, the Government of India has announced various initiatives such as Digital India, Make in India, Startup India, Skills India and Innovation Fund. The timely and effective implementation of such programs could facilitate the growth of e-commerce in the country. The Indian e-commerce industry is on an upward growth trajectory and is projected to overtake the United States to become the second largest e-commerce market in the world by 2034. The major e-commerce hubs in India are Karnataka, Delhi, Maharashtra, Tamil Nadu and Andhra Pradesh.

C. Reasons for Growth of E-Commerce in India

1) Tech-Driven Shopping Revolution - Shopping as an experience is changing in India. Shopping was a fun pastime with family and friends. Today, it's a digitally-influenced, all-encompassing solo effort. The concept of being able to shop anytime, anywhere is driving the e-commerce industry in India. All of this has been brought about by technology. India is expected to have 850 million online users by 2025, according to a Boston Consulting Group report. It also showed that between 2014 and 2016, he increased the number of online shoppers sevenfold. This exponential growth has made India one of the largest consumer bases in the world.
2) The rise of digital wallets and online payments – The end of Digital India campaigns and monetization has had a staggering effect on the e-commerce industry. For convenience and security, a regular shopper deposits a certain amount into his mobile wallet such as Paytm, Ola Money, Mobiwik, and BHIM and uses it to make quick payments. Even banks are developing online wallets. In addition, there is a growing awareness of internet banking, debit and credit card usage.

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To capitalize on this popularity, mobile wallets and banks are also flooding users with cashback and discount offers. Increased use of the Internet and smartphones is a major factor behind the expansion of the industry. In 2021, there were 830 million internet connections worldwide, largely due to Digital India efforts.

3) Shoppers enamored with discounts- Online shopping in India is thriving with offers, discounts and cash-backs. According to CupoNation statistics, India is the largest user of coupons, surpassing countries such as Brazil, Spain, Australia and Singapore. 62% of Indians use coupons on their smartphones as access to smartphones is on the rise. This is higher than Brazil (30%), Spain (22%), Australia (28%) and Singapore (37%).
4) Increase of shoppers during the pandemic- The pandemic has pushed new shoppers to buy goods online as movement remains restricted and stores operate in a restricted state. As a result, new consumers emerged online and existing shoppers purchased more categories and shopped more online on his platform.

D. Range of E-Commerce In India

Today every single product or service imaginable can be bought or availed online. Following range of products are available online:

1) Grocery items such as fruits, vegetables, breads, chocolates etc, are easily available online and are usually delivered with half an hour.
2) Medicines and healthcare services - medicines can be ordered online using applications like PharmEasy, Med Plus, etc. Now-a-days, doctors can also be consulted online through applications like Practo, etc.
3) Electronic gadgets - gadgets as such laptops, mobiles, earphones, printers, watches, etc, can be ordered online as the e-commerce industry is quite efficient when it come to the safe delivery of the products.
4) Appliances - Washing machines, air conditioners, televisions, refrigerators, etc, can be ordered online
5) Clothes and accessories - a variety of styles are available on the internet when it comes to clothes and accessories.
6) Local services - services like cleaning, repairing, personalized services like haircuts, spa, etc are also available through e-commerce.
7) Tickets - flight tickets, bus tickets, train tickets, movie tickets etc, can be booked online, e-commerce has completely eliminated the need for physical tickets, as now-a-days, all the tickets are booked and received online.
8) Bookings - hotel bookings, event bookings etc, are also done through the internet today.
9) Thrifted/ second hand products - sustainability has become easier with applications like OLX and eBay, where second hand products can be bought and sold. • Real estate - apartments, houses, villas, for rent and for purchase can be found online through applications such as 99acres and No Broker.



E. Impact of Covid-19 On E-Commerce In India

The global spread of the COVID-19 pandemic has changed the way people buy products and services and their perception of e-commerce. With lockdown rules standardized across India and consumer reluctance to go out and buy essentials, the country is leaning towards e-commerce.

Consumers are switching from stores, supermarkets and shopping malls to online portals to purchase a range of products from basic groceries to branded products.

With social distancing rules in place for most of 2020, we expect the volume of online purchases and online business to skyrocket. Many people are embracing the concept of online retail and we are seeing an increase in his FTU (first time users) on ecommerce sites.

Analyzing the first impact on e-commerce:

COVID-19 is very different than anything we have ever experienced. When the world was forced to shut down completely, it's no exaggeration to say that e-commerce has helped millions of people stay home and get what they want quickly. “Customers want to avoid getting off unless it is very critical. You can.” – Gopal Pillai, Vice President of Amazon India Seller Services.

India's e-commerce market opportunity is expected to reach $200 billion by 2026 from $30 billion in 2017, according to IBEF. The report also states that the Indian e-commerce industry will become the second largest e-commerce market in the world by 2034, over the US market.

Today, China is the world's largest e-commerce market, worth approximately $672 billion.

Consumer retail losses are expected to increase by 3% to 23%, depending on the market, according to business data platform Statists. The report even states that average retail e-commerce revenue per user in the country was $50 in 2018 and is expected to grow to $75 by 2024.

Meanwhile, a lack of productivity during the nationwide lockdown has resulted in unemployment, wage cuts and fiscal contractions. The closure of stores and family businesses has led many to turn to online commerce to meet their financial needs.

Optimizing your e-commerce business for the ‘new normal’

Ecommerce is more than just branding and selling products online. Finding the right audience, product niche, and connecting with customers is essential to reducing unnecessary costs and providing the best products to your customer base

The first steps in developing and opening your business will benefit your business growth. With no direct communication with shoppers, you must compete with other online stores on prices, products, and offers to remain relevant. As the digital shift changes people's spending habits, there are several factors to consider before thinking about success.

Things to consider before setting up your e-commerce business:

As the pandemic has brought online shopping to the forefront, offering niche products not available in other online stores can give you a distinct edge over others. A niche product line limits the costs involved and gives you an advantage over common competitors. In addition, market filtering allows you to find areas your competitors haven't explored.

A well-established inventory plan is required to handle the sudden increase in demand for products and services within the country. A good inventory plan makes it easier to store, organize, consolidate, and track all your orders. You have an e-commerce platform with built-in features that allow you to manage your inventory efficiently.

You should seriously consider the risks and associated costs of returning to origin (RTO) orders. As the Indian economy is still a cash oriented market, his RTO costs for cash on delivery orders can be high and mishandling such orders would be a waste of business.

In a world where online shopping is slowly becoming the norm, you need to make sure your business fully supports all online payment methods. Payments are at the touch of a button, removing all geo-restrictions on ordering, increasing confidence in your business, and making recurring payments more convenient because you don't need large amounts of cash.

Over 60% of e-commerce orders in India are cash on delivery, according to certain industry sources. Therefore, we highly recommend adding a cash-on-delivery prepayment option to reduce impulse purchases, convert visitors into customers and reduce unnecessary costs, increase traffic, and keep an eye on your company's expenses. .

There are a lot of competitive companies on the e-commerce platform, so it is very important to analyze your competitors thoroughly to get a better understanding of the realities of the market. It also works as a corrective tool in cases and helps you develop a better strategy for your business

F. Positive Impact Of Covid-19 On E-Commerce

1) Wide variety of products: E-commerce usage has grown exponentially over the past two decades. In a global marketplace with nearly limitless brand and product choices, consumers are no longer constrained by the availability of a particular product in their local city or country. The breadth and depth of products sold through online traffic is unmatched.

2) Low price: This is one of the greatest advantages of e-commerce. Online stores that cannot automate inventory management tend to have fewer staff to manage, so online prices tend to be lower than in-store prices. Ecommerce websites can offer discounts that are easy to claim
3) Convenient and Safe: Online shopping is very convenient and gives consumers more control. In this COVID-19 pandemic, people can shop from their bedrooms without having to pile up, queue up, or face all the challenges that come with consumerism.
4) Accessibility: Consumers can evaluate e-commerce services 24/7. Order, browse products and use online services at any time with the click of a button. Even those who live in remote areas can easily shop from home. “Customers want to avoid getting off unless it is very critical. You can.” – Gopal Pillai, VP of Seller Services for Amazon India.
5) Save time: 63% of consumers have started shopping online. Because it can save a lot of time for consumers in this busy life. You can buy a variety of products at low prices without having to wait in line to go shopping at the store.

G. Negative Impact Of Covid-19 On E-Commerce

1) 6%: Decline in e-commerce revenue during lockdown: Of course, there were also questions about Covid-19. Most e-commerce companies experienced a surge in online sales during the global lockdown in spring 2020. According to the survey, 90% of businesses saw an increase in online sales, and 50% of respondents said their online sales increased by more than 100% of his. Still, 6% say their e-commerce revenue has decreased during the lockdown. Many consumers have returned to brick-and-mortar stores after the lockdown was lifted. Still, 86% of respondents said their online income increased, while only 4% said it decreased.
2) Increased competition: Due to the increased use of online traffic due to COVID-19, e-commerce platforms are flooded with highly competitive businesses. A thorough analysis of your competitors is very important to better understand the reality of the market. Companies that are not as compatible as their competitors cannot survive in the market long term.
3) Fraudulent user profiling: Online shopping tools help detect fraudulent users across various platforms. This also creates hurdles for online trading to work during this panic. Due to COVID-19, it's a difficult time for e-commerce.
4) Impact on package delivery: A majority of respondents said the COVID-19 situation caused delays to their couriers, with four respondents rating the delays as "serious." In addition, five respondents reported that couriers began asking consumers to pick up their goods at designated pickup locations. While some respondents said parcel delivery delays were less severe during the second lockdown than during the first, others said this was due to stricter lockdown measures, consumer behavior It reported that this was due to the combined effects of a shift to online shopping and increased demand during the Christmas period. Parcel delivery companies had to open additional pickup points to handle the increased parcel flow.

II. REVIEW OF LITERATURE

Sourabh Bhattacharya, Bibhuti Bhusan Mishra (2015) while studying the Evolution, growth and challenges in e-commerce industry identified that e-commerce has become a disruptive force, bringing many changes to existing business models and leading to customer satisfaction. It has shown tremendous growth rates, fueled by the boom in telecoms and internet connectivity. Industries such as travel, banking, media, advertising and retail are taking advantage of e-commerce. These industries have added e-commerce as another channel to increase sales and customer satisfaction. E-commerce combined with social media tools has become a very powerful way to engage with customers. E-commerce also helps with proper data mining of players. Data mining allows players to make the best decisions based on extensive analysis of customer data. Currently, e-commerce players and offline players are trying to incorporate atmospheric variables to make customer satisfaction customer satisfaction. But alongside this rosy scenario, the e-commerce juggernaut also presents some challenges. These challenges must be overcome to build a broader market. This white paper seeks to understand the various trends, factors behind the boom, and underlying challenges in the e-commerce industry.

Subhadeep Mukherjee, Huidrom Michael (2016) while studying the Modern Trends, Challenges and Opportunity of E-Commerce in India, identified that E-commerce stands for electronic commerce. E-commerce is doing business online and electronically. E-commerce has grown in popularity in recent years due to the fast and convenient way to exchange goods, local and global services. India is booming as a platform for e-commerce business models. The country has already seen 65% growth in the e-commerce retail financial year from 2015 to 2016. This work focuses on conceptual research with an exploratory and descriptive character based on secondary data. This paper discusses e-commerce concepts, e-commerce business models, the differences between traditional commerce and e-commerce, and the benefits and limitations of e-commerce. It also sheds light on various e-commerce trends and challenges along with the key opportunities and growth factors required for e-commerce in India.

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Shahriar Akter, Samuel Fosso Wamba (2016) while studying big data analytics in E-commerce: a systematic review and agenda for future research identified that in recent years, big data analytics (BDA) in e-commerce has received increasing attention. However, as a concept it has been little explored, hindering its theoretical and practical development. This position paper examines BDA in e-commerce based on a systematic literature review. This white paper presents an interpretation framework that examines the defining aspects, differentiators, types, business value, and challenges of BDA in the e-commerce environment. This paper also sparks a broader discussion of future research challenges and opportunities in theory and practice. Overall, the results of this research integrate various BDA concepts (such as definitions, types, properties, business value, and related theories of big data) to provide deeper insights along the comprehensive analytical application of e-commerce

Mayank Yadav, Zillur Rahman (2017) while studying the Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation identified that the Internet has changed the way people shop over the last two decades, fueling the proliferation of e-commerce sites and shifting shopping to e-shopping. Social media also gives shoppers a voice, allowing them to interact and share their opinions globally, so customers use social media to stay informed about their favorite products and best pricing options. To do. Additionally, social media is widely used as a platform for e-commerce. Although social media marketing is widely adopted in business, especially e-commerce, there is no metric in the existing literature to measure perceived social media marketing activity (SMMA) in the context of e-commerce. Therefore, in this study, we developed a 15-item five-dimensional scale to measure perceived e-commerce SMMA based on existing literature on e-commerce and social media marketing and five different studies conducted in this study. Validate. The scale exhibited a wide range of psychometric properties according to the results of various reliability and validity tests. Perceived SMMA has been shown to have a positive impact on purchase intent and brand equity. This confirms the nominal validity of the developed scale. The new scale offers theoretical and managerial implications, along with avenues for future research.

Himanshi Agarwal, Shailja Dixit (2017) while studying the Encumbered Growth of E-commerce in India identified in India, the buying and selling behavior of various goods and services has changed dramatically in the last 15 years. The advent of e-commerce has revolutionized both global and domestic economies. Many developed countries, such as the United States, China and the United Kingdom, have demonstrated clear leadership in e-commerce due to increasing internet penetration, technological advancements, infrastructure equipment, and increased use of smartphones, laptops/PCs and tablets. I'm here. However, India, an emerging market, has seen a significant slowdown in e-commerce growth despite having a higher number of internet users compared to the main e-commerce market, the United States. The very obvious reason for this underdevelopment is India's infrastructure, social, legal and political handicaps, and strategies can be devised to address the challenges that are hindering India's anticipated adoption of e-commerce. As such, it should be considered immediately. This paper aims to present a comparative analysis of Internet penetration and e-commerce growth between India and the top three countries with the world's largest e-commerce markets (US, China, UK) . By focusing on discussing the issues that have hampered the growth of e-commerce in India and proposing some strategic actions being pursued by the e-commerce giants, we hope to make India a competitive e-commerce company in the near future. Few sensible policy implications are expected to have on commerce markets in the future

Mahipal, and Shankaraiah (2018) while studying the segments of E-commerce identified that the growth and different segments of electronic commerce (e-commerce) in India one of the fastest and foreign investors are funding the e-commerce sector as it offers great market potential for investment. The study also suggested that if the government provides legal certainty and a framework for e-commerce, enabling domestic and international commerce to exercise fundamental rights such as intellectual property rights, data protection and fraud prevention, e-commerce in India will become a viable option.

Prateek Kalia (2018) while studying the e-Commerce in India: evolution and revolution of online retail identified that it provides a unique account of the origins of e-commerce and the holistic contemporary scenario of online retailing in India. We conducted desk research and existing literature searches from credible market research reports, books, magazines, and the Internet to decipher the spread of the Internet, the evolution of e-commerce, and the current scenario. According to the survey, India is her third largest country in terms of internet users. After China and Indonesia, India will lead e-commerce in the Asia-Pacific region. It also highlights why India is unable to earn a spot in the global retail e-commerce index. The sequence of events leading to the growth of different types of e-commerce in India can be divided into two waves to understand the evolutionary process. Online retail accounts for a significant 50% of his total B2C e-commerce outside of travel, and the future growth prospects are very bright. Businesses and researchers will find this chapter helpful in formulating future strategies to capture and sustain the Indian e-commerce market.

Bhavna Galhotra (2019) while studying Evolution of E-commerce In India: A Review and Its Future Scope identified that these days, the shopping trend has completely changed. This is not just because people are more likely to use the internet, but also because the ecosystem that supports them has changed dramatically.

Numerous businesses have improved their payment system, altered their business model, and worked diligently to improve logistics and overall functionality. 1] The perception of the consumer has also changed; consumers now prefer to shop online in their spare time rather than going to physical stores to make purchases. Investors are keenly interested in putting their money into the E-commerce company. The author of this paper has focused on the evolution of the e-commerce industry over the past decade, which has had an impact on retail stores' operations. She has also listed some of the implications for businesses as well as solutions to various problems that will help E-commerce grow by 2020. 2] Additionally, the author has observed a significant gap between the company's viewpoint and the actual market scenario.

Neelam Chawla, Basanta Kumar (2022) while studying e-commerce and consumer protection in India: the emerging trend identified that this study examines the current Indian legal framework that safeguards the interests of online consumers in light of the rapid growth and emerging trend of e-commerce.

A comprehensive literature review and analysis of the two newly enacted laws, the Consumer Protection Act of 2019 and the Consumer Protection (E-commerce) Rules of 2020, support the analysis of 290 online consumers in answering the research questions and accomplishing the research objectives. The most important findings are that for e-business companies to function effectively, a secure and dependable system is necessary; when shopping online, the most important option is cash on delivery; a customer's trust is increased by website information and efficient customer support services. It's possible that the new rules are strong enough to help India grow its e-commerce industry and safeguard the rights of online customers. Laws governing consumer rights protection in e-commerce influence customers' trust in addition to security, privacy, warranty, customer service, and website information.

With a robust legal framework and consumer protection measures, expanding e-commerce appears promising. By providing an informative perspective on e-consumer protection in the Indian context with broader implications and by elucidating the key factors that affect customer trust and loyalty, the findings contribute to the body of knowledge on e-commerce and consumer rights protection.

G Rama Purushothama Reddy, S Sreenivasulu, D Himamsha (2022) while studying the Emerging Trends of E-Business Models in India identified that it refers to financial transactions conducted online. E-commerce refers to conducting business activities through the Internet and electronic means.

E-commerce has dramatically changed the way traditional businesses are designed and run. The term "e-commerce" refers to the act of buying and selling goods and services online. The purpose of this study is to illustrate the success of e-commerce in India and the growth of e-commerce sales in the Indian retail sector, and to draw attention to the various difficulties faced by the Indian e-commerce industry. According to the study, wholesalers are the most at risk in the e-commerce world. Manufacturers may bypass wholesalers when selling directly to retailers and customers. Wholesalers can benefit from e-commerce by partnering with reputable manufacturers and integrating their operations with the Internet. The findings also show that wholesalers, retailers, manufacturers and individual consumers can all benefit from participating in the booming e-commerce sector.

III. RESEARCH METHODOLOGY

A. Data Collection

Data collection is the process of gathering and measuring the information on variables of interest.

There are two types' data:

1) Primary data

2) Secondary data

For our study we chose primary data collection in what we opted survey method as Surveys are an excellent method of data collection that let you collect raw data directly from your customers. These can take the form of general surveys enquiring about customers' needs and desires. In the survey method we chose the questionnaire method to gather the data as, a questionnaire is a list of questions or items used to gather data from respondents about their attitudes, experiences or opinions.

B. Research Method

As our Study is based primary data on changing dynamics of the Indian market with reference to E-Marketplaces. The research method we chose is descriptive research as the objective of descriptive research is to describe the characteristics of various aspects, such as the market potential for a product or the demographics and attitudes of consumers who buy the product, which is what we have surveyed through our questionnaire where we analyzed customers opinion towards E-commerce market, there characteristics and buying behavior.

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C. Sampling Technique

In order to achieve our objective of study we chose Simple Random Sampling to collect our data, as simple random sampling was selected as it exactly assigns equal chance of being random demographics to respond to survey, this method was the most straightforward of all the probability sampling methods. A pilot study was conducted initially to test the reliability of constructs adapted from a variety of scales and resulted in a cronbach alpha value of .857. The constructs included:

Researchers then surveyed data pan India to have a better understanding of consumer behavior towards e-commerce platforms, as it is growing all across India very fast, and have succeeded with the total number of 110 valid responses selected among 150 floated surveys.

D. Hypothesis Testing

Methods used for calculating the data are-

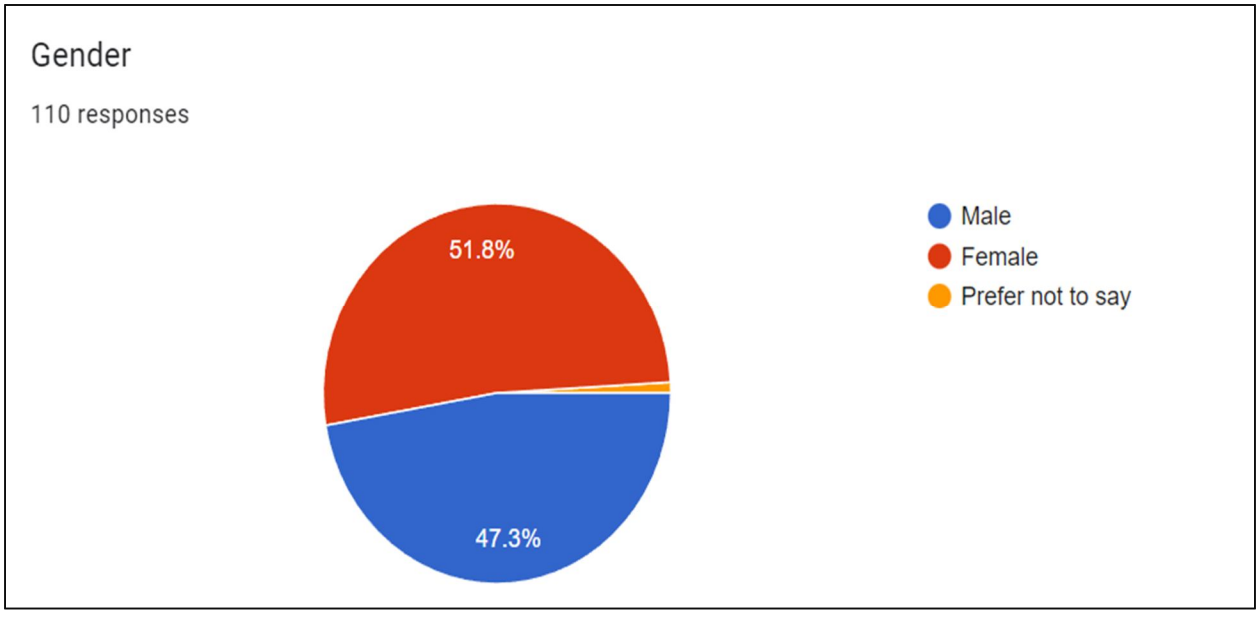
1) descriptive statistics
2) correlation analysis
3) Two-Factor ANOVA testing for survey items' reliability testing.

Statements
I enjoy the online marketing experience through these e-commerce platforms.
I am happily satisfied with my online transactions in terms of accuracy.
The company quickly resolves problems I encounter in terms of payments across different e-commerce platforms.
I can easily log on to my account across different e-commerce platforms in terms of multiple devices.
The customer care executives comply with my request for any order, payment or login-related issues.
I'm satisfied with the repeat order placements that you do in any specific e-commerce platforms?

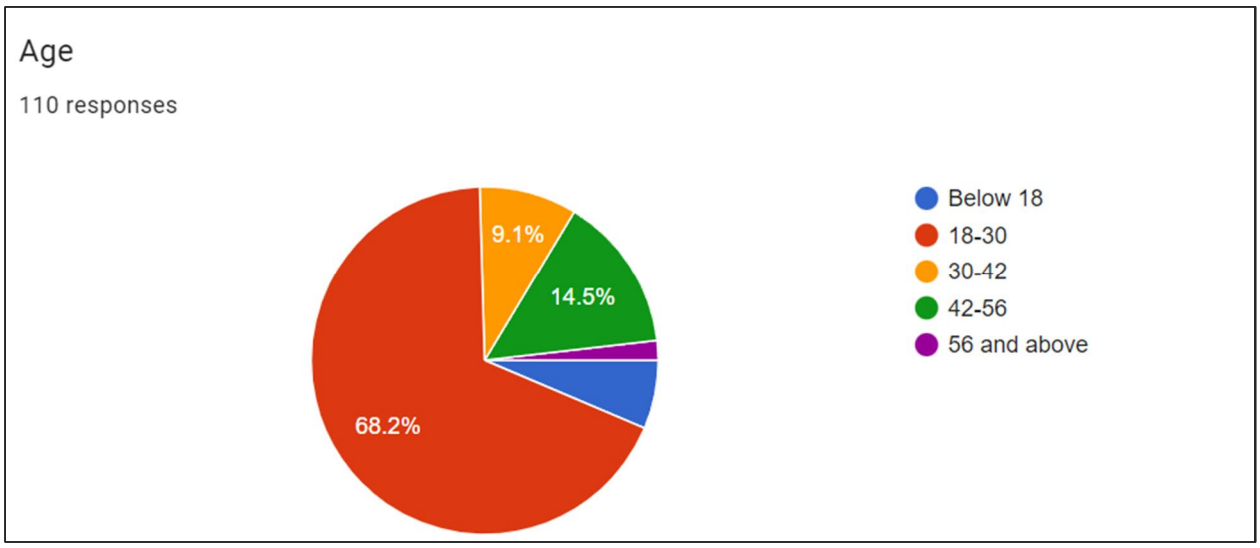
IV. DATA INTERPRETATION

The study mainly relies on primary data for research analysis. Primary data collected through questionnaire pan-India which contains relevant questions related to the study. Quantitative statistics have been incorporated. An online survey is conducted on diverse population and age groups.

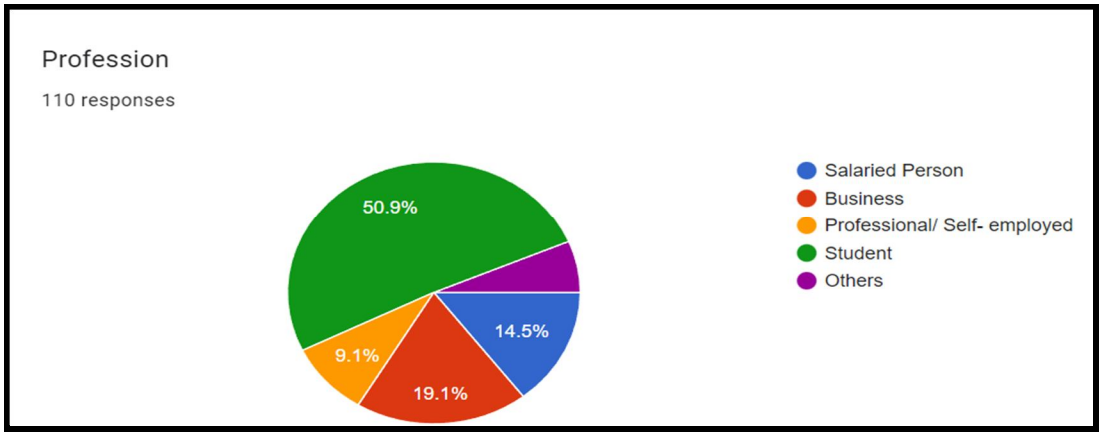
Here are certain demographic parameters:



From the above data, we can interpret that out of 110 responses. 51.8% of total is Female on the other hand 47.3% is Males and 0.9% Prefer not to say, though the questionnaire we shared was irrespective of any gender, still we can predict that Females spend more time on e-commerce platforms than males.



From the above data we can interpret that out of 110 responses, majority people who use e-commerce platforms more are youths from the age group of 18-30(68.2%) and the least is the age group that is 56 and above, the second highest is the age group with 14.5% which is from 42-56.



From the above data we can analyze that the majority of respondents are students with 50.9% and then the business people second with 19.1%, so we can say that these are the professions which make the maximum use of e-commerce platforms. And the least is others with 6.4%.

4.2 There were 27 numbers of statements for studying the changing dynamics of the Indian market with reference to E-marketplaces.

These dimensions were checked upon each other to understand the correlation and the subsequent impact or to analyze different factors among each other. The observation also includes mean value of the responses obtained from 110 number of people or respondents across different demographics and the mean value is given in table

STATEMENTS	MEAN
I enjoy the online marketing experience through these e-commerce platforms.	3.82
I am happily satisfied with my online transactions in terms of accuracy.	3.85
The company quickly resolves problems I encounter in terms of payments across different e-commerce platforms.	3.78
I can easily log on to my account across different e-commerce platforms in terms of multiple devices.	3.91
The customer care executives comply with my request for any order, payment or login-related issues.	3.73
I'm satisfied with the repeat order placements that you do in any specific e-commerce platforms?	3.71

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V. FINDINGS AND DISCUSSION

Based on the above data interpretation here are some findings and discussion:

1) Online marketing through an e-commerce platform refers to the process of promoting and selling products or services on a website or online marketplace. As a consumer, you can browse through a wide range of products and services from the comfort of your own home, compare prices, read reviews, and make purchases online.

One of the main advantages of e-commerce platforms is convenience. You can shop at any time, from anywhere, without having to physically visit a store. Online marketplaces also offer a larger selection of products and services, often at lower prices than brick-and-mortar stores.

Online marketing also allows businesses to reach a wider audience and target specific demographics through advertising and search engine optimization. This means that as a consumer, you may see targeted ads or search results based on your browsing history and preferences.

Overall, online marketing through e-commerce platforms offers a seamless and convenient shopping experience for consumers, while providing businesses with a cost-effective way to reach and engage with their target audience.

2) When you say that you are happily satisfied with the accuracy of your online transactions, it means that you have had positive experiences when making purchases or conducting other financial transactions online.

Accuracy in online transactions refers to the ability to complete a transaction without any errors or discrepancies, such as incorrect pricing, incorrect shipping addresses, or failed payments. Online platforms have developed sophisticated systems and protocols to ensure that transactions are accurate and secure, including measures such as encryption, two-factor authentication, and fraud detection.

As a consumer, being able to trust the accuracy of online transactions is important for building confidence in the e-commerce platform and the vendors you are dealing with. When transactions are completed accurately and efficiently, it can lead to a more positive overall shopping experience and increase your likelihood of returning to that platform for future purchases.

In summary, if you are happily satisfied with the accuracy of your online transactions, it means that you have had successful and error-free experiences when purchasing products or services through e-commerce platforms, and you feel confident in the reliability of these systems.

3) When you say that a company quickly resolves problems you encounter with payments across different e-commerce platforms, it means that you have experienced positive customer service when dealing with payment issues that may arise during online transactions.

Payment issues can occur for a variety of reasons, such as failed transactions, unauthorized charges, or refunds not being processed. When these issues arise, it is important to have reliable customer service that can help resolve the problem quickly and efficiently.

If a company is able to resolve these issues quickly, it means that they have a robust customer service system in place that can handle and address payment issues across multiple e-commerce platforms. This can include having responsive customer support agents available through various channels, such as phone, email, or chat, as well as implementing measures to prevent and detect fraudulent activity.

Having a company that can quickly resolve payment issues can provide peace of mind for consumers and build trust in the e-commerce platform and the vendors you are dealing with. It can also lead to a more positive overall shopping experience and increase the likelihood of returning to that platform for future purchases.

In summary, if a company is able to quickly resolve payment issues across different e-commerce platforms, it means that they have a strong customer service system in place that can handle and address these issues efficiently, leading to a more positive and trustworthy online shopping experience for consumers.

4) When you say that you can easily log on to your account across different e-commerce platforms on multiple devices, it means that you have a seamless and convenient experience accessing your account information and making purchases from various devices, such as your desktop computer, laptop, smartphone, or tablet.

E-commerce platforms use a range of technologies to enable users to access their accounts across multiple devices. This can include web-based interfaces that can adapt to different screen sizes and resolutions, as well as mobile apps that are optimized for specific devices.

By having the ability to log on to your account across different e-commerce platforms on multiple devices, you can access your account information, view your order history, track shipments, and make purchases from anywhere, at any time. This can provide a more flexible and convenient shopping experience, allowing you to make purchases on-the-go or from the comfort of your own home.

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5) Customer care executives are typically trained to handle a range of issues that customers may encounter when using e-commerce platforms, including problems with payments, order tracking, and account login. If you have experienced difficulties in any of these areas, reaching out to customer support can provide you with the guidance and assistance you need to resolve the issue.

If the customer care executives are complying with your requests, it means that they are responding to your concerns in a prompt and effective manner, and are taking steps to help you address the issue at hand. This can include providing clear and concise instructions, escalating your issue to a higher level of support if necessary, or working with you to identify and resolve any technical problems.

By complying with your requests, customer care executives are demonstrating a commitment to providing a high level of customer service and ensuring that you have a positive experience with the e-commerce platform. This can help build trust and confidence in the platform and its vendors, and can increase the likelihood that you will continue to use the platform for future purchases.

6) Many e-commerce platforms offer the option for customers to easily reorder products that they have previously purchased. This can include features like order history and the ability to save items to a wish list or favorites list. By having the ability to quickly and easily reorder products, customers can save time and effort when making repeat purchases.

If you are satisfied with the repeat order placement process, it means that you have found it easy and convenient to reorder products from a specific e-commerce platform. This may be due to features like one-click reordering, automatic reorder scheduling, or personalized recommendations based on your order history.

Having a positive experience with repeat order placement can also contribute to customer loyalty and repeat business for e-commerce platforms. By providing a simple and hassle-free process for reordering products, platforms can make it more likely that customers will continue to use their platform for future purchases, rather than seeking out alternative options.

VI. CONCLUSIONS AND RECOMMENDATIONS

In general, today's businesses must constantly seek the next best thing that consumers want. Consumers want better, faster, and cheaper products and services. In this new world of technology, businesses must adapt to the needs and trends of new types of consumers. This is because it has proven to be essential to the company's success and survival. As e-commerce continues to advance and technology continues to advance, it becomes more and more important to businesses and must be embraced and implemented. Since the dawn of the internet and e-commerce, the possibilities are endless for both businesses and consumers. Increase opportunities for businesses to thrive and prosper, and increase consumer choice. However, ecommerce, like everything else, has its drawbacks, including: B. Consumer Uncertainty. However, nothing can be solved or avoided by good decision-making and business practices. There are several factors and variables to consider and decide when starting an ecommerce business. Some of them are:

Types of e-commerce, marketing strategies, and countless others. If the right methods and practices are followed, businesses in the e-commerce environment can thrive and achieve great success and profitability.

Recommendation:

A. Utilize Social Media

Businesses can efficiently promote themselves online using a wide range of strategies provided by social media. Consistency, though, is the secret to a successful social media approach. To be able to develop a trusting audience, it is imperative to maintain a constant frequency of interesting information.

Understanding which platform fits well with your business category and where you are likely to discover customers for your items are also important components of a successful social media strategy.

“Increased acquisition of new customers” is ranked as the top social media outcome by 73% of all the marketers.

How to sell new products online in India through social media management:

1) Optimize your content for increased engagement
2) Make trending topics an important part of your content strategy ,Focus on the creative side of content
3) Design Add a clear call to action
4) Host interactive sessions:-

Over the past few years, online webinars and live presentations have been incredibly popular, and the ability to attend these events from home is an added benefit.

These gatherings offer a fantastic opportunity to promote your company in a way that other platforms might not typically allow. Online sessions are quite participatory, and users always leave knowing a little bit more about your business.

Here are the key advantages of streaming media for a brand:

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a) A cheap but effective way to raise awareness
b) Enables direct interaction with end users
c) Higher chances of sales and conversions
d) We provide a platform to communicate about your brand directly and effectively.

B. Utilize PPC Advertising

Pay-per-click marketing can be successful, especially when using Google AdWords. To change the material based on what is most effective, you can monitor and evaluate their effectiveness.

PPC on social media is another option, with advertising showing up in consumers' news feeds. PPC can assist a new company target the precise demographic that is interested in their product and drive initial, immediate traffic to the website.

Here's why you should use PPC advertising for your e-commerce business:

1) Tracks results easily and instantly
2) A faster way to get the audience to notice you
3) Can work with a fairly lower budget
4) Offers data insights that can be used to strengthen the SEO strategy.

C. Build a powerful SEO

To get good results, search engine optimization is a constant process that takes a variety of things into account. However, being able to target the consumers who are specifically looking for your products is a very crucial tool for your business.

Additionally, SEO faces some competition and may take longer to yield results. However, it is one of the most natural and effective ways to reach your customers—it is also free and simple to use.

How to promote a product online with an SEO strategy:

1) Research Keywords, Keywords, Other Keywords
2) Regularly optimize your on-page and off-page content
3) Be careful with meta tags and meta descriptions
4) Use multiple SEO tools to understand trends and choose the right keywords.

D. Write Impactful Content

The average company that blogs has 55% more visitors, 97% more inbound links, and 434% more indexed pages. Businesses that blog achieve significantly higher marketing results.

Before making an investment in a product, customers frequently do their own research and seek to learn more about it. The likelihood of converting these readers into customers is extremely high if your content provides the solutions through your brand.

Content about your product that highlights its benefits and advantages verifies it in the eyes of readers and has a big impact on their purchasing choices.

How to market a product online with a dedicated blog resource page:

1) Communicate your awareness and expertise on the product
2) Promote your products in a cost-effective manner
3) Contribute to website traffic
4) Facilitate customer interaction with your brand

VII. LIMITATIONS AND FUTURE SCOPE

Like several other studies, this study also had limitations on several grounds while the research was going around.

1) Demographically, responses can be said to exhibit imbalances or differences in terms of age, gender, and occupation. Age differences among young people dominated other factors. We can therefore conclude that the demographic responses were not similar for all factors and that this may have influenced the outcome or specific factors.
2) Since the survey is conducted online, only those who have access to and are comfortable using technology can respond to the survey. This could result in self- selection bias and limit the representativeness of the sample.
3) Response bias in online questionnaires is another problem that may result in inaccurate information. People typically react in a particular manner for a variety of reasons, such as dread of being scrutinized financially & differences in personalities and more.

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4) Only respondents from across India were included in the research. As a consequence, the results may differ based on ethnicity. Another difficulty is the significant restriction on how race is perceived globally. Therefore, according to the researchers, suggestions cannot be standardized across all industries and geographic profiles.

5) Despite the fact that this analysis was conducted with reference to an analytical study of the evolving dynamics of the Indian market with regard to e-marketplaces, there may have been a few advancements or differences due to the industry's dynamism both during and after the study's timeframes. Due to accessibility, ease of interpretation, longitudinal constraints, and resource scarcity, the current research is a quantitative analysis. Because of this, it can be said that the study's qualitative approach may have various in-depth perspectives. Thus, it can be said that a different method to research can provide a unique perspective on how it will affect the customers in your industry.

Future scope:

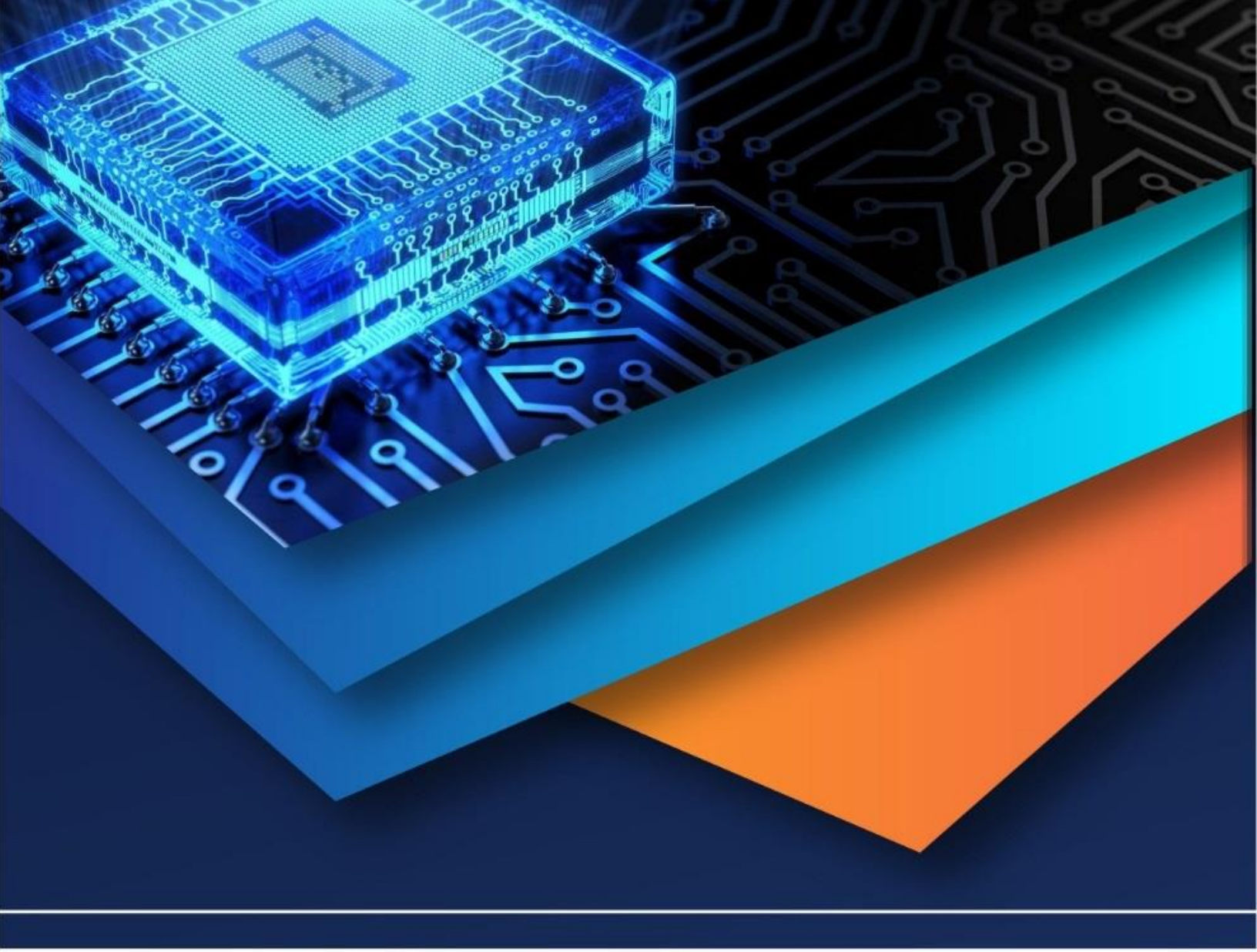
E-commerce is one of the fastest growing sectors of the Indian economy. E-commerce is a dynamic means of purchasing and trading products and services in India. E-commerce is a way of shopping. E-commerce has closed the gap between manufacturers and customers. Although India's e-commerce industry is characterized by high growth rates, it lags behind its peers in many developed and emerging markets, mainly due to the relatively small number of internet users. According to 2015 survey by global management consulting firm AT Kearney, there were just 39 million shoppers online in India. It is a small fraction of the 1.2 billion people who live in this country. However, increasing technology penetration coupled with the proliferation of internet and mobile devices provides a lucrative ecosystem for the development of e-commerce in India. The country is currently in the midst of a digital revolution. The advent of 4G and 5G services and falling data plan rates and data card/USB dongle prices have lowered the operating costs of effective Internet connectivity. The availability of affordable smartphones and the widespread expansion of internet and broadband are driving the growth of the internet user base, effectively bridging the gap between potential online and actual buyers. be filled. The country's demographic dividend also seems to fuel and fuel the growth of e-commerce. The survival of e-commerce companies in a highly dynamic environment, coupled with the fierce competition that prevails in the industry, presents a daunting challenge. It is the responsibility of businesses to constantly adapt and innovate while providing an information-rich and seamless experience to ensure customer engagement. Indians face e-commerce challenges as India's cyber security laws are weak. If all the imperatives are implemented by embracing cyber and exploiting its advantages freely, the future of e-commerce in India will be bright in the coming years. The role of the state is to provide the legal structure of e-commerce to enable domestic and international trading entities to broaden their horizons and exercise their fundamental rights such as privacy, property, fraud prevention and customer protection. Although the growth of e-commerce has developed in rural areas, it is increasingly becoming a geographic area in an important position for consumption due to the number of people connecting to e-commerce and the increasing number of people involved in ecommerce every day. The role of geographic distance in shaping business relationships is diminishing. In five years, the Republic of India could have between her 30 million and her 70 million internet users, rivaling if not surpassing some developed countries.

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