

# E-Commerce Site (Web Development)

Pranav Narayan, Rukaiyya Naaz, Rishabh Gangwar, Muskan Rastogi, Mr. Santosh Kumar  
(A. P.) RKGIT

Date of Submission: 10-05-2023

Date of Acceptance: 23-05-2023

## ABSTRACT

E-commerce could lead to a boom in modern business. The term for internet shopping is e-commerce. E-commerce refers to the buying, selling, and transferring of funds or data over a network, most often the Internet. E-commerce may herald a paradigm shift that affects consumers and marketers alike. E-commerce is really just a way to liven up the typical business procedures. The established company model is going through a thorough transition as a result.

This significant change in corporate strategy is seeing remarkable growth all across the world, and India is no exception. Widespread internet use has helped e-commerce flourish, and startups in particular are increasingly using this option as a unique business strategy. E-commerce also has a significant negative influence on the environment.

**Keywords:** Internet, self-service, technology, and online banking all pertain to e-commerce.

## I. INTRODUCTION

People's daily lives have undergone a significant change in the last 20 years. According to Hoffman, Novak, and Chatterjee's book *A New Marketing Paradigm for Electronic Commerce*, consumers haven't been shopping online or even providing personal information to websites in exchange for access to information because there is a fundamental lack of trust between most online merchants and their customers. Online shopping has more open pricing, and it's also simpler to use. People are now able to fully purchase any things they desire from home thanks to the advancement of smart phones. Online shopping has more open pricing, and it's also simpler to use. People may now entirely purchase any things they desire from home thanks to the advancement of smart phones. User stickiness is still one of the most crucial factors for e-commerce enterprises, just like it is in other sectors.

As consumer confidence rises and more people utilize web browsers, tablets, and cell phones, e-commerce continues to expand and prosper. Social media has grown rapidly over the

past few years, which has increased consumer and company engagement and facilitated more online economic exchanges.

The adjustments and modifications that e-commerce platforms make to user usability and stickiness take time. Additionally, there is still a tonne of room for development. A business never wants to be seen as limiting itself to a given group of customers or set of goods.

As a result, all e-commerce platforms are making a lot of effort to expand their user bases and find the best marketing strategies. Consumption is a reciprocal action. E-commerce platforms will pick a few customers and market the goods they wish to sell to them, on the one hand. Consumers, on the other hand, have unique preferences for various platforms.

- A company could handle orders, payments, shipping, and logistics while also offering customer assistance through an e-commerce website.
- We enroll in online courses and other services, buy food, clothing, and furniture online, and download audiobooks, music, and movies, among many other things. E-commerce is firmly established and won't vanish.

Zhong Xiaona asserts that: Regarding the relationship between cognitive and behavioral, useful cognition has a positive influence on consumer shopping frequency, while PEU has indirect effects on the frequency of shopping. This is based on the features of the websites and their unique characteristics in the context of the influence of network shopping acceptance. Therefore, it is essential to ascertain, from many angles, what elements influence consumer cognition.

## II. RESPONDENTS

There ought to be no restrictions on how users are analyzed on e-commerce platforms. Online buying is not just a convenience those who have greater purchasing power are young individuals, middle-aged people, and older people.

Over 40% of Internet users in this demographic are middle-aged, and 58 percent of them purchase online more than once a month, according to research from iMedia Data Centre. With a compound annual growth rate of 84.6%, internet shopping in China climbed from 2,679 hospitals to 5,737 billion yuan between 2013 and 2018. Additionally, 782 million Chinese people used online shopping in 2020, making up 79.1% of all Internet users in the country.

With such a vast population base, the survey needs to cover as many various sorts of users as possible to ensure variety and the survey's credibility, regardless of whether the proportion of elderly and middle-aged users keeps rising. McDougall discovered via his study of the service sector that the perception of customer value (also known as transferred value) might encourage the development of service sector loyalty. Customers' perceptions of value in the e-commerce mode are based on factors such as pricing, brand image, service quality, and product quality. Customers who perceive value well will be loyal in both their behavior and attitudes.

In addition, the author wants to categorize consumers by age and gender to better understand how these variables affect their buying patterns. These two elements, in the author's opinion, are the most important. Users who identify as female may be more likely to purchase daily essentials and cosmetics. Electronics, sporting goods, and fashion products are more popular among male consumers. Customers in their middle As a result, the author performed the poll from two distinct angles. Among the four online shopping platforms mentioned above, the author prompted readers to pick their preferred one. Cost-effectiveness, product quality, software design, after-sales support, and product variety are some of the factors to consider while making a decision.

years may purchase healthcare items and place a higher value on quality. Both younger and older consumers may prefer high-cost-performance products. data gathering During the poll, the author distributed 1,300 questionnaires and received 580 responses. The WeChat microprogram on the internet was used to collect the questions.

### III. IMPORTANCE AND BACKGROUND

People's daily lives have undergone a significant change in the last 20 years. Hoffman, Novak, and Chatterjee suggested in A New Marketing Paradigm for Electronic Commerce that people haven't been shopping online or even giving information to web providers in exchange for

access to information because of a fundamental lack of trust between most online stores and customers. When purchasing goods and services online, consumers have the freedom to decide when and where to shop as well as the chance to study the item, the vendor, and any other possibilities. The accessibility of information online has revolutionized shopping. Almost anything that can be purchased in a store may be done so online, including perishables like groceries.

E-commerce's consequences are already being felt in every aspect of a company, from new product development to customer service. It allows new information-based company activities that are dependent on contacting and interacting with customers, such as online order taking, online order placement, and online customer service. Nowadays, e-commerce uses the WWW at least once over the course of a transaction. Additionally, it can save expenses in areas that frequently add substantial overheads to the price of goods and services, such as managing orders and communicating with a broad range of suppliers and trading partners. E-commerce presents a significant opportunity for developing nations like India.

### IV. REVIEW OF LITERATURE

E-commerce and the internet are heavily geared toward industrialized nations. But if it can be used for a good business purpose, it can bring about enormous benefits for underdeveloped nations. E-commerce has revolutionized business methods (Odadjian et al. 2013, for example). The term "commerce" is used to refer to business dealings between associates.

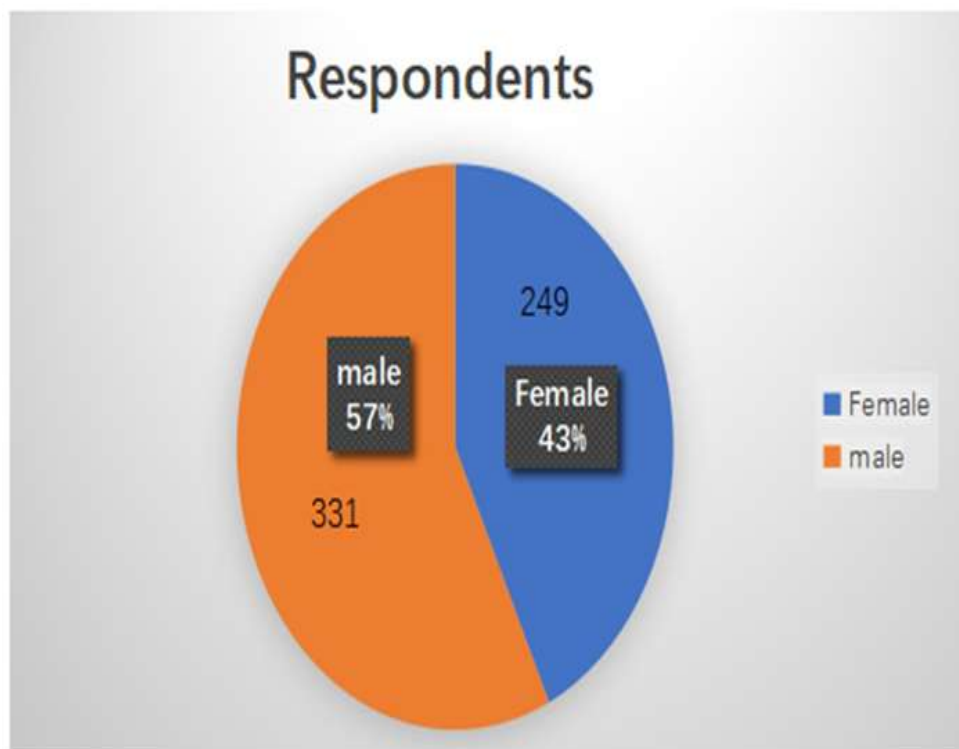
Electronic commerce is a new term that refers to the practice of transferring goods, services, and information using computer networks, such as the Internet (Anupam, 2011). Commercial transactions entail the transfer of money or other forms of value across organizational or other boundaries in exchange for goods and services. Understanding the boundaries of e-commerce requires an understanding of value exchange. Commerce cannot exist without an exchange of value, according to Laudon and Traver.

Processes within and between businesses have changed as a result of e-business. The widespread adoption of Electronic Data Interface (EDI) on dedicated networks between businesses twenty-five years ago demonstrated how information may be transmitted directly from the operating systems of one enterprise into the order processing, production, and logistics systems of another (Clayton and Criscuolo). E-commerce technologies have the potential to enhance

corporate operations and increase efficiency if correctly used. Although leveraging e-commerce technologies should benefit developing nations, the intended outcomes have not yet been achieved (Jeffrey S. Ray, 2011). Thus, new business opportunities for e-commerce and the establishment of whole new sets of international and national trading partnerships have been made possible by the growth of the internet and other global online networks. As a result, many began to

believe that e-commerce and banking were now an essential part of financial services.

It allows a number of buyers and sellers to collaborate on a single platform and conduct business without jeopardizing the needs of any one participant or the relationships between them (Harris and Spencer, 2002; Bairagi, 2011). New economic opportunities are being created by electronic commerce, such as in the worldwide travel and tourism sector.



## V. CONCLUSION

According to an analysis of internal and external factors, female customers frequently select shopping platforms with a wider selection of goods. Regardless of age, women are more concerned about product quality than pricing.

As a result, the business may provide a variety of products to female customers while also paying attention to the quality of the goods. Young and middle-aged males (18 to 50 years old) are more concerned with product quality and post-sale service than women are. guaranteeing the product. They favor inexpensive goods above high-quality ones. One of their preferred goods is digital electronics. Older males have less pronounced criteria for product quality or other factors and focus more on cost performance. Therefore, companies should focus more on quality for male

customers and strive for low profits but huge sales. Additionally, consumers have not generally been pleased with the software architecture of any online shopping systems, which is also a focus of business efforts. Any organization that remains stationary in this fast-paced world will be destroyed.

To make marketing decisions that are as rational as feasible, businesses should do thorough user group analyses. This consumer analysis is also in its nascent stages. The author believes that more people would categorize and thoroughly analyze the various consumer types in order to both improve online shoppers' experiences and assist businesses with their marketing.

If a developing nation introduces e-commerce successfully and efficiently, it may very well try to modernize. It will increase output and provide it with a competitive edge. International e-commerce has benefited from information

technology (IT). Now, it's simple to enter a new market, and marketers can quickly assess the success of their offerings. A rising number of businesses in a variety of sectors, including banking, education, commerce, and tourism, among others, have enhanced their services by integrating technologies into the way that services are provided. Technology is increasingly being incorporated into services, but there hasn't been much academic research done to look at how it can affect those services. The problems with e-commerce are also getting worse, which is seriously endangering its bright future and necessitates the use of effective marketing techniques.

If marketers want to succeed in this new business model, the research on e-commerce suggests a lot of factors that must be considered. Consistency of transaction steps, consistency of website design, replacement guarantee, M-Commerce services, consistency of promotions, consistency of in-stock indications, consistency of product variety, location-based services, multiple payment options, appropriate content, shipment option, and legal requirement of generating invoices for online transactions are the factors that will significantly contribute to the success of the E-Commerce industry and should be focused upon.

The most crucial aspect of e-commerce is privacy, which boosts both the clients' confidence and competitive advantage. According to studies, regardless of gender, the best client age range to target is between the ages of 18 and 35.

Although unofficial sellers are luring customers, the majority of whom give in to the temptation of getting discounts of up to 50–70%, using platforms like Facebook, Instagram, Twitter, and WhatsApp, luxury brands have recently found it difficult to reach their target consumers. This is because social media may be a boon for brands and marketers looking to reach target buyers without spending big money on traditional media. Companies must invest money in legal checks and controls and regularly monitor such accounts. If given the proper support and a favorable climate to thrive, e-commerce may greatly contribute to a nation's prosperity and development.

## VI. UNDERLYING FACTORS IN E-COMMERCE

According to an ASSOCHAM Study (2015), the apparel sector experienced the largest growth rate—nearly 69 Digital goods went up by 62 percent over the year 2014, followed by childcare articles by 53%, cosmetics, and personal care items by 52%, and home furnishings by 49%.

The use of smartphones is on increasing, which is primarily to blame for the rapid growth of e-commerce in India. According to the survey, mobile phones and related accessories have the largest market share in India's digital commerce sector. Furthermore, cash on delivery was chosen by nearly 45% of online shoppers above credit cards (16%) and debit cards (21%). Only 10% of respondents picked Internet banking, and only 7% did the same for cash cards, mobile wallets, and other comparable payment options.

The fastest-growing age group online has been those between the ages of 18 and 25, and both the male and female user bases have contributed to this rise. According to the survey, 38% of frequent shoppers are between the ages of 18 and 25, 52% are between the ages of 26 and 35, 8% are between the ages of 36 and 45, and 2% are between the ages of 45 and 60. Men make up over 65% of internet shoppers, while women make up 35%.

According to Mitra Abhijit (2013), e-commerce has triggered a new revolution that is changing how businesses acquire and dispense products and services. New approaches have developed. Geographical distances play a smaller influence in developing business partnerships. It is the case that the future of retail. As 3G and 4G wireless communication technologies are used, the internet sector will continue to grow rapidly. In three to five years, India will have 30 to 70 million internet users, matching or surpassing several developed countries in this regard. The Indian internet economy will then have greater significance.

One of the most innovative and important Internet-based businesses, internet banking, has undergone tremendous development and changed how traditional banks operate. In the fast-paced world of banking, online or net banking has made life simpler for consumers and saved them a ton of time. Due to Internet banking, it is no longer more difficult to conduct any banking transaction than it formerly was to stand in a queue and complete all the necessary forms.

## REFERENCES

- [1]. B. Gao, H. Wang, Z. Huang, Y. Hou. Analysis of the Impact of Online Evaluation System on Merchandise Sales-Based on JD and Tmall Data.
- [2]. D.L. Hoffman and T.P. Novak. A New Marketing. The Paradigm for Electronic Commerce, October 17, 1996.
- [3]. Sentiment Analysis in social media and Its Application: Systematic Literature Review - Zulfadzli Drus, Haliyana Khalid\*Azman

- Hashim International Business School,  
Kuala Lumpur, 54100, Malaysia.
- [4]. Kim S-M, Hovy E (2004) Determining the sentiment of opinions. In Proceedings of the 20th international conference on Computational Linguistics, page 1367. Association for Computational Linguistics, Stroudsburg, PA, USA
- [5]. Liu B (2010) Sentiment analysis and subjectivity. In: Handbook of Natural Language Processing, Second Edition. Taylor and Francis Group, Boca
- [6]. Liu B, Hu M, Cheng J (2005) Opinion observer: Analyzing and comparing opinions on the web. In: Proceedings of the 14th International Conference on World Wide Web, WWW '05. ACM, New York, NY, USA. pp 342–35.
- [7]. Pak A, Paroubek P (2010) Twitter as a corpus for sentiment analysis and opinion mining. In: Proceedings of the Seventh Conference on International Language Resources and Evaluation. European Languages Resources Association, Valletta, Malta.