

Customer View on E-Commerce Opportunities and Challenges

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Abstract

The use of the internet for commercial and/or marketing transactions is known as e-commerce. Digitally enabled marketable and/or business deals are the focus of these papers. In India, e-commerce has revolutionized business practices. By 2026, the Indian e-commerce market is expected to reach \$200 billion, up from \$38.5 billion in 2017. An increase in smartphone and internet usage in recent years has sparked the anticipated growth of the assiduity.

Keywords: Self-efficacy • Privacy breach • Litigation intentions • Privacy control beliefs • Litigation • Complexity

Introduction

The "Digital India" program has contributed to a significant increase in the number of internet connections, which now number 760 million, in India. Taking into account all internet connections, the civic area was responsible for 61 of them, 97 of which were wireless. Gautam refocused on stabilizing frugality in order to improve their competitive advantage. Developing nations like India are adopting stylish practices from advanced nations in order to satisfy a wider range of demands at a lower cost. Vaithianathan stated that the relinquishment position of e-commerce by International Journal of Economics, Finance, and Management lores developing nations is relatively low due to the challenges in the separate nations, but that it is still growing rapidly in our country and is causing the greatest revolution in retail assiduity. Through e-commerce, opportunities for public and international requests will be created, resulting in profitable growth [1]. As a result, developing nations should pay close attention to e-commerce, which will help them grow implicitly. Digital retail channels must be used by retailers in league II and league III metropolises in order for them to reach more customers and spend less on real estate.

Literature Review

By 2021, it is anticipated that 7 percent of all retail requests will come from e-commerce. Nonetheless, the favorable demographics, rising incomes, the entry of foreign players, and increasing urbanization support a positive long-term outlook for the assiduity.1.1 An Overview of the Major Players in the E-Commerce Industry Brands like Amazon, Flipkart, Snapdeal, Alibaba, Mynta, India MART, Ajo, Zomato, Swiggy, Make My Trip, Big Basket, and Pizza Shack are among the major players in the e-commerce industry.1.2 Overview of E-Commerce E-commerce, also known as electronic commerce, is most useful in today's business because it helps buyers, merchants, and business associations evaluate costs and delivery times. The online, paperless transfer of business data is referred to as e-commerce. It entails 1. 2. Electronic Data Exchange (EDI) Electronic Communication (e-mail), Fourth, electronic bulletin boards 5. EFT, or electronic fund transfer Other technologies based on the network. The following services are provided by e-commerce: Non-Cash Payment It offers non-cash payment options like credit cards and disability cards [2]. 2. It offers services to their guests around the clock, seven days a week. 3. Advertising and Marketing E-commerce expands the marketing and advertising of diverse businesses' goods

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and services. 4. Better Deals E-commerce significantly increases the volume of deals. 5. E-commerce systemsatizes force operation in inventory management.

E-Commerce Assiduity Request Size According to the Consumer Leads report published by FICCI and Deloitte in 2019, Internet penetration in India increased from just 4 percent in 2007 to 52.08 percent in 2019, representing a CAGR of 24 percent. India's internet drug users are expected to reach 829 million by 2021, up from 687.62 million in September 2019. Investments and Developments Some of the most significant changes in the Indian e-commerce industry include the following: 1) Divine Solitaires launched its e-commerce platform in January 2020. 2) Flipkart opened a "Furniture Experience Center" in Kolkata in February 2020, its first offline presence in eastern India. 3) Reliance diligence paid Rs. 60 to acquire a 60 percent stake in the online pharmacy Net meds. 620 crore. Reliance Retail gains access to a perpendicular e-commerce market as a result of this procurement. Theoretical Background of the Study: The term "electronic commerce" refers to any financial movement that is controlled by electronic associations. Their usual trademark is the element of collaboration and request. Electronic data interchange (EDI) and electronic communication, for instance, are focal business biases introducing the exertion of electronic trade. However, it is difficult to change over EDI without a fairly binding understanding. Administrations with inside the trip assiduity, plutocrat, or protection enterprises It reduces costs and improves the way the public authority distributes public assistance, such as healthcare, training, and social assistance [3].

Discussion

E-Commerce Business Models, B2B (Business to Business) A business to business plan focuses on providing details from one business to the next. ii. E-Commerce B2C is the standard retail model in which a company caters to individual customers but conducts business online rather than in a physical location. iii. Consumer-to-Consumer (C2C) iv. C2B Consumer to Business E-Commerce C2B also known as client to business is another model that less than half of people ever think about.v Business to Government, or B2G, is a transaction between a business as a customer and an administration body as a provider. vi. G2B, or Government to Business, refers to the business relationships that exist between government agencies and business organizations. vii. The term "G2C" refers to the business relationships that exist between the occupant and the government. Revenue Models for E-Commerce Businesses: manufacturing and private labeling. 2. Using white labels. 3. Subscription. 4. Shipping by drop [4].

The exploration methodology, including the various types of exploration design, slice system and size, data source, instruments for data collection, and tools for data analysis, as applicable to the investigation. The Type of Research Design Experimenter has advocated descriptive exploration and presented the exploration work in a descriptive manner, following the same order of exploration methodology. The experimenter has used the Size Accessible slice system and the testing system to get responses from the target participant. In his article titled "How to Determine Sample Size," Watson Jeff outlines a method for selecting a sample size. As a result, the researcher selected 101 online buyers as a sample size for the purpose of the study, assuming a 95 percent confidence level with a margin of error of 3% and an estimated population size of 100,000 [5,6].

Conclusion

Data Collection Methods The data used in this investigation came from both primary and secondary sources. Instruments for Collecting Data the experimenter has used a grounded, structured Google form to get information from the respondent. Descriptive analysis and the ladened average ranking score system are two tools for data analysis.

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Conflict of Interest

The authors declare that there is no conflict of interest associated with this manuscript.

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