

# A General Study of E Library App: Traditional To Technology Based Personalized Learning

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## ABSTRACT

Traditional and innovative firms now primarily reach out to consumers through electronic commerce to market their goods. Nevertheless, because the industry is so competitive, sellers must constantly innovate in order to gain a sizable market share.

In order to ensure the success of e-commerce businesses, academics are consequently always rushing to develop new e-commerce models.

This research is a methodical analysis of the numerous well-known e-commerce success models that have been put forth over time. A comparison study has been carried out to analyze the success elements for internet businesses as provided by various models. Each of these determinant factors' importance and necessity has also been discussed.

This study examines several e-commerce models that have grown in popularity over time and discusses how they have contributed to e-commerce success. The primary concept is to pinpoint the structures that lead to user happiness, which could signal a customer's propensity to make additional purchases. If done strategically, this can also result in a profitable online business.

**Keywords:** net benefit, e-commerce success model, customer satisfaction, D&M IS success models, and website attributes.

## INTRODUCTION

The act of acquiring products and services through electronic channels is expanding in popularity and receiving greater acceptability from customers. Customers may now purchase from the convenience of their homes thanks to e-commerce, and its accessibility. Another key selling feature is that it's available around-the-clock. Thus, the number of e-commerce websites has grown exponentially in the e-commerce market.

The current estimate of e-commerce websites housed on the World Wide Web ranges from 12 to 24 million, and this figure is expected to rise with time. Statistics on e-commerce growth indicate a consistent increase in retail e-commerce sales worldwide, with a \$2.84 trillion total value in 2018 compared to \$1.34 trillion in 2014. In 2021, this is anticipated to reach \$4.88 trillion (remarketer, 2019). A Statist (2020) analysis said that in 2019, the total amount of e-commerce retail sales accounted for 14.1% of all retail sales globally. That by 2040, e-commerce would account for almost 95% of all purchases .

It is anticipated that the rapidly increasing number of digital buyers will be the primary driver of this sales growth. The anticipated value of the worldwide e-commerce market is around two trillion. 2020 (Statistic, 2020) threshold. China continued to lead the global e-commerce sector in 2019 with a value of

\$672 billion; the USA came in second with \$340 billion, ranking third.

UK (remarketer , 2019) (\$99 billion). However, with a cumulative annual growth rate (CAGR) of 19.9%, India is predicted to continuously lead in the development of business-to-customer e-commerce between 2018 and 2022 (99firms, 2019). Several elements some of the elements propelling growth include more affordable smart phones, more accessible internet plans, improved infrastructure development, higher purchasing power, and the adoption of online

payments. Additionally, customers are choosing e-commerce over traditional media due to factors including cost savings and convenience.

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Quicker internet connections and more affordable gadgets contribute to the expansion of online purchasing (Thirumalai and Sinha, 2011; Jain and Kulhar, 2019). The e-commerce industry has immense potential. This is characterized by its dynamic nature and the ongoing need for innovation to stay relevant to clients. Several prominent entities in this sector comprise Amazon.com, Alibaba Group, eBay.com, Jingdong (JD.com), Zippos, Rakuten, and so forth. The competition for dominance and market share has led to adoption of novel tactics to maintain client loyalty, which has produced a number of researches on online behaviors of customers (Park, 2019; Bach et al., 2020). The success factors of e-commerce websites have been the subject of other studies, and the approach of creating an effective website is taking these factors into account.

It has been proposed by a number of e-commerce research studies (Lestari et al., 2019; Blazquez et al., 2019) that the architecture of websites should be such that users may obtain their "net benefits" from purchasing online. These net advantages could differ for each client. Consumer; as a result, in a dynamic setting, it is critical to determine the variables that could affect net benefit. Punyatoya et al.'s (2018) model, which examines the impact of perceived website security, trust, and quality on the the consumer's intention to purchase. Douglass (2017) and Alhijawi (2017) came to the same they came to the conclusion that an e-tailer website needed to establish trust with its clients and provide security in order for them to remain loyal to it. It was suggested, per Samala and Sumiyana (2020) that the hedonic and utilitarian values might explain customer behavior, particularly with regard to their contentment and inclination to return. It also suggests that the e-retail website's success will be enhanced by consistent hedonistic and utilitarian values.

The study's goal is to present a thorough analysis and explanation of the e-commerce study paradigm that has been published thus far. A classification of e-commerce research indicates an increase in the quantity of articles published.

Roughly in an exponential manner. Nonetheless, there is a knowledge gap in the literature study conducted by researchers and "e-commerce firms." With more businesses and government agencies attempting to institutionalize and embrace e-commerce, a review of this kind is required in order to identify the issues that need to be resolved and to provide suggestions for workable and systematic solutions. The dynamic nature of the phenomenon emphasizes the necessity for practitioners and researchers to routinely examine the e-commerce research and reinterpret.

The electronic transmission of a standardized business transaction via a value-added network (VAN) or private network between a sender and recipient computer is known as electronic data interchange (EDI). Both parties would need to possess the identical application program, and a very strict format would be followed when exchanging the data.

It should come as no surprise that the e-commerce industry is expanding quickly. The ease of online purchasing, the flexibility to purchase from home, and the simplicity of payment

processing make it simple to understand why e-commerce has grown so quickly.

The purchasing and selling of products and services via the internet is referred to as electronic commerce, or e-commerce. It encompasses a range of activities, including online banking, online shopping, and online auctions. Businesses may expand their consumer base, reach a larger audience, and provide better customer service using e-commerce. Companies wishing to enter the e-commerce space must comprehend the fundamentals.

Prior to anything else, they must decide which goods and services to provide and create an intuitive website. Subsequently, customers must select a payment mechanism and confirm its security, such as PayPal or Stripe.

Lastly, they must advertise their items and website to prospective buyers. Businesses should take into account additional e-commerce factors, such as marketing, order fulfillment, customer support, and analytics, in addition to the fundamentals. A successful e-commerce firm requires each of these elements.

Businesses may reach a wider audience, get more clients, and provide superior customer service by utilizing e-commerce. In the realm of e-commerce, companies can succeed with the correct resources and tactics.

### Online E-Commerce

The term "e-business" describes the practice of doing all company transactions online. E-business apps precisely become e-commerce when there is a value transaction. All transactions that take place via the Internet and web and are mediated by digital technology and platforms are considered digitally enabled transactions. Any type of business transaction that involves the movement of information via the internet is referred to as electronic commerce, or e-commerce. By definition, it includes a range of commercial endeavors that utilize the internet as a medium for the exchange of information, financial transactions, or occasionally both.

For instance, a lot of consumer brand retail websites, such as Amazon.com and Flipkart.com, typically allow for online financial transactions in addition to providing product information. Conversely, there exist online auction platforms such as Quicker.COM and eBay.COM, wherein details regarding specific products and services are offered, but financial transactions typically take place in person.

In addition to these two kinds of e-commerce websites, there are other websites that let companies' trade products and services with one another. E-commerce refers to all of these types of web-based commercial platforms.

Various forms of online shopping

the main categories of e-commerce include:

Ø B2B (business-to-business)

Corporate-to-Consumer (B2C)

C2B, or consumer-to-business

Ø C2C, or consumer-to-consumer

Ø M-Commerce, or mobile commerce B2B, or business-to-business

E-commerce transactions between firms are referred to as "business to business," or B2B.

Under the B2B business model, products are purchased in bulk and sold to other companies.

While there is a small B2C audience on Alibaba.com, the bulk of users operate on the B2B model.

Electronic Data Interchange, or EDI, is typically used for B2B transactions in e-commerce.

EDI is an automated format used for private network information exchange between enterprises. EDI is made up of standards that let computers in businesses communicate with

one another without the need for human intervention. For instance, B2B businesses are manufacturers and wholesalers.

**Consumer to Business (B2C)**

When a third party vendor sells to customers, it is considered business-to-consumer (B2C). The product's quantity has no upper limit. One unit is available for purchase. If you purchase one unit, the merchant is fulfilling a customer order for their goods. The bulk of users on Amazon adhere to the B2C format. Business to Customer, or B2C, is the term used to describe E-Commerce operations that prioritize customers over businesses. Amazon.com is an example of a business-to-consumer (B2C) corporation that sells books.

**Businesses to Businesses (C2B):**

Client to Business, or C2B, is the phrase used to describe online shopping activities that involve reverse pricing, in which the cost of the goods or services is decided by the client. One type of C2B where you can independently list your services is up work. All services are available for purchase. The term "C2B Business Model" refers to the situation where a consumer sells to a business.

Online auctions and steelworkers' are two instances of C2B procedures. C2C, or consumer-to-consumer, The C2C business model refers to the situation in which a customer sells their goods to another client. Customer to Customer, or C2C, is the term for online sales that follow an auction-style framework. Consumers are the business, and consumer-to-consumer commerce (C2C) facilitates direct customer interactions.

The massive peer auction site E Bay, OLX, is one example of this.

### **Scope of E-Commerce**

**Digital information exchange:** This can take the shape of electronic orders being transmitted, coordinate the flow of products and services, or be interactions between two parties. These conversations may take place amongst people or between groups.

**Technology-enabled:** Transactions made possible by technology are the focus of e-commerce. The most well-known of these technologically enhanced user interfaces is probably the web browser. However, the overall category of e-commerce also includes other interfaces, such as automated teller machines (ATMs). In the past, businesses handled all of their customer and market transactions by direct human connection. However, with e-commerce, these transitions can be handled by technology.

**Retaining customers:** E-commerce gives businesses access to categorized and personalized market data that facilitates quick order fulfillment and efficient customer relationship management (CRM). In e-commerce, end-to-end supply chain management facilitates the entire flow of supply and demand and produces profitable client retention.

1. **Accounting:** Thanks to integrated databases, e-commerce offers the finest possible financial accounting, treasury management, and asset management capabilities. In e-commerce, financial planning and strategy formulation are more convenient.
2. **Supplier integration:** Just-in-time (JIT) inventory management can be implemented by integrating suppliers' networks using EDI to reduce inventory-carrying costs and increase material and opportunity availability.
3. **Encourage the exchange:** E-commerce encourages the exchange through intra- and inter-organizational activities. All electronically based intra- and inter-organizational operations that

either directly or indirectly promote marketplace trade are within the purview of e-commerce. In this sense, the issue we are discussing impacts how corporate organizations manage their internal operations, including activities, procedures, and systems, as well as how they interact with partners, customers, suppliers, and competitors.

You could also enjoy:

### **Best E-commerce**

Amazon

Firstly, Amazon India

Fun Fact: According to statistics, Amazon has an audience reach of 89% in India. Since its launch in 2010, the site has seen an average of 322.54 million monthly visitors, making it by far the most popular in India.

In India, electronics constitute the largest e-commerce market, and Amazon users' interests are consistent with this. They also sell goods in categories like men's and women's apparel, home goods, groceries, sports, cars, Echo and Alexa, and digital media from Amazon Prime.

#### **1. The Flip kart**

Flip kart, a 100 million monthly visitor behind Amazon, is an Indian e-commerce success story that competes with global giants. Similar to Amazon, Flip kart is mostly used by consumers to purchase electronics. In addition, it carries literature, sports, fashion, furniture, TVs, and appliances.

#### **2. Meesho**

Meesho is among India's e-commerce platforms with the quickest rate of growth. All users of the platform are able to shop and resell. They ensure that their consumers are happy by providing a large selection of excellent products.

#### **3. The Woo Commerce plugin**

with the help of the e-commerce plugin Woo Commerce, users can link to or use an existing Word Press website to establish an e-commerce website.

Woo Commerce, a well-liked small company platform that was introduced in 2011, ensures that you save additional money by offering a free e-commerce platform.

#### **4. Nykaa**

Nykaa began as an online retailer and currently operates 76 physical locations around India. It is the most well-known online cosmetics and beauty retailer in India, offering over three lakh products from 2000 domestic and international brands. But since Nykaa serves larger brands, you might want to look at other sites before Nykaa if you're just getting started.

Nykaa is the ideal option for business owners in the beauty and wellness sector!

#### **5. GoBookMyShow**

The most well-known media and entertainment company in India is BookMyShow. India's one-stop shop for tickets to plays, movies, events, sports, activities, and monuments is BookMyShow. If you work in the entertainment sector, you should use BMS because it will increase your visibility and attract the ideal audience.

#### **6. The India Mart**

one of the most established and effective e-commerce platforms for listing businesses and generating leads is this one.

India MART is an online marketplace that connects producers, distributors, and exporters in a variety of sectors, such as building materials, industrial equipment, clothing, electronics, chemicals, dyes, and solvents.

#### **7. EBay a website that facilitates online buying for companies and individuals looking to purchase items for their own enterprises. EBay allows you to buy and sell for your company!**

Additionally, they provide Paisa Pay, an Indian-specific payment method that shields buyers and sellers against product damage during transportation. Our list of the top 8 Indian e-commerce platforms comes to a conclusion here. With any luck, this will assist you all in selecting the best platform for your online store. We can still assist you if not!

Select not just the appropriate platform but also the appropriate design, strategy, and digital marketing services. Select Bright Brain!

### **Features of E-commerce?**

#### **1. User-Friendly Structure**

Clients want for user-friendly access on an e-commerce website. Customers will turn to other online shops if they have difficulty utilizing your websites or are unable to discover what they are looking for.

#### **2. Global Reach**

E-commerce, as I already stated, is everything. Being everywhere makes it extremely convenient for us, the users. You may live in New York City and shop for things from around the world. Because the goods or services are available from anywhere, the consumer base expands, and the firm grows as a result.

Information density E-commerce allows buyers to access a wealth of information before, during, and after purchasing a product or service. These data are higher in quality and less expensive to send and receive.

Data density refers to the quantity and quality of information available to all market buyers and sellers over the internet. Net dramatically increases data density. Patrons and merchants benefit from better record density, which provides superior data. E-trade technologies improve the accuracy and timeliness of records. For example, the flipkart.com store offers a wide range of products with prices.

#### **3. Customer Reviews.**

Create a section on the online store's website for customers to read product reviews.

Reviews are vital for any online business because customers would not be able to physically inspect a product; instead, they would rely on reviews provided by other customers.

Platforms that allow customers to submit product reviews to assist others make educated purchasing decisions.

#### **4. Secure Payments**

make the checkout stage as simple as possible for customers by including a number of online payment options in the shopping basket to boost your chances of closing the purchase within the primary checkout procedure. Platforms should have secure payment gateways that allow customers to make payments securely.. Mobile responsiveness.

To increase your conversion rate and keep customers delighted, ensure that your website design is automatically modified for phone size and shape. Mobile responsiveness to reach a larger audience

#### **7. Universal Standards.**

Universal standards indicate that your website should work on known platforms and employ approved procedures and processes. E-commerce uses a single set of globally approved standards. Everywhere, this is done. The idea is to make it easier for customers to find what they're looking for without meeting additional barriers that may prohibit them from making a purchase.

E-commerce has a significant impact on both the global and national economies. Recent research suggests that e-commerce has a favorable impact on development.

According to Shahriari et al. (2015), this sector contributes significantly to countries' economies and is expected to expand further.

Technological advancements will undoubtedly boost an organization's sales and production.

E-Commerce Website research and literature review.

The Internet has a significant impact on the world because it may serve billions of users around the world. The Internet is made up of thousands of networks, including private, public, academic, business, and government networks (Yongrui et al., 2014). The Internet has paved the way for e-commerce. This section provides an overview of e-commerce, including its definition and differences from other related concepts.

According to Ngai and Watt (2002), e-commerce is becoming increasingly popular for business transactions. The first step in conducting research on e-commerce is to describe the concept. Table 1 explores e-commerce from many perspectives.

### **Definition of E-Commerce.**

Definition Reference E-commerce simply can be.

Online commerce refers to doing business transactions.

(Khurana, Mehra, 2015) E-commerce refers to electronic commerce. It involves trading goods and services across computer networks, such as the Internet.

Shahriari et al. (2015) E-commerce refers to the paperless transmission of trade information through network-based technologies such as electronic data interchange, email, bulletin boards, funds transfer, and the Web.

(Bhalekar et al., 2014.) E-commerce refers to buying and selling goods and services over the internet.

(Lim, 2014) E-commerce involves communication, data management, and security systems that exchange commercial information for the sale of goods or services.

Nanahkaran, 2013) E-commerce refers to the online purchase and sale of goods and services. Other networks.

(Khoshnampour and Nosrati, 2011). E-commerce refers to business trades conducted over electronic networks.

According to the OECD (2002),

Electronic commerce involves using telecommunications networks to exchange commercial information, maintain contacts, and conduct transactions.

(Zwass, 1996). E-commerce refers to buying and selling products and services online.

Businesses have websites where consumers can browse merchandise.

services. Customers can purchase goods and services through the website using numerous payment methods (e.g., credit card, debit card, electronic check, PayPal). Businesses ship orders directly to customers' doorsteps.

Customers can track the status of their requested products and services. All activities are conducted online.

### **Selecting the Top E-Commerce Subscription Platform**

for any business owner, selecting the top subscription E-Commerce platform can be a challenging undertaking. With so many alternatives accessible, figuring out which one to choose might be challenging. Increase E-Commerce Sales with Powerful Internet Marketing Strategies .

In the current digital era, e-commerce is a rapidly expanding sector. Businesses must have a strong online presence because more and more people are shopping online.

Fiction and nonfiction are the two most prevalent categories of literature. Nonfiction writing is

grounded in fact, whereas fiction is written using the author's imagination. Literature can be divided into genres and subgenres within these two categories.

Poems, stories, plays, and novels are examples of fiction. Romance, fantasy, mystery, and classic literature are popular fiction genres. Literary works that fall under the category of nonfiction include textbooks, editorials, newspaper pieces, and legal documents. A bookshop or library's nonfiction section will cover a wide range of subjects for readers, such as biography, business, cooking, self-help, health, pets, crafts, home décor, language, travel, religion, art, history, and much more.

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.The Main Advantages of Purchasing GE Poems, stories, plays, and novels are examples of fiction. Romance, fantasy, mystery, and classic literature are popular fiction genres.

Literary works that fall under the category of nonfiction include textbooks, editorials, newspaper pieces, and legal documents. A bookshop or library's nonfiction section will cover a wide range of subjects for readers, such as biography, business, cooking, self-help, health, pets, crafts, home décor, language, travel, religion, art, history, and much more. Illustrates the four filtering processes that make up the SLR selection process: Academic Journal Guide (AJG), abstract screening, full-text screening, and full-text reading. Each filtering step has distinct inclusion and exclusion criteria. The first filter to guarantee that only excellent, peer-reviewed publications were included was the AJG, which is published by the Chartered Association of Business Schools (CABS). A well recognized measure of journal quality is the AJG (Morris, Harvey, and Kelly Citation 2009). The SLR contained articles that were published in the top ten AJG sectors (Appendix A) based on AJG rankings. As demonstrated by the fact that only one of the top 20 articles in the co-citation analysis in section 3.1 was published in a non-AJG publication, the AJG ranking is a suitable filter for identifying high-quality studies. 2110 articles in all- important Steps for Composing a Successful Literature Review Last updated on February 09, 2024 by Staff Writer although it might be a difficult undertaking, writing a literature review is a crucial component of any academic paper or research effort. A literature review offers a thorough summary of the body of research that has been done on a certain subject, pointing out knowledge gaps and suggesting areas for more study. We'll talk about the essential procedures for creating a successful literature review in this article. Knowing the goal and parameters of a literature review is the first step towards writing one. The purpose of a literature review is to compile and assess the body of knowledge for a certain subject. It assists researchers in determining what has already been accomplished in their field of study, enabling them to add to the body of knowledge and make new discoveries.

Defining the scope of your research is crucial before you begin writing your literature review. Choose the precise features or subtopics you wish to concentrate on; this will assist direct your search for pertinent material. Knowing the goal and parameters of a literature review is the first step towards writing one. The purpose of a literature review is to compile and assess the body of knowledge for a certain subject. It assists researchers in determining what has already been accomplished in their field of study, enabling them to add to the body of knowledge and make new discoveries.

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#### Comprehending the Objective and Range

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#### Carrying Out an Extensive Search

The next action is to carry out an extensive search for pertinent literature. Create a list of keywords associated with your subject and utilize it to guide your searches through academic publications, online databases, and other reliable sources. In order to incorporate as many pertinent sources as you can, it's critical to cast a wide net during this phase.

Verify possible sources' credibility and dependability before using them. Seek out books authored by authorities in the topic or peer-reviewed studies that have been printed in respectable journals. Take into account each source's publication date as well. Although older sources are still useful for setting the scene historically, it's important to incorporate more recent research that takes into account current trends and advancements. II. Examining and Combining the Texts

It is now time to evaluate and compile the data from all pertinent sources that you have obtained. Start by carefully reading through each source and making notes on the most important findings, the approaches taken, the strengths and shortcomings, and any gaps found in the prior research.

Start spotting recurring themes or patterns in many sources as you study the literature. Look for places where the writers disagree and agree, and make a note of any contradicting results. This method will assist you in structuring your literature study and give you a clear picture of the state of knowledge as it stands right now on your subject.

#### RESEARCH GAP

The research gap in online consumer behavior stems from the requirement for a thorough grasp of the most recent advancements and frontiers in this subject. While there have been breakthroughs in the study of online consumption behavior, the research continues to lag behind due to the quick changes in technology and consumer behaviour. Further more, there is a trend toward diversification and numerous schools of thought in the study of online consumer behavior, resulting in a research jungle that must be studied and understood. Furthermore, there are substantial disparities between the e-commerce and traditional physical markets, which affects online consumers' purchasing behavior.

As a result, more study is needed to close the gap and obtain a better understanding of online consumer behavior in order to design efficient online retail tactics.

#### Research Methodology

Methods of Research We go over the approach used in the research that is provided in this thesis in this section. Research Issue One sentence, as follows, sums up the reason for doing this work: "The business process modeling is a very complicated and time consuming task requiring lot of expertise effort. "Our fundamental motivation for tackling the above described problem stems from our investigations into the SAP Collaborative Business Maps [52], Rosetta Net [51], and other laboratory examples.

Research Objective We are putting out a technique for modeling business processes in the field of electronic commerce that we term P3 methodology. Our research goal is to look into the P3 approach, which helps process designers with challenging business process modeling assignments. Our hypothesis is that the P3 technique eases the load of business process designers by automating a large portion of the design process.

Reasonably priced. M-learning is growing rapidly in India as more and more businesses, teachers, and students use online learning environments. Indian teachers use a combination of traditional and modern teaching methods. Blended learning, which blends old and modern approaches, is being used more frequently. It is expected of today's educators to be technically skilled when using the modern classroom technologies. Bit by bit, Indian schools are becoming more intelligent. Students learn about information technology beginning in primary school. M-learning will be available to more students as internet and related technologies

### Problem Statement

there E-commerce already has a huge impact globally, and it has been an important instrument for businesses to use for reaching out to the global consumer community. The study aims to conduct a narrative literature review and then—based on that literature review—find out the answers to the following questions: □ Are any correlations between e-commerce, culture, and website design?

- Does culture influence e-commerce website

### Objective

This study's methodology is a systematic literature review. This review covers 28 literatures on e-commerce implementation. This research is conducted in a detailed and structured manner. The process begins with identifying problems through literature reviews, then filters and analyzes the results. The subjects are derived based on the original topic determination, which later will be viewed as a literature review. The study of difficulties reveals gaps in themes and literature, highlighting the research's uniqueness. Case Study although respondents can make substantial contributions to this study, they are not directly involved in the development and acceptance of ecommerce. They simply provide comments and ideas based on their observations and research projects.

Also, any critical problems that were addressed directly in interviews were overlooked. The interview questions may include 'benefits of E-commerce' or 'what aspects are significant', but they fall short of addressing 'its reasons and understanding the challenges'. To investigate these topics, an interactive approach such as a case study was required.

Other researchers have emphasized the benefits of case studies. According to Bombast et al. [108], such an approach is appropriate for investigating "certain types of problems: those in which research and theory are in their early, formative stages; and sticky, practice-based problems, where the actors' experiences are important and the context of action are critical." According to Poona [45], the approach to perform a case study is "to do it the same way as multiple experiments - to produce 'replication logic', rather than the 'sampling logic' obtained from survey data".

Due to the considerable distance, telephone interviews were conducted instead of visits. The researcher employed Poona's [45] similar strategy in the case study, designing it as a series of interviews and site visits. However, because the site.

In this case study, the researcher employed two simple levels to identify the changing use of E-commerce by SMEs. A company's kind represents each of these levels:

1. Laggards are small and medium-sized enterprises (SMEs) who have not yet integrated E-commerce and have no plans to do so (93). According to Rogers [95], laggards are often hesitant to adopt new innovations; but, they may decide to adopt the technology if forced by business competition.
2. Adopters are SMEs who have previously integrated and employed E-

commerce in their commercial activities (93). These companies are inventive and clever when it comes to implementing cutting-edge technologies like ecommerce.

- a) Gathering information on the company's background and reasons for not using E-commerce;
- b) Requesting examples of E-commerce activities and benefits;
- c) Examining the firm's evolution since adopting E-commerce.
- d) Inquire with companies about their E-commerce experience and challenges.

In addition, the companies' home pages (if they existed) were viewed to acquire a better picture of E-commerce deployment levels. One representative from each company was interviewed at a time. The interviews were conducted by telephone and lasted no more than one hour each. The researcher questioned SMEs in Bahasa Melayu (the local Malaysian language) and Indonesian because: 1) some SMEs choose to utilize local language because they do not speak English fluently; and 2) respondents will be more comfortable talking to the researcher if they speak their native language.

Each interview was taped and transcribed into English within 48 hours. Notes were also taken during the interview.

#### **Data Analysis.**

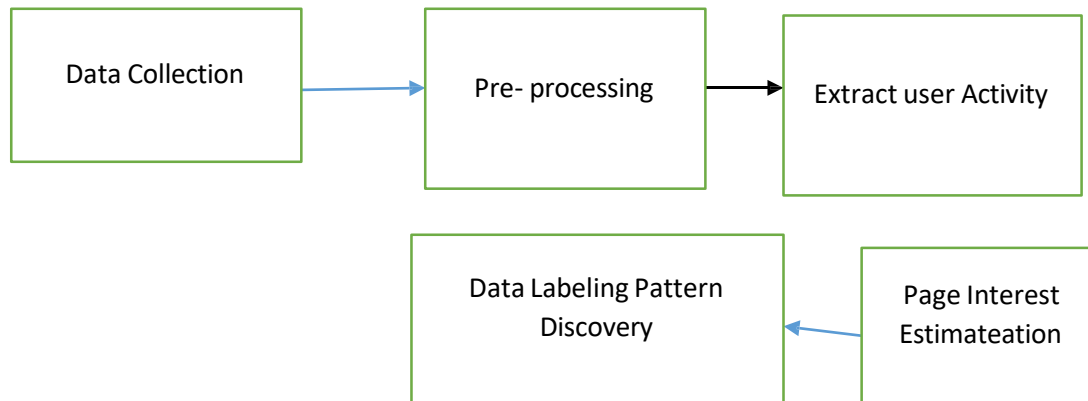
The findings from all interviews and case studies were combined and examined by comparing Malaysian and Indonesian results. The findings would later be used to establish an E-commerce framework in Malaysia and Indonesia. All of these results should be consistent with the study's objectives. An explanation of the methodology An essential component of user analysis is user activity [26]. In order to determine visitor interest, some studies have used user behavior on a website as captured in click-stream data.

The length of time spent on a web page was one of the primary markers of visitor interest that the researchers found [19, 20, 25,37] Using methods from online usage mining, a visitor activity model can be constructed based on the amount of time a visitor spends on the website's pages to determine user interest, particularly for products supplied on e-commerce websites.

In Figure 1:-the process is displayed. The following is the methodology's workflow:

1. Gathering of data. The client's log file is where the data originate.
2. Initial processing. Robots that perform web crawls remove unnecessary data.
3. Retrieve data about user activity. The format of the data is changed to fulfill the need for user interest measurement.
4. Estimating page interest. A way to measuring user interest is this method.
5. Labeling data sets and finding patterns. Based on user interest, these two steps are utilized to identify trends in user activity.
6. Analysis of patterns. The patterns identified during the discovery phase are used to gauge visitor interest in the given products.





## BENEFITS OF E- COMMERCE

- Accelerated Time-to-Market.
- Top Potential Customers and Overcome Geographical Limitations.
- Lower Costs.
- Variety, Convenience, and Secure Way of Selling Online.
- No Time Restrictions.
- Customer Data Insights.
- Streamline and Manage the Inventory Management.
- Expanding the Reach for New Customers.

## LIMITATIONS OF STUDY

### 1. Huge technological cost

Everything has to be done online, which means a lot of money and creative resources must be used. Due to the heavy use of 4G and 5G data for online business, the costs have increased significantly.

Utilizing cutting-edge, high-speed internet connectivity also requires a significant financial commitment. Long-term benefits for the company include increased productivity brought forth by advanced technologies.

### Security

This could put the company at risk of many fraudulent acts. Additionally, a lot of companies have to keep track of different consumer details like name, address, phone number, email address, age, etc. To ensure that the data is protected and not misused, a significant investment is needed.

Following the law is crucial for e-commerce companies in the health sector, therefore a HIPAA compliance checklist is a vital tool for ensuring sure all customer data is handled securely and legally. This will shield the company and its clients from potential data breaches and legal problems.

### 2. Employee cost

An further barrier to e-commerce businesses is labor costs. It is essential for any business, online or off, to have committed staff members. A skilled team is required to do various duties and meet the organization's goal.

Employees are essential to producing excellent outcomes, regardless of the size of your firm or if you are operating one of the leading e-commerce platforms. Tax ramifications for remote work are also included in employee costs.

### **3. Huge advertising cost**

You need to first invest a large sum of money in advertising in order to promote your firm. You may reach as many individuals as possible by increasing your reach through advertising. On the other hand, multi-media advertising can be costly.

Costs associated with advertising may be detrimental if the company is unable to convert the transaction. The cost of different advertising mediums varies, and many internet advertising sites typically impose a pay-per-click fee.

### **4. High shipping cost**

For the majority of e-commerce companies, shipping can be a significant obstacle. Delivery of B2C orders might be a significant obstacle and disadvantage when it comes to shipping.

Shipping costs frequently account for a sizable portion of your profit, which could lower your margin overall. On the other hand, shipping charges are typically determined by the product's weight and size. When compared to B2B orders, it may be more expensive for B2C orders.

### **5. Cost of packaging**

Primary, secondary, and tertiary packaging all entail significant expenses. The product's type determines its cost. If the package is big and cumbersome, it can be quite expensive.

The cost of shipping heavy goods may even go up, raising the total cost of product transportation. Because only a small number of products are being shipped, B2C transactions have lower packaging costs. B2B goods and transactions, however, come with a hefty packaging expense.

### **6. Marketing cost**

Emails, search engines, social media, and other platforms are a few simple and efficient ways to sell your goods.

Search engines like Google, Yahoo, and others provide strategies for selling your goods and increasing website traffic. The cost of each marketing channel varies depending on its reach and popularity, therefore the marketing budget should be planned appropriately. There are now more affordable alternatives to sell your company thanks to the growth of AI solutions. AI copywriters, website developers, email writers, and more might fall within this category. Ensuring that these tools are in line with the needs of your target customer is the largest problem here.

### **7. Complicated e Commerce policies**

Every e-commerce portal has rules that sellers need to follow. Businesses with policies include Amazon, Flipkart, Paytm, Myntra, and others.

When sellers register on these platforms, these platforms frequently deny them full operating privileges in the marketplace. This restricts their ability to do business, and if they break these guidelines, their account might be closed permanently.

### **8. Sales flow**

Reduced sales flow is one of the drawbacks of operating an ecommerce business since it may be extremely detrimental to the company. Having visitors to your website is crucial since it promotes sales. Additionally, your sales will probably decline if your listing is done incorrectly. Effective sales marketing and advertising might help you increase sales at first. Therefore, you should constantly strive to market your product on a variety of platforms, since any one of them could generate a sizable volume of sales for your company.

### **9. Warehousing cost**

This is yet another e-commerce restriction. Online retailers need to have a physical store or

warehouse where they may keep their goods. They may oversee their operations from a specific spot with the aid of this. The company itself is responsible for covering these warehousing expenses.

The price of storage will vary depending on where you are. Locating a warehouse with low inventory costs is usually a good idea. This explains why most warehouses are found outside of cities.

**Result & Discussions**

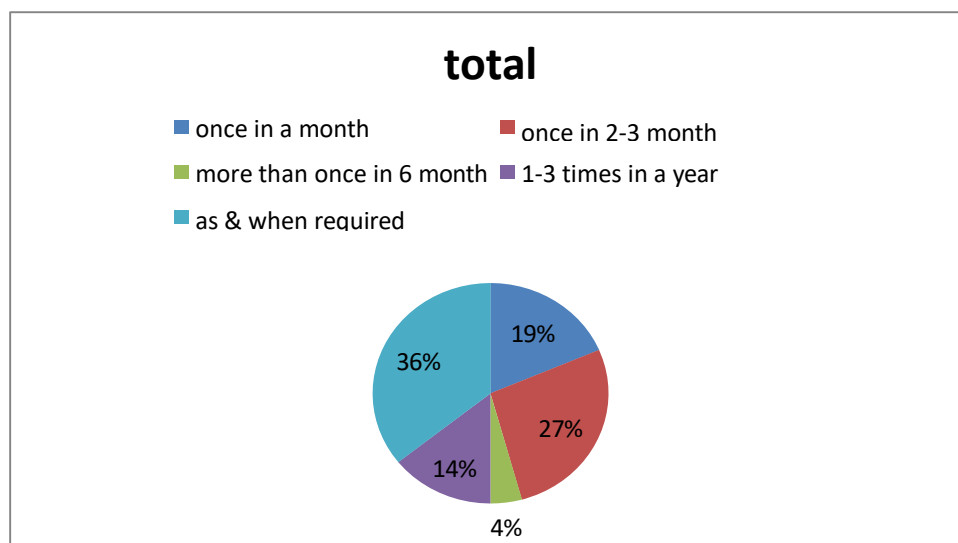
The student's bachelor's degree must have at least 45–50% of its possible points.

1 .If yes, how often do you make online purchase?

|                            | Total | Male | Female |
|----------------------------|-------|------|--------|
| Once in a month            | 13    | 9    | 4      |
| Once in a 2-3 months       | 19    | 9    | 10     |
| More than once in 6 months | 3     | 2    | 1      |
| 1-3 times in a year        | 10    | 5    | 5      |
| As & when required         | 25    | 14   | 11     |

INTERPRETATION- 36% OF Student do online shopping whenever its needed or required . out of girls 32% girls shop once in 2-3 months compared to 23% of boys in the same category. 19% of student “shop once in a month”.

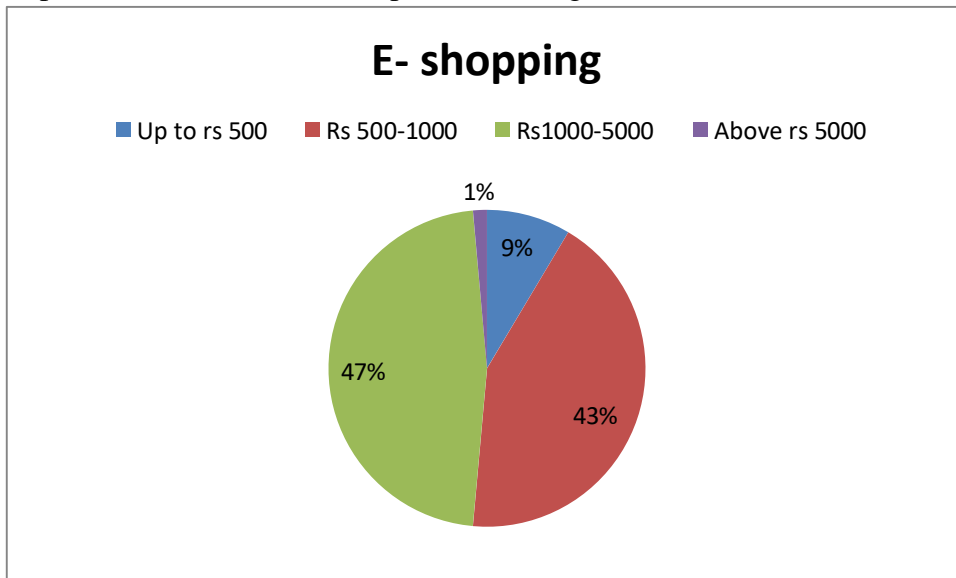
\*only 4 % of students fall in category of online shoppers who shop “More than once in 6 months”.



2. What is the average amount that you spend per purchase while shopping online?

| Average amount E- shopping |    |
|----------------------------|----|
| Up to rs 500               | 6  |
| Rs 500-1000                | 30 |
| Rs1000-5000                | 33 |
| Above rs 5000              | 1  |

Interpretation: \*47% of student spend an average amount of Rs1000 Rs-5000 per purchase

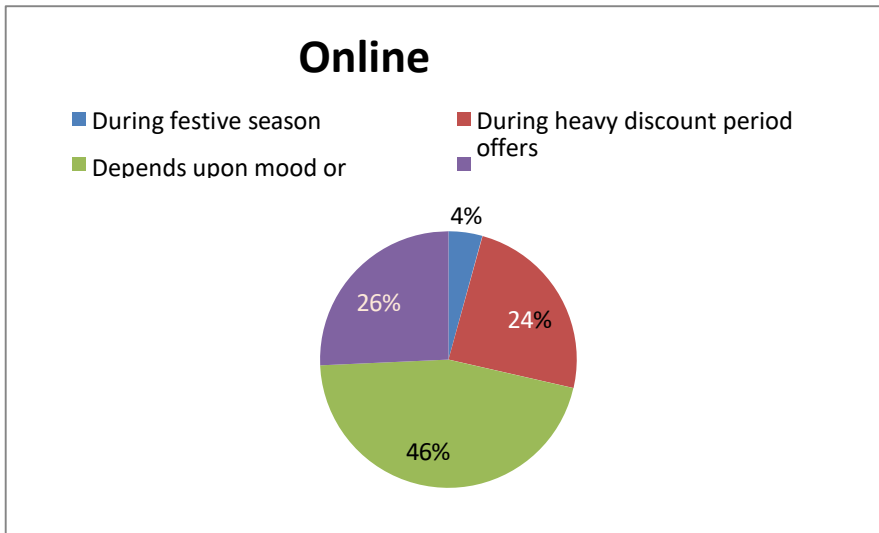


while shopping online followed by 43% who like to spend Rs- 500 Rs-700 per purchase.

3. Generally, when do you prefer making online purchase?

|                                     |    |
|-------------------------------------|----|
| During festive season               | 4  |
| During heavy discount period offers | 24 |
| Depends upon mood or desire         | 46 |
| As & when required                  | 26 |

Interpretation :46% of student prefer to shop online depending upon there mood or desire ,26%of student shop as and when required followed with 24% of student who only shop during heavy discount period offer (like –online shopping festivals ,big billion day etc).

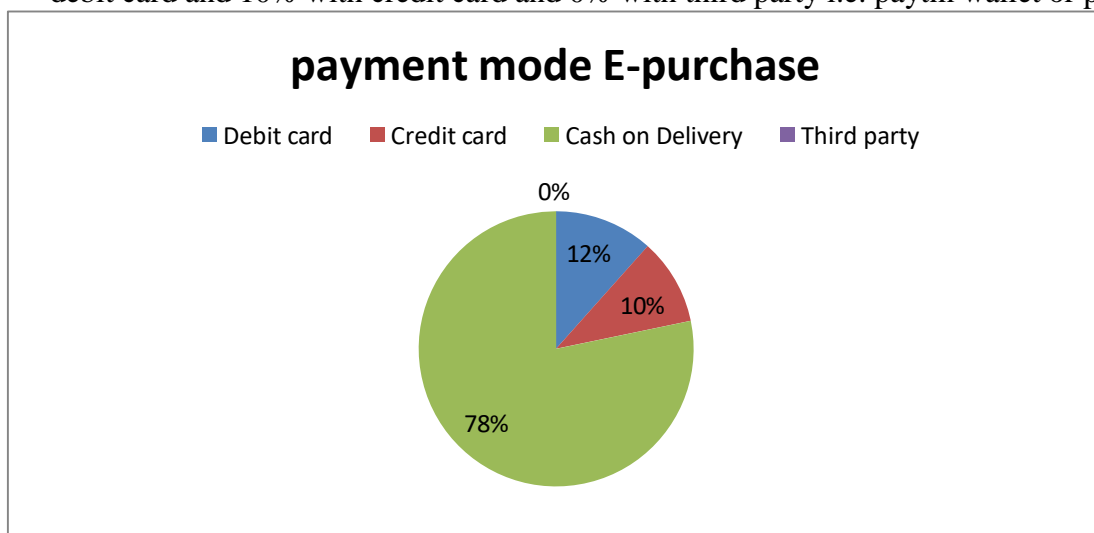


4. How do you make payments mostly when shopping online?

|                  |    |
|------------------|----|
| Debit card       | 8  |
| Credit card      | 7  |
| Cash on Delivery | 54 |
| Third party      | 0  |

Interpretation:

73% student would make C.O.D. payments when shopping online and 12% would do using debit card and 10% with credit card and 0% with third party i.e. paytm wallet or paypal.



5. What purchase do you usually make when you shop online?

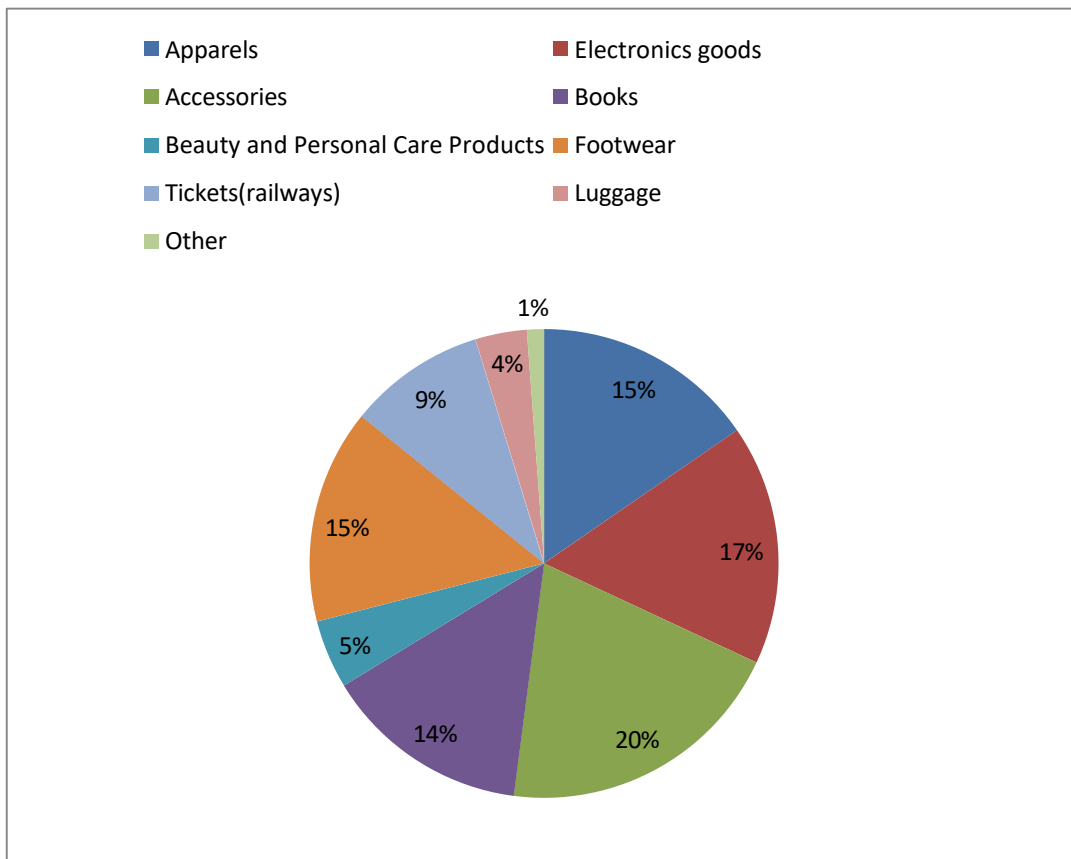
|                                   |    |
|-----------------------------------|----|
| Apparels                          | 26 |
| Electronics goods                 | 28 |
| Accessories                       | 34 |
| Books                             | 24 |
| Beauty and Personal Care Products | 8  |



|                   |    |
|-------------------|----|
| Footwear          | 25 |
| Tickets(railways) | 16 |
| Luggage           | 6  |
| Other             | 2  |

Imprecation: 20% prefer accessories, 17% prefer apparels and footwear .14% like to shop for books.

A lot more boys are preferring electronics goods compared to girls.



6. Which of the following websites do you prefer for online shopping?

|              |    |
|--------------|----|
| Flipkart.com | 53 |
| Amazon. In   | 12 |
| Jabong.com   | 6  |
| Snapdeal.com | 19 |
| Others       | 4  |

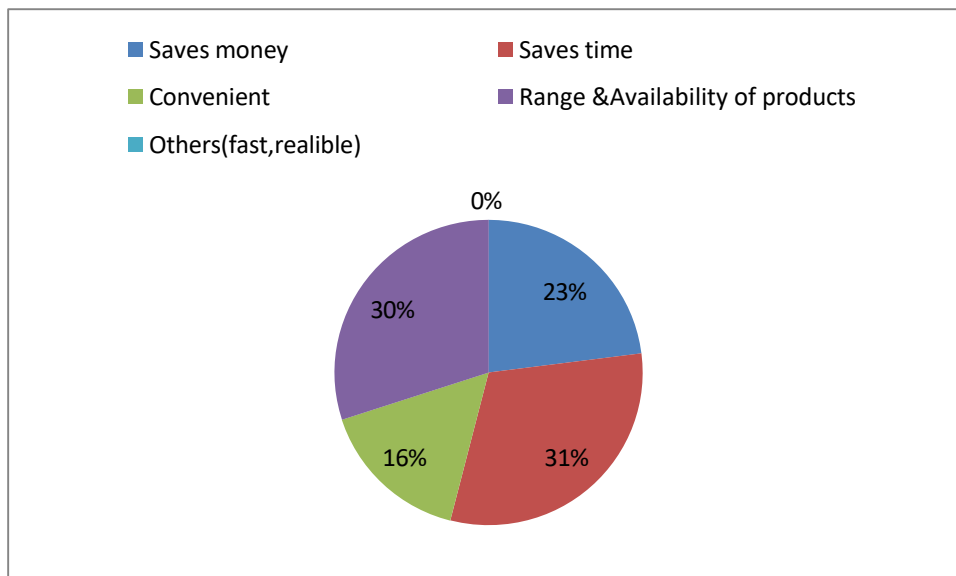
Interpretation :

57% Population prefer flipkart ,20% like snap-deal and 13% prefer amazon

7. What are the reasons for E-shopping?

|                                  |    |
|----------------------------------|----|
| Saves money                      | 23 |
| Saves time                       | 31 |
| Convenient                       | 16 |
| Range & Availability of products | 30 |
| Others(fast,realible)            | 0  |

Interpretation: Laptop is a preferred medium over smart phones as 61% are using smart phones.



**Findings**

Online shopping behavior pattern amongst hostlers: Out of total student (boys & girls) 93% likes to do online shopping which is a large majority. Boys contribute 56% and girls 44% in the total figure of respondents doing online shopping.

36% of student a large check of population do online shopping whenever its neede or required. 47% of students are willing to spend an average amount of Rs1000-Rs-5000 per purchase while shopping online followed by 43% who like to spend Rs500- Rs5000 per. 46% of students prefer to shop online depending upon their mood or desire 26% of student shop as and when required followed with 24% of students who only shop during heavy discount period offers 77% student would make C.O.D. payment when shopping online and 11% would do using debit card and 10 with credit card and 0 % with third party i.e. paytm wallet or paypal.

## CONCLUSION

Today's businesses, in general, have to constantly work to develop the next big thing that customers will want since they always want their goods and services to be faster, cheaper, and better. Businesses must adapt to the changing requirements and trends of consumers in this age of technology, as doing so will be essential to their long-term survival and profitability. E-commerce is growing and becoming more and more significant for companies as technology develops; as such, it is something that should be utilized. With businesses all around the world concentrating on internet technology for business, students are demonstrating a thorough understanding of Ecommerce business. Vital to the expansion of the Indian economy. To improve undergraduate and graduate courses, institutes must provide top-notch instruction in the area of e-commerce using cutting-edge hardware and software.

Students can gain practical expertise in business management, e-financial accounting, e-insurance, e-banking and cyber legislation, e-marketing, and e-communication by enrolling in undergraduate and graduate courses in e-commerce. In actuality, there is a market for and employability for these courses. It is imperative that curricula across the board be created with an emphasis on industry, society, and technology.

Must be included. Consequently, it starts the process of developing skills, and since 65 percent of our country's youth are under 35, they have the potential to do great things. As result, India will be able to supply top-notch human resources to other nations in the years to come.

## Recommendations

E-commerce recommendations are precisely what they sound like: goods that are suggested to consumers by a company on the basis of what the brand believes the client might enjoy and wish to buy.

Recommendations are typically provided by informed store clerks. A store employee might, for instance, tell you what has been selling particularly well or make a recommendation based on the item you are now holding, but it might not quite fit your needs. However, recommendations in an e-commerce business are determined by algorithms and data.

Online product recommendations can be sent through a range of channels and platforms, such as social media apps, email, and on-site. They can also be generic or customized.

In addition to trending products, new arrivals, and daily specials, generic suggestions are based on social proof and crowd sourced recommendations.

### 1. An improved user experience

Customers are less inclined to purchase from you if you make it difficult for them to find what they're looking for. Nearly half of participants in an Accenture survey acknowledged abandoning an online store due to inadequate curation.

Consumers who visit your website and are dissatisfied are unlikely to visit your online business again, and if they have a very negative experience, they might even choose to boycott your physical store the next time they are in the area. That makes sense; if they are aware that your store doesn't carry anything they are interested in, why would they spend their time? The good news is that it's also true in reverse. Brands may enhance consumer satisfaction and cultivate brand loyalty by expediting and simplifying the process for shoppers to discover things they adore. Remarkably, almost 50% of users are inclined to visit a website that offers product recommendations again.

### 2. EASIER INVENTORY MANAGEMENT

Additionally, e-commerce product recommendations can facilitate the work of your staff. Recommendations can assist teams in charge of inventory management with product pricing and inventory forecasting. You are far less likely to be stuck with things that nobody likes if

you give customers what they want. In the unlikely event that you do find yourself with outdated, unsold inventory, you may also utilize product recommendations to direct buyers to these things. An online recommendation engine is a program that provides consumers with a range of product and service recommendations based on the analysis of their online behavior data. Certain programs have the ability to recognize a user's shift in behavior and suggest a product that aligns with their recently discovered interests.

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