



E-Commerce and Its Vital Role in the Upcoming Economic Growth

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ABSTRACT

The growth of the e-commerce industry has been rapid over the past few years, with no signs of slowing down. In a world that is becoming increasingly digitized, e-commerce has become a crucial component of the global economy. As technology continues to advance and consumers become more comfortable with online shopping, it is expected that the e-commerce industry will play a vital role in driving economic growth in the years to come. In this paper the author made an attempt to spotlight the importance and role of E-Commerce in the Upcoming Economic Growth.

THE IMPORTANCE OF E-COMMERCE FOR BUSINESS

E-Commerce is a type of retailing where products are not physically exchanged. It basically involves offering a service or item online. Being able to sell goods online is now more crucial than ever because it has changed the way we conduct business. E-commerce is also a means of providing clients with a customised buying experience. More consumers than ever before choose to purchase online rather than in person at real establishments since they can quickly and easily find what they want.

- E Commerce helps you reduce your costs
- E Commerce helps businesses go global
- E Commerce can be done with fewer overheads & fewer risk
- E Commerce can broaden your brand & expand your business
- Your online store will stay open 24*7/365
- Personalise your shopping experience

TYPES OF E-COMMERCE MODEL

There are major four types of business E-Commerce models. We need to operate these models to be implemented by the employees of the business to grow and promote your business model. Here we discuss some important functions of E-Commerce:-

- Business to Business (B2B)
- Business to Consumer (B2C)
- Consumer to Business (C2B)
- Direct to Consumer (D2C)

Business to Business (B2B)

This model comes in the B2B category, In this one business uses the other business brand product and sells that product to the final customer. A B2B requires a lot of investment or huge capital to stock the product for further fulfilment.

Business to Consumer (B2C)

B2C business model sells their product directly to the consumer. In E-Commerce, portal customers come into your site select the product and order the same. The customer will get a notification about the product status details via email and the company dispatch their product or goods respective period. This is considered the Function of E-Commerce.

Consumer to Business (C2B)

C2B is that business model where the consumer work for the company as a freelancer and works from home and the company gives money for his work. This work has more expertise and talent in Content Writing, Graphic Designing Copywriting, UI/UX and so on. The Company gives money towards these services called Consumer to Business model. This model work on E-Commerce companies under the Functions of E-Commerce. Now this model gaining popularity worldwide from the comfort of their home, during this pandemic its become more popular.

Direct to Consumer (D2C)

This is a retail model of business that sells their product and services direct to the customer. So no wholesaler and middleman come in between. This model mostly follows a big brand like Amway, Oriflame etc. these brands are not selling their product in physical stores. All sales come directly to the brand without following the Brick and mortar method. This method skips all traditional selling chains.

FACTORS OF E-COMMERCE

One of the key factors contributing to the growth of e-commerce is the convenience it offers to consumers. With the ability to shop from the comfort of their own homes, customers can avoid the hassle of physically visiting stores and save time in the process. In addition, the wide selection of products available online has made it easier for customers to compare prices and find the best deals, further fueling the growth of e-commerce.

Another factor that has contributed to the rise of e-commerce is the increased availability of high-speed internet and mobile devices. With more and more people having access to the internet and smart phones, the number of people shopping online has increased dramatically. This trend is expected to continue in the coming years, as technology continues to improve and more people gain access to the internet.

GROWTH OF E-COMMERCE

The growth of e-commerce has also had a significant impact on small businesses and entrepreneurs. By providing a low-cost platform for selling goods and services, e-commerce has made it easier for small businesses to reach a wider audience and compete with larger companies. This has helped to create new jobs and stimulate economic growth, as small businesses are able to invest in new products and services, hire new employees, and expand their operations.

COMPONENTS FOR E-COMMERCE

- User.

- E-commerce vendors.
- Technology Infrastructure.
- Internet/ Network.
- Web Portal.
- Payment Gateway.

ADVANTAGES OF E-COMMERCE

This article was made to help you know more about the benefits of e-business. The online marketplace is a good platform for you to expand your business. We are going to explain what kind of advantages there are by sharing what we know about online selling. In brief, these are the plus points we will talk about.

- Faster buying process
- Store and product listing creation
- Cost reduction
- Affordable advertising and marketing
- Flexibility for customers
- No reach limitations
- Product and price comparison
- Faster response to buyer/market demands
- Several payment modes
- Enables easy exports

E-COMMERCE WEBSITES

In the rapidly expanding digital landscape, e-commerce has become integral to our lives. With numerous online stores competing for our attention, it's essential to identify the best of the best ecommerce websites offering exceptional user experiences, a vast product range, and seamless transactions.

THE ROLE OF E-COMMERCE IN THE DEVELOPMENT OF INDIA

- Boosting Economic Growth
- Empowering MSMEs and Startups
- Access to New Markets
- Enhancing Consumer Convenience
- Digital Payments and Financial Inclusion
- Technological Advancements and Innovation
- Job Creation and Employment Opportunities
- Rural Empowerment and Inclusive Growth
- Government Initiatives and Policy Support
- Cross-Border Trade and Export Opportunities
- Consumer Insights and Market Research
- Environmental Sustainability

E-COMMERCE A PART OF BUSINESS

E-commerce involves the purchase and sale of goods and services online and is actually just one part of e-business. An e-business involves the entire process of running a company online. Put simply, it's all of the activity that takes place with an online business.

FUTURE OF E-BUSINESS

The Indian e-Commerce market is expected to reach \$170 billion by 2025 (Bain) India's online shopper base is to reach nearly 500-600 million by 2030 and become the 2nd largest globally (IBEF).

E-COMMERCE GOOD FOR FUTURE

E-Commerce is the future of business, offering businesses the opportunity to reach new customers, reduce overhead costs, and improve customer engagement.

NEW TRENDS IN E-COMMERCE

Six trends projected to heavily impact the global market are artificial intelligence (AI), augmented reality, live commerce, online-to-offline ecommerce, and social commerce and voice assistants.

NEW TECHNOLOGIES IN E-COMMERCE

AI and ML have revolutionized the customer journey in several ways. Examples of these technologies include: Chatbots and intelligent virtual assistants (IVAs): AI-powered chatbots and IVAs provide instant customer support, answering queries and assisting with purchases.

CONCLUSION

In conclusion, e-commerce has already had a significant impact on the global economy, and its role in driving economic growth in the years to come is expected to be even greater. With its ability to offer convenience, create new markets, and promote sustainability, e-commerce will continue to play a vital role in shaping the future of the global economy.

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