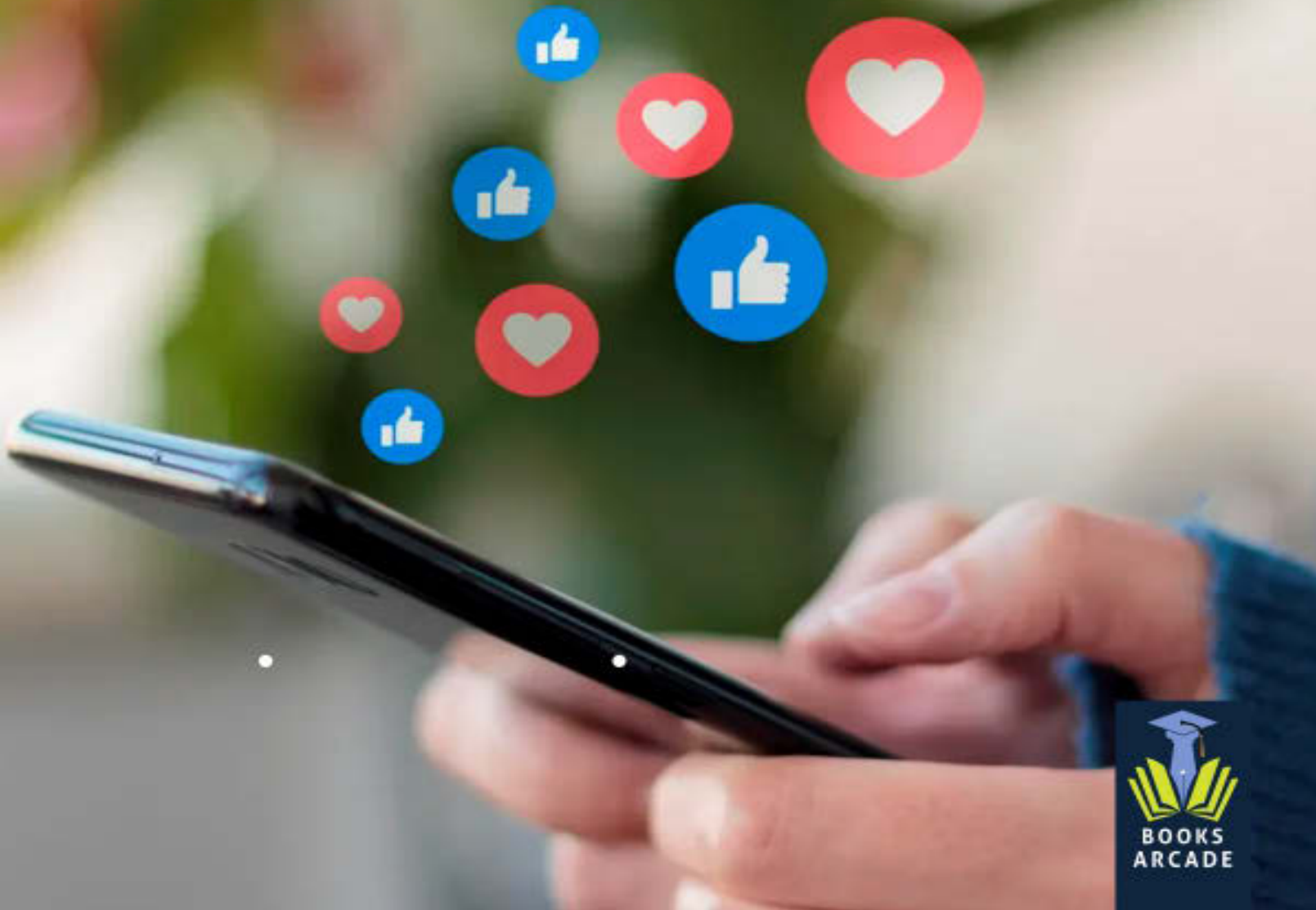


# ELECTRONIC AND SOCIAL COMMERCE

Dr. Jitendra Suman  
Manjula Jain



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**BOOKS ARCADE**

KRISHNA NAGAR, DELHI

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## CONTENTS

|  |     |
|--|-----|
| <b>Chapter 1.</b> Electronic Commerce and Social Commerce .....  | 1   |
| — <i>Dr. Jitendra Suman</i>  |     |
| <b>Chapter 2.</b> Development, Content, Classification: A Brief History of the Electronic<br>Commerce Field..... | 13  |
| — <i>Dr. Jitendra Suman</i>  |     |
| <b>Chapter 3.</b> E-commerce Drivers and Benefits .....  | 23  |
| — <i>Dr. Jitendra Suman</i>  |     |
| <b>Chapter 4.</b> The Repercussions of E-commerce and its Future .....   | 40  |
| — <i>Dr. Jitendra Suman</i>  |     |
| <b>Chapter 5.</b> Mechanisms, Platforms and Tools for E-commerce.....  | 52  |
| — <i>Dr. Mukesh Kumar Yadav</i>  |     |
| <b>Chapter 6.</b> Online Auctioning, Bartering and Negotiation.....  | 58  |
| — <i>Dr. Mukesh Kumar Yadav</i>  |     |
| <b>Chapter 7.</b> Main Uses of E-commerce .....  | 66  |
| — <i>Dr. Mukesh Kumar Yadav</i>  |     |
| <b>Chapter 8.</b> Online Stock Trading, Insurance and Real Estate .....  | 77  |
| — <i>Manjula Jain</i>  |     |
| <b>Chapter 9.</b> Product, Digital Item, Entertainment, and Gaming On-Demand Delivery...83                       |     |
| — <i>Mohit Rastogi</i>   |     |
| <b>Chapter 10.</b> Electronic Business-to-business Trade .....   | 93  |
| — <i>Manoj Agarwal</i>   |     |
| <b>Chapter 11.</b> Practices of Knowledge Management in E-government .....                                       | 107 |
| — <i>Vipin Jain</i>  |     |
| <b>Chapter 12.</b> Internet of Things and Mobile Commerce.....   | 113 |
| — <i>Vibhor Jain</i>   |     |
| <b>Chapter 13.</b> Fundamentals of Social Commerce, Social Marketing, and Advertising ...                        | 123 |
| — <i>Puneet Sethi</i>  |     |
| <b>Chapter 14.</b> Social Media and Social Business .....  | 146 |
| — <i>Anushi Singh</i>  |     |

## CHAPTER 1

### ELECTRONIC COMMERCE AND SOCIAL COMMERCE

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Dr. Jitendra Suman, Assistant Professor,  
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Web 2.0 and social media's quick growth have created enormous possibilities for e-commerce to change from a product-focused environment to one that is social and customer-centered. In essence, Web 2.0 refers to both a notion and a framework for harnessing collective intelligence, while social media refers to Internet-based applications developed on that platform. Customers have access to social information and experiences in this setting, which helps them comprehend the reasons behind their online purchases and helps them make more informed and precise judgments. While this is going on, internet firms are able to track client behavior, which helps them create effective business plans by providing them with information about customers' expectations and buying experiences. As commercial organizations have come to appreciate these mutual benefits, e-commerce is experiencing a new development by incorporating a number of Web 2.0 features, services, and capabilities to increase consumer engagement, foster customer relationships, and generate more revenue. The development of e-commerce is sometimes compared to the advent of social commerce. Using Web 2.0 in e-commerce often refers to social commerce, especially fundamental Web 2.0 aspects like user-generated content and content sharing [1].

Both corporate results and customer social engagement show how Web 2.0 has affected e-commerce. More precisely, Web 2.0 has a big impact on the validity of company reputation systems and commercial transactions. Moreover, it may improve client connections, boost website traffic, find new business prospects, and aid in the creation of products and brands. Also, it may make it possible for companies to produce high-quality goods, put them in a better position to foresee market trends, and increase the efficiency of their marketing activities. Web 2.0 may have an impact on issues for consumers including customer control and value development. With Web 2.0, consumers' views, preferences, and choices are impacted by material created by users on social networks as well as information displayed on e-commerce websites. According to Stephen and Toubia, Web 2.0 transfers market power from businesses to consumers in the context of e-commerce. Customers are also seeking for more social and interactive methods to encourage involvement since the growing demand for online services and apps has changed their demands. Customers have new ways to communicate with marketers and peer networks simultaneously thanks to Web 2.0 [2].

Social commerce has to be further investigated even if the aforementioned statistics indicate its fast growth and tremendous potential. Many studies have looked at the idea of social commerce, its uses, and the contribution of Web 2.0 to the growth of e-commerce, but little attention has been paid to social commerce design challenges. Even the few research that look at the interface design of social commerce do not provide a coherent knowledge of social commerce and its customer-centered design. It might be claimed that this ignorance is impeding the creation of successful and effective social commerce platforms. Thus, the main focus of our research is on the

design elements needed for social commerce to live up to its potential. What design elements must be taken into account when designing for social commerce is the topic of this study? In order to do this, we thoroughly examine and organize the literature on the design of Web 2.0 and e-commerce. We provide a new model and a set of guidelines for social commerce design in light of the results. Afterwards, we use our methodology on the most popular social commerce sites. The format of this paper is as follows. In Part 2, the idea of social commerce is introduced, and the state of the art is briefly covered. In Sections 3 and 4, the design concepts are thoroughly reviewed in relation to how they relate to Web 2.0 and e-commerce.

E-commerce includes social commerce because it also entails the sale of goods online. And both companies and consumers are growing more and more accustomed to it. Customers can interact, browse, and purchase goods through social media without ever leaving the site thanks to social commerce. It is easy, practical, and most importantly, fast. Social shopping is, in a nutshell, everything that contemporary customer's desire. The increasing use and acceptance of robots is a contributing factor in the growth of social business. With the help of chatbots, businesses can interact with consumers in a useful way and provide 24/7, low-cost customer assistance. These innovations are transforming how companies use e-commerce and creating new opportunities for merchants when combined with a sound interactive marketing strategy. It provides targeted group identification. Social media's ability to provide hyper-targeting is essential because it gives you the best chance to accurately and precisely target the right market for your product. You can broadcast your cute baby-sized hip-brand shoes directly to the accounts of fashionable young fathers.

Before, they had no idea what they were searching for; now they do. In a manner that conventional e-commerce and marketing cannot, social commerce gives the opportunity to place ready-to-buy goods in front of the precise people who would adore them. Customers benefit from a seamless purchasing experience because of it. The customer path is made less difficult by social media purchasing, making it simple to progress from finding to purchase. There are no passwords to recall, client forms to complete, or credit card information to carefully write out, in contrast to conventional internet purchasing. Everything is set to go. Your client only needs to see your merchandise, select it, and complete the transaction to use social marketing. That's how simple it is. The consumer path is lengthier and involves more obstacles with e-commerce. Every hit increases the likelihood that you will lose the transaction because it gives your client another chance to alter their opinion. It has been shown to boost revenue. With the ability to interact directly with customers, respond to their inquiries, and provide assistance in real time, social commerce provides value. Your end goal—selling more to satisfied customers is served by all of this. Utilizing social marketing effectively raises brand recognition and public reach while fostering consumer confidence in your company. In reality, social media networks are said to influence buy choices by 87% of internet consumers. The tills will start buzzing as those customers spread the word about your goods and encourage peers to buy them.

### **Social Trading**

Definitions Social commerce is word-of-mouth applied to online shopping. Nevertheless, Parise and Guinan provide a more thorough description, defining social commerce as a method employed in online markets that is more social,



creative, and collaborative. When users offer value by creating and sharing content, Web 2.0 technologies are stated to be in line with a developing trend, according to their definition. The changes brought about by social commerce, which they define as the application of social media tools to business, changing the market for products and services into a socially focused and user-driven economy. Social commerce incorporates numerous fields, including marketing, computer science, sociology and psychology, which may contribute to the variety of definitions. For instance, social commerce in marketing refers to a discernible pattern in online marketplaces when companies use social media or Web 2.0 as a direct marketing tool to enhance consumers' decision-making processes and purchasing behavior. According to Lee et al., who concentrate on computer technology, social commerce is an online mediated application that combines Web 2.0 technologies like Ajax and RSS with interactive platforms like social networking sites and content communities in a commercial setting [3].

In terms of sociology, social commerce refers to the use of online social networks by e-commerce businesses, concentrating on the role of social influence which impacts customer engagement. Marsden also discusses the psychology of social buying, which shows that when individuals purchase online, they are impacted by salient information signals from other members of a networked community. The aforementioned definitions of social commerce enable scholars and practitioners to get a comprehensive knowledge of its principles, despite the fact that it has been described in a variety of ways. These definitions show that social commerce is a development of e-commerce even if they offer distinct scopes for each. Based on the foregoing discussion, we define social commerce as an Internet-based commercial application that makes use of social media and Web 2.0 technologies that support social interaction and user-generated content in order to help consumers make decisions and buy goods and services in online marketplaces and communities.

In terms of corporate objectives, customer connections, and system interactions, it is possible to emphasize the contrasts between e-commerce and social commerce. E-commerce focuses on optimizing efficiency in terms of corporate objectives, including techniques for intelligent searches, one-click purchasing, specification-driven virtual catalogs, and suggestions based on customers' previous shopping behavior. However social purposes like networking, teamwork, and knowledge sharing are the primary emphasis of social commerce, with buying coming in second. In terms of consumer interaction, users of e-commerce platforms often work with the platforms alone, apart from other users, but social commerce makes use of online communities that foster social interaction to improve customer interaction. When it comes to system engagement, traditional e-commerce nearly usually offers one-way browsing, with information from users seldom being provided back to companies or other customers. Yet, social commerce promotes more social and interactive methods that enable consumers to communicate with one another and exchange information with both firms and other customers.

They discovered that obstacles include the perception of social networking sites as being irrelevant within the sector and the ambiguity around their potential application to help brand development. Despite this, small and medium-sized companies continue to use social networking to draw in clients. The use of social networking in business is thought to improve customer relationship management while also raising brand recognition and online communication. In addition, Lee et

al. discovered that Web 2.0 apps may significantly boost small enterprises' competitive advantages. In fact, the authors contend that Web 2.0 apps provide small organizations skills comparable to those of big ones when it comes to reaching clients with rich information. These studies examine the user behavior, decision-making, and relationship-building aspects of social commerce in addition to looking at its economic applications and tactics. For instance, Wigand et al. investigated the demands of consumers for social commerce.

In the context of business, they identified three essential demands that drive customer behavior via Web 2.0. They include the desire to feel successful and competent, a sense of belonging and connection to others, and the urge to be an autonomous person. The impacts of online social shopping on user behavioral attitudes are the subject of another empirical investigation by Grange and Benbasat. According to the study's findings, system features like easy access to items and the layout of the assistance menu's underlying message that directs usage are good indicators of an individual's conviction. According to a research by Kim and Srivastava, social effect on online shoppers' purchasing decisions was examined. The findings demonstrate that social influence significantly affects consumers' choice to buy. The research recommends employing a variety of apps to foster social interaction in order to assist consumers in making wise and informed purchasing choices. These features include posting and rating reviews, providing customer reviews, discussion boards, and product recommendations to friends. Lastly, Kang and Park-Poaps investigated the causes and effects of social purchasing from the perspective of motivation. In the context of fashion consumption, they created and tested a structural model of social shopping. The findings show that social comparison has a favorable impact on several aspects of social purchasing for clothing. These traits include power seeking, opinion-sharing, social bonding, and social browsing [4].

### **Rules for designing for e-commerce**

Considering that social commerce combines e-commerce and Web 2.0, studying the design literature on each individually can help you comprehend social commerce design, with this part focusing on e-commerce. We examine e-commerce design from a user's viewpoint since the purpose of e-commerce design is to promote customer engagement, facilitate consumer decision-making, and encourage customers to return. As a result, this part reviews and organizes a variety of elements crucial for creating successful e-commerce systems, mostly from the perspective of human computer interface. Usability, information quality, website quality, service quality, and fun are these design attributes, which are listed in Table 1. One of the most crucial elements of e-commerce design is usability. Usability, according to the International Standards Organization, relates to how successfully, efficiently, and satisfactorily certain users accomplish particular objectives within a particular use environment. Usability studies have mostly focused on e-commerce website design, with a specific emphasis on usability and user-friendliness, since websites serve as the interface to the e-commerce system.

More precisely, the degree to which consumers believe that utilizing a certain system may help them perform is referred to as ease of use. User friendliness refers to the notion of beautiful internet interface design. Yet, several studies combine several elements to describe usability-oriented design. Usability, for instance, considers factors like how simple a website is to use, how quickly you can find what you're

looking for, how easy it seems to be to navigate, how well-designed it is, and how well users can manage how they move through a system. In terms of simplicity, assistance, accessibility, visibility, reversible action, feedback, and personalization, Helander and Khalid explain the usability dimension. In their definition, the terms "simplicity" and "support" refer to the use of straightforward functions, "accessibility" and "visibility," "reversible action," "feedback," and "personalization," respectively. Reversible action refers to the provision of undo functions at all times, while feedback refers to the provision of a visible comment mechanism following services [5].

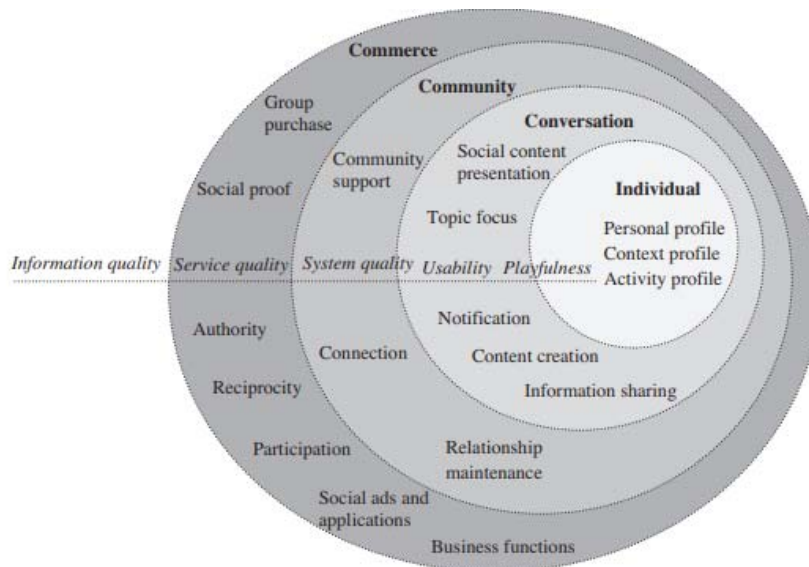
As it provides value to consumers, information quality is a crucial design element in e-commerce. It refers to the information offered by the e-commerce website in terms of relevancy, accuracy, comprehension, and usefulness. It is referred to as content quality by Hasan and Abuelrub, who contend that it has a substantial impact on consumers' views about and interactions with online shopping. For instance, Jaiswal et al research's demonstrates that information quality is a crucial factor in determining how satisfied and loyal users are with e-commerce. As a result, it is important to focus on providing accurate, complete, and relevant information. Liu and Arnett, who assert that information quality is intimately related to corporate profitability, decision quality and performance, perceived advantages of information systems, and the degree of system utilization, further emphasize the significance of this. For instance, by using electronic data interchange, a type of business-to-business e-commerce, to improve the accuracy and timeliness of information exchanged between a company and its suppliers, the company can realize significant financial gains from inventory holding costs, obsolete inventory costs, transportation costs, and premium freight. Moreover, the ability to give distinctive, trustworthy, and current information to fulfill their demands has a significant impact on users' views of the advantages of information systems and their adoption of information systems. Information systems in general, and e-commerce systems in particular, may be fully used by a larger variety of users with a high degree of quality information. As a result, emphasis should be placed on a number of sub-design elements that contribute to information quality in e-commerce, such as accuracy, timeliness, relevance, flexible information presentation, price information, product comparability, service differentiation, and comprehensive product description.

### **Theoretical framework for designing for social commerce**

After examining the design elements as they relate to Web 2.0 and e-commerce, this part focuses on social commerce design. Fisher developed a methodology for developing social applications that defines identity, discussion, and community as the three fundamental components of social design. We included a fourth component, commerce, to capture the e-commerce design elements as social commerce combines e-commerce with Web 2.0. So, there are four levels in our concept for social commerce design: individual, community, conversation, and commerce. The following justifies the sequence of the levels in our suggested model: Person, then Dialogue, then Community, then Commerce. The innermost layer stands for "the self." Users engage in conversation in online communities, according to Fisher, because "they discover more about themselves and like feeling understood by their group." All information, including user profiles and other user-generated content, begins at this tier. Consequently, discussion is the second layer, where users express

themselves via posts and dialogue with other users. User created material does not multiply and collective intelligence does not really spread without dialogue. As a result, the Individual layer is included in the Conversation layer. Through encounters, which in our case are discussions, a community is formed or strengthened. Most crucially, talks happen inside communities; as a result, the conversation layer is part of the community layer. The Commerce layer, which is the last outer layer, allows for the potential of doing business inside an already-established community. Social commerce aims to take use of existing connections within a community [6].

The essential difference between e-commerce and social commerce, we contend once again, is that the former often solely considers an Individual while the latter typically considers a Community founded on Conversation. Hence, if the Community and Conversation levels are removed from Figure 1, what remains is e-commerce, or the Commerce layer enclosing the Individual layer. When the Commerce layer is removed, what remains is a standard online community. But, if we take into account the four levels, social commerce results. The four levels' shared design elements are shown horizontally. High-level design concepts for social commerce are represented by the four levels. In order to complete the model, we examined design elements in relation to Web 2.0 and e-commerce and classified them into the appropriate layers. Features that weren't appropriate for the social commerce setting weren't chosen throughout the procedure. Based on their main traits, features that were discovered to pertain to more than one layer were gathered into one principle. The first layer of social commerce design is individual, and it deals with giving users a feeling of self-awareness and identity that other people can identify. Creating a personal profile might be useful for locating a participant and inspiring social interaction. Also, when apps concentrate on a certain subject, making the participant's profile relevant to this context may increase his visibility to individuals with an interest in the context. Individual characteristics may be created by displaying the user's actual name with their profile images, integrating their personal profile to create a social experience, and emphasizing relevant social data.



**Figure 1: Illustrate the Showcase the social commerce design framework.**

## Application

A heuristic assessment was used on two social commerce websites in order to better comprehend the suggested model for social commerce design and the particular design principles created in this research. There are, in our opinion, two types of social trade. The two categories are based on Web 2.0 platforms that include e-commerce capabilities, and e-commerce websites that make use of Web 2.0 technologies and ideas to promote social commerce. We chose Starbucks Facebook from the second category and Amazon from the first category. Table 4 shows the design elements for the two target social commerce websites, depending on whether they apply or not. In terms of the social elements and the commerce aspects they want to promote, the two websites seem to be clear and simple overall. The right presentation of various content types in a range of formats enables users to quickly study the information shown and successfully engage with services and apps. When a person signs in, their identity is prominently visible on both websites. Users' profiles have interesting information that may be used to direct users' attention to specific material, such as recent purchase history and a list of their favorite Starbucks products. Each discussion focuses on the essential subjects, engaging people in engaging ways about the services and apps they like. For instance, while evaluating a digital camera on Amazon, the website displays many images shot with that specific camera in a variety of predetermined shooting scenarios. The two websites also show visitors' preferences and previous behavior, which may encourage greater user interaction. Users may simply share their content with others and leave comments as they engage with items and services.

To help developers and designers create social commerce systems that are more successful, this research suggests a set of design principles. It is crucial to take into account participant connections, engagement, community, and commerce while designing and developing social commerce. These connections speak to a basic understanding of social commerce design. In this situation, the design should put an emphasis on user identification, encouraging participation, fostering discourse, utilizing community, and providing high-quality websites that make it possible for users to be recognized and informed in order to create a sense of community within an online retail environment. Nonetheless, even if many social commerce design elements have been proposed, it is not required to implement them all at once. Certain design needs must be thoroughly examined in accordance with a well-defined social commerce growth plan and strategy. Also, a number of factors may be advanced in order to properly apply the recommended design concepts. Prior to designing a website, business organizations and web developers must first come up with a solid strategy that puts the needs of the client first. In other words, consumers must be active in the growth of social commerce. Second, when the aforementioned guiding principles are taken into account while developing a social commerce website, designers should offer and thoroughly explain these guiding principles to clients and ask them to confirm that they can satisfy their needs. Finally, when some design elements clash with one another, designers should consider the conditions in which certain rules should be observed. Also, a balance must be struck between providing a substantial number of customizable design elements, appropriate social material, and other Web 2.0 tools for designers, and supplying mandatory design aspects. Lastly, designers should apply their prior experiences and success stories to analyze the unique design demands [7].

Practitioners and academics are becoming more and more interested in social commerce. According to data from earlier research, social commerce is a recent phenomenon that needs to be better understood. This research undertook a methodical literature review, outlining the social commerce concept's current level of development and important design elements. The introduction of a new conceptual model for social commerce design is more significant since it aims to shed light on social commerce in general and the connections between players, the community, and online commerce. The following are the research's management suggestions. Management must first determine the uses and capabilities it now has for social networking and e-commerce. Companies must then choose whether to integrate social features into their e-commerce platform or integrate commerce features into their social network platform when developing their social commerce strategy. They already meet the requirements for the Person and Commerce levels of our suggested model if they operate an online store. The Community and Dialogue layers' characteristics must be put into practice. They already meet the Person, Dialogue, and Community levels if they are active on social media. They just need to continue implementing the Commerce layer.

People have worked in the influencer marketing industry for a while, and throughout that time I've carefully observed developments in social and e-commerce as platforms and the users of those platforms changed to embrace new features and technology. Social commerce skillfully combines purchasing and selling with a feeling of urgency across communities to give something substantially different than regular e-commerce. Also, it's changing who controls power in the global economy. Smaller producers, influencers, and vendors are discovering more and more ways to draw customers, which is shifting the market share in their favor. Two variables are somewhat to blame for this change: Secondly, the epidemic accelerated the growth of social media markets, fundamentally altering how customers purchase goods. Second, as social networks fuel the social storefronts of the future, customer requests to support small companies and shop locally have grown dramatically.

### **Social commerce's Ascent**

Younger consumers have grown up in a culture where advertising is pervasive and vying for their attention. Despite this, individuals naturally seek advice and inspiration from those they can trust, including their friends, family, communities, and even the real figures they follow. People want to be motivated, knowledgeable, and certain about their purchases. Social commerce meets these demands by offering a purchasing experience that promotes exploration and customization in order to foster genuine relationships between customers and the companies they engage with.

Beyond that, improved consumer comprehension, deeper analytics, and audience ad profiling and targeting on social media have produced another seismic potential that may be directly linked to the growth of social commerce. Wishful thinking may suggest an indirect paradigm shift away from Google, the most potent advertising platform in the world, to Facebook given that consumers spend more time on mobile applications than on their mobile web browsers. When done well, social selling improves brand recognition among current clients and possibly more importantly allows companies to attract new clients who are enthusiastic about cutting-edge social buying formats and experiences [8].

Some of the best instances of social commerce are seen in China, where 71% of customers, compared to 42% of respondents globally, said they are inclined to purchase on social media platforms. The consumer decision-making process from awareness to purchase is accelerated by social commerce practically immediately: It makes sense to simplify the purchase procedure for an item in-app as part of the native experience when consumers see it they like and want to buy it. Sponsored social media also serves as the ideal channel for accelerating purchasing behavior by presenting the ideal offer to the ideal consumer at the ideal moment. These scalable suggestions to almost any audience are fundamentally driven by customer data profiles [9]–[11].

The commercial development known as internet trade has an intriguing history. From its modest origins in the middle of the 1990s, internet trade expanded quickly until a significant decline happened in 2000. Numerous news articles were released in the mainstream media. Depicting the transition from the "dot-com boom" to the "dot-com bust" between 2000 and In 2003, a lot of business analysts were predicting the death of internet trade. As with the unreasonably high hopes had been driven by unrealistic notions of instant achievement. Overly pessimistic news stories during the peak years influenced people's views at the time. Electronic trade started to exhibit indications of vitality in 2003. Businesses that had weathered the recession, not only were their revenues increasing once more, but many of them were making money. Electronic trade expanded alongside the economy, but at a more moderate rate. The global economic downturn that began in 2008 had an impact on internet trade. The second surge of electrical technology has continued even in the face of Trade is actively taking place. In this part, internet trade is defined and its progression from the first to the second phase.

Electronic Business and Electronic Commerce The phrase "electronic commerce" is often used to refer to online purchasing by consumers. Web known as the World Wide Web (the Web). However, online shopping (or E-commerce (including other forms of it, like business-to-business selling, Businesses and internal procedures used by organizations to support their recruiting, organizing, marketing, and other operations. Some individuals refer to it as "electronic business" (or when discussing internet trade in this wider context, people often refer to it as "e-business." For Using IBM as an illustration, computerized business is described as "the change of important business operations the phrase "electronic commerce" is most commonly used to describe transactions conducted online. Use the terms "e-business" and equally. The expression "electronic commerce" (or E-commerce (or electronic trade) is used in the widest meaning and refers to all commercial operations that Web tools. The Internet, the World Wide Web, and other online tools as well as other innovations, like radio communications over cell phone networks. Dot-com or pure-dot-com companies are organizations that only conduct business online. To set them apart from businesses that have real sites.

Interchange of Electronic Data (EDI) Businesses have also been participating in an internet trade style known as info exchange for a long time. When a company sends computer-readable data to another business in a predetermined structure, this is known as electronic data exchange (EDI). In the Businesses discovered in the 1960s that a large portion of the papers they traded were connected to the Bills of lading, buy orders, and receipts related to transportation of products are a few examples. These records included nearly every transaction with the same collection of data.

Businesses also understood putting this information into their systems, producing paper documents, and then putting it in again on the other side of the exchange took up a significant amount of their time and money. Despite the fact that each transaction's buy order, document, and bill of transportation contained numerous details, and each usually, the material was presented in a special way on paper. By assembling a group of businesses were able to make use of common forms for online sending the material remove the need to input the data, minimize mistakes, and cut expenses associated with printing and sending.

Trading counterparties are companies that use EDI with one another. They accepted the information that companies have always included in forms used for EDI their regular paper delivery papers, buy receipts, and bills. Companies like General Electric, Sears, and Wal-Mart were early adopters of EDI to enhance their buying processes. Procedures and the connections they have with their vendors. Business adoption of EDI was also greatly aided by the U.S. government, one of the biggest EDI selling partners in the world. The expensive expense of execution was one issue that EDI pioneers had to deal with. Through the late 1990s, EDI required purchasing pricey computer gear and software and then either creating direct network links with all business partners (using rented telephone lines) as well as joining a value-added network. An autonomous value-added network (VAN) a business that connects consumers and vendors and forwards their transactions EDI is being used. Prior to the development of the Internet as we know it today, VANs offered the majority of business partners' links and were in charge of assuring the confidentiality of the data sent. Typically, VANs tacked on a per-transaction cost on top of a set monthly fee.

### **Electronic commerce and economic forces**

Economics focuses on how people distribute limited resources. The allocation of resources by people is influenced by two main factors: trade and government policies like taxation and assistance. How individuals set up their business operations is a topic of fascination to many economists. Participating in marketplaces is one method individuals accomplish this. The precise description of a market used by economists contains two requirements: first, that prospective consumers and vendors of a product come into touch; and second, that a means of trade is accessible. Either money or trade can be used as this means of transaction. The majority of economists concur that markets are reliable and efficient methods for distributing limited resources. As a result, it makes sense to assume that marketplaces are where most commercial deals take place. However, a significant portion of business action today takes place within massive structured groups known as corporations or companies by economists. A president or chief executive officer at the highest level leads the majority of hierarchical companies. A number of leaders who report to the president in turn have a bigger number of senior managers reporting to them, and so on. There can be a few layers of administration in a relatively uniform structure within a company, or there can be many reporting levels. In either scenario, the lowest level typically consists of manufacturing or service suppliers and has the most personnel. As a result, the structured organization has a pyramidal framework at all times.

These big companies frequently engage in a variety of business operations exclusively within the Organizational framework of the business and market



participation limited to buying materials selling completed goods and selling raw components. If markets are truly very powerful systems, these big companies should engage in marketplaces at every step of their value-generation and manufacturing operations. Ronald, a Nobel winner in a 1937 article, Coase questioned why people who participate in trade frequently form companies to manage their operations. He was especially curious about the organizational framework of these corporate entities. Coase came to the conclusion that deal. The primary driver for shifting economic activity from marketplaces to hierarchically organized firms was expenses. Organized businesses. Costs of transactions Transaction costs are the sum of all expenses a customer and vendor pay while researching and negotiating a purchase and sale. Even though commissions and revenue although fees may be included in trade expenses, the cost of finding and acquiring information is frequently much higher. The investment a vendor makes in machinery or the employment of qualified personnel to furnish it with goods or services can also be a major component of transaction costs.

Think about the following to gain a greater understanding of how trade expenses arise in markets: a knitwear merchant could buy garments by negotiating deals on the market with many self-employed makers of sweaters. One or more people could purchase garments from each maker. The expenses paid by the vendor for transactions would include those for locating the meeting individual crafters to discuss the buy price and setting up shipping of the garments and looking over them once they arrive. Additionally, the makers would be charged. Such as buying yarn and other materials for crocheting. Individual crafters couldn't determine whether they make expenditures to penetrate markets where no knitwear vendor would ever purchase garments from them. The profitability of the sweater-knitting industry is unclear. The deal at stake is substantial. For the crafters, the expense. Having acquired the sweaters, sweater vendors transport them to a separate market where Retail stores that offer sweaters to consumers and sweater sellers gather and conduct business together. From price, the sellers can determine which hues, designs, and fashion trends are popular.

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## CHAPTER 2

### DEVELOPMENT, CONTENT, CLASSIFICATION: A BRIEF HISTORY OF THE ELECTRONIC COMMERCE FIELD

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Understanding this diverse industry is aided by categorization of e-commerce. Either business-to-business or business-to-consumer transactions may be made online. Internet business-to-consumer (B2C) transactions take place when a person buys a coffee from [store.starbucks.com](http://store.starbucks.com) or a computer from [dell.com](http://dell.com). Business-to-business (B2B) transactions take place online, like when Dell electronically purchases components from its vendors. Moreover, Dell uses the internet to communicate with its partners and offers online customer support via e-CRM. Later in this chapter, a number of different EC subtypes will be discussed.

The U.S. Census Bureau reports that overall EC shipments climbed by 16.5% in a year, while ComScore reports that online retail sales in the United States rose by 17% in Q1 2012 compared to the same period in 2011. Every area of EC is expanding. For instance, Leggatt noted that between 2000 and 2012, online sales of Domino's Pizza in the UK increased by nearly 1000%. Other businesses, countries, and sectors have had similar outcomes, according to Ahmad. Global e-commerce is soaring. According to a press release by [ecommerce-europe.eu/press](http://ecommerce-europe.eu/press) of May 23, 2013, European e-commerce rose by 19% in 2012 hitting €312 billion. E-commerce in China is growing, according to Stanley and Ritacca, reaching by the end of 2013, \$600 billion. Ultimately, EC is becoming to be a significant economic asset in a number of emerging nations [1].

#### **EC Framework**

The EC area has a wide range of activities, organizational structures, and technological advancements. Thus, a framework that lists its components may be helpful. There are several EC uses, and they will be illustrated throughout the book. Companies need the appropriate information, infrastructure, and support services to carry out these applications. At the bottom of the picture is the EC infrastructure. Infrastructure refers to the networks, computers, and software utilized in EC. All of these elements call for sound management techniques. This implies that in order to maximize the commercial application of EC models and strategies, organizations must plan, organize, inspire, develop strategy, and restructure processes as necessary.

#### **Classification of EC by the Transactions' Nature and the Participants' Relationships**

By the nature of transactions and the transacting participants, EC is often categorized. This is a list of the many categories of EC transactions [2]. There are 6 main types of ecommerce business models, namely Business-to-Government (B2G), Consumer-to-Business (C2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Business-to-Business (B2B), and Business-to-Business-to-Consumer (B2B2C).

### **Business-to-Business**

Business-to-business Transactions between and among organizations are referred to as EC. Nowadays, B2B transactions make up around 85% of all EC volume. The whole wholesale transaction for Dell is B2B. The majority of Dell's components are purchased online, and the company sells its products online to both companies and consumers.

### **Business-to-Consumer**

Business-to-consumer Retail sales of goods or services from companies to consumers are included in EC. This describes the average Amazon.com customer. We also refer to this form as e-tailing since the sellers are often stores. Business-to-consumer (B2C) refers to the process of marketing goods and services directly between an organization and the customers who will ultimately use them. The majority of businesses that offer straight to customers are referred to as B2C businesses.

### **Consumer-to-Business**

Online sales of goods and services to individuals and businesses are referred to as consumer-to-business transactions. As an alternative, people utilize C2B to place bids on goods or services. Priceline.com is a well-known organizer of C2B travel service transactions [3]. Consumers (individuals) generate value, and companies (organizations) utilize that value, according to the consumer-to-business (C2B) business paradigm. For instance, when a customer types evaluations or offers a valuable suggestion for the creation of a new product, the customer adds value to the company if it uses the input. In the C2B model, a reverse bid or demand collection model allows purchasers to specify or demand their own price for a particular product or service, which is frequently mandatory. In a consumer-to-business market, the parties to the deal must agree on their respective responsibilities and the customer must provide the company with something of worth. The internet commerce business strategy is another example of a C2B relationship in which customers can give businesses goods and services in exchange for payment. The conventional business model, known as "business-to-consumer" or "B2C," involves businesses providing products and services to customers. This business model is an entirely different approach. The C2B model is evident in blogs and online communities where the author provides a connection to an online store to help readers buy a product (such as a book on Amazon.com), for which the author may receive associate commissions in the event that the transaction is effective.

### **EC Intrabusiness**

EC transactions between different organizational divisions and people inside a single firm fall under the intrabusiness EC category. Intra-business e-commerce provides e-commerce business opportunities. It is found in eCommerce business ideas such as online shopping for Electronics, Apparel, Computers, Books, DVDs, and more. A basic site from the purchaser's perspective is a store-from to buy products and services.

### **Business-to-Employees**

Business-to-employees refers to the delivery of goods, services, or information from businesses to their staff members. Mobile workers, such as field agents or repair

personnel who visit consumers, are a significant group of employment. Business-to-mobile personnel are those who get EC help. Business-to-employee (B2E) refers to business practices that place an emphasis on workers rather than customers. As such, a B2E plan might include luring, hiring, teaching, starting, and keeping staff as well as offering self-service options and tailored access to vital resources or software. In essence, companies want to hire and keep the finest workers, so it's critical that they provide them with the tools and resources necessary to do so. In light of this, the term "business-to-employee" (B2E) more explicitly refers to the tools and services used by companies to assist their workers. Benefits like relaxed working hours, incentives, and educational possibilities help recruit and keep workers, but so can the type of digital workspace offered. A B2E gateway can be imagined as the tools found in a digital workspace; this concept will be further discussed below.

### Consumer-to-Consumer

Individual consumers purchase or sell to other consumers under the consumer-to-consumer EC category. Those who sell computers, musical instruments, or personal services online are examples of C2C. The majority of eBay transactions and auctions are C2C, much like Craigslist advertisements. Customer to Customer (C2C) or Consumer to Consumer (C2C) is a business strategy that makes it easier for consumers to buy or sell goods or services to one another. This is how it goes. Consumers buy products from other consumers using a website or company run by a third party (C2C model).

### Collaboration in Business

Online interactions and conversations between parties who are working toward the same objective are referred to as collaborative commerce. For instance, business partners could collaborate to create a brand-new product [4]. For the purpose of achieving objectives or resolving issues, business cooperation entails forging intentional relationships both internally and internationally.

### E-Government

A government agency purchases or delivers products, services, or information from or to companies, from or to individual people, or both, under e-government (EC). Other governments may be negotiated with by governments. One such structure is presented in Figure 1.

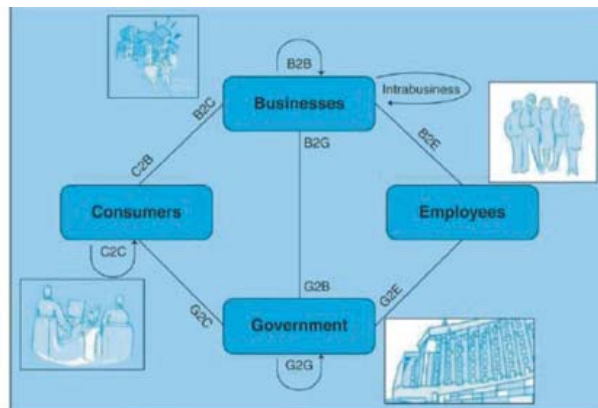


Figure 1: Illustrate the Electronic commerce transaction types.

### **Early Growth of E-Commerce in History:**

The development of the telephone at the turn of the 20th century marks the beginning of E-commerce. When it comes to e-commerce, which is defined as the networking of business communities and the digitization of corporate information, EDI (Electronic Data Interchange) is sometimes regarded as the birth of the industry. From the 1960s, large companies have made investments in the development of EDI. It took until the 1980s for it to become a realistic concept. Throughout the last 30 years, the definition of electronic commerce has altered.

Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) were the two technologies that were first used to facilitate business transactions electronically (EFT). Both of these were made available in the late 1970s, enabling companies to communicate commercial documents like invoices and purchase orders electronically. Throughout the 1980s, telephone banking, automated teller machines (ATMs), and credit cards all saw expansion and acceptance as modes of electronic commerce. The reservation systems for airlines and trains were another kind of e-commerce [5].

Michael Aldrich developed online purchasing, a crucial element of electronic commerce, in the UK in 1979. Thomson Vacations established the first known business to business in the globe in 1981. Gateshead SIS/Tesco was the first Business to Consumer to be noted in 1984. In the 1980s, major automakers including Ford, General Motors, and Nissan embraced internet shopping extensively in the UK. The dial-up and leased line systems made use of the switched public telephone network.

The key business sectors where e-commerce is extensively employed are listed below:

#### **1. Goods Sales and Purchases:**

Consumers may purchase a variety of goods and services from several suppliers by utilizing e-commerce. With e-commerce, industries may buy raw materials, components, etc. Sellers may use e-commerce to sell their goods. A person can obtain the possession of certain items or assets in his name from another party through the process of purchase in exchange for payment of money. Similar to this, a selling is a procedure whereby possession of certain items or assets is passed from one person (the vendor) to another (the customer), in exchange for a fee.

#### **2. The housing market:**

Websites that display homes, businesses, and apartments that are available for sale or rent provide online real estate services. Real estate websites on the internet help property sellers. Builders may now show prospective customers three-dimensional floor layouts on their internet using virtual reality technology. This aids in bringing in customers for real estate firms. Hence, transactions often begin online but take place offline when parties interact in person. Online real estate services are available on several websites [6].

#### **3. Banking online:**

Electronic banking, Net banking, virtual banking, and internet banking are other terms for online banking. Online banking is the automated provision of new and

established financial services and products through electronic and interactive channels. Clients may use electronic devices such as a computer, laptop, palmtop, ATM, kiosks, etc. to access online banking services.

#### **4. Products Delivery:**

Deliveries of goods are possible with e-commerce. For example, the computer program is immediately downloaded by the software maker on machine of the consumer.

#### **5. Export and Import:**

The import and export industries are heavily reliant on electronic payments. The import and export industry has been made simpler by the internet. Importers may inquire about the items, their producers, price, quality, other terms and conditions, etc. by utilizing e-commerce. Also, exporters have the option of contacting potential clients. Electronic payment methods are available, including online payment and online money transfer [7].

#### **6. Management of the supply chain:**

A supply chain is a group of connections between various businesses that work in harmony with one another by exchanging goods or services. These businesses then provide goods or services to other businesses, which in turn supply goods or services to still other businesses, and so on. Information should be kept private while it travels over the internet when using an application like this, which is a crucial aspect.

#### **7. Online retail:**

E-tailing is the term for online commerce. Thus, an e-tailer is a B2C company that does business with the end user. E-tailers may be standalone companies like Tesco.com or Tesco.com, or they can be pure-play companies like Amazon.com. E-tailing is a part of online shopping [8]. Commercial channels and the Internet are examples of e-commerce channels.

They come in the two categories below:

##### **Commercial channels**

Several businesses have established online information and marketing services that subscribers to the service may use for a monthly charge. These channels provide a variety of services including news, libraries, education, travel, sports, entertainment, shopping, discussion opportunities, e-mail, and information.

##### **The Internet**

Instantaneous and decentralized global communication is now feasible because to the Internet, a web of computer networks spanning the whole planet. With the recent advent of user-friendly World Wide Web (www) browser software like Netscape Navigator and Microsoft Internet Explorer, internet use has increased. When browsing the Internet, users may encounter text, visuals, pictures, and music that are all completely interwoven. Emailing, exchanging opinions, shopping, and accessing news and business data are all options available to users. To connect to the Internet via their computers, consumers must pay an Internet service provider.

### **Internet Business Strategy and Important E-Commerce Success Factors:**

- The population of cyberspace is becoming more mainstream and diversified as more and more people use it.
- In general, younger Internet users put a higher emphasis on things like knowledge, entertainment, socializing, etc.

Older users are more inclined to utilize the Internet for important problems and investments. Internet users often react to communications intended to sell and read information about goods and services. The customers, not the advertiser, provide permission and manage the engagement via online marketing via the internet. Consumers may access a variety of information sources thanks to internet "search engines" like "Yahoo" and "Google," which helps them become more knowledgeable and discriminating consumers.

In the era of information-rich e-commerce, consumers get the following abilities:

- Without depending on the manufacturer or merchants, they may get unbiased information on a variety of products, including expenses, pricing, features, and quality.
- They may request information and advertising from manufacturers.
- They may look for and request bids from many vendors using software agents. The exchange process has changed in the information age to be customer initiated and customer controlled as a result of these new buying capabilities.

Unless consumers encourage marketers and their representatives to take part in the exchange process, customers set the terms of interaction, and customers shield themselves with the aid of agents and intermediaries, marketers and their representatives are kept at away. Consumers specify the kinds of information they want, the kinds of goods or services they are interested in, and the costs they are prepared to pay.

### **A Brief History of EC**

Early 1970s money transfers, especially between financial organizations, marked the beginning of e-commerce applications, allowing money to be sent electronically from one organization to another. Unfortunately, the adoption of these applications was confined to huge firms, financial institutions, and a few other adventurous businesses. Then came electronic data interchange, a technology that made it possible to send common documents electronically. Later, EDI began to include other kinds of transactions in addition to financial ones. The next wave of innovative EC applications included anything from online stock trading to reservation systems for vacation [9].

The U.S. government launched the Internet in 1969 as an experiment, and the majority of its early users were scientists and university scholars. Some individuals began posting personal ads in online classifieds. The World Wide Web's launch in the early 1990s marked a significant turning point in the evolution of EC. This made it possible for businesses to create a text- and image-rich online presence. The phrase "electronic commerce" was first used in the early 1990s, when the Internet started to be used for business purposes and people started to swarm to utilize the World Wide Web. Applications for EC grew quickly. Also, there were a lot of so-called



dot-coms, or Internet start-ups. Nowadays, every business in emerging nations has a website. Tens of thousands of pages and links may be found on several of these websites. B2C to B2B was the focus of EC in 1999, and B2B to B2E, c-commerce, e-government, e-learning, and m-commerce in 2001. Social networks, m-commerce, and cellular apps all saw a significant increase in attention in 2005. EC introduced social commerce channels in 2009. The rising commercial activity on Facebook and Twitter serves just one illustration. Due to the nature.

EC will likely continue to expand, create new business models, and bring about change as a result of technology and Internet use. Success stories for EC are multiplying. See Plunkett et al. and [en.wikipedia.org/wiki/E-commerce](http://en.wikipedia.org/wiki/E-commerce) for comprehensive ready-reference guides on EC that include data, trends, and in-depth profiles of hundreds of enterprises. One must bear the following in mind while studying EC's past:

### **The Universality of EC**

Activities of the EC are seen both between and within nations. In actuality, China's Alibaba Group is the biggest EC Corporation in the world.

### **The Multidisciplinary Approach to EC**

You can undoubtedly see that the EC structure and classification are relevant to a variety of academic areas simply from this little description. Accounting, business law, computer science, consumer behavior, economics, engineering, finance, human resource management, management information systems, marketing, public administration, and robotics are some of the key academic EC fields [10].

### **The Transformation of Google**

Early on, businesses like Amazon.com, eBay, AOL, and Yahoo! had an effect on EC. Nonetheless, since 2001, Google has most likely had the most influence on EC of any corporation. Google-related Web searches target advertisements far more effectively than those of its rivals. Google is now much more than simply a search engine; it uses several inventive EC models, participates in numerous EC joint ventures, and has an influence on both organizational operations and personal life. Under the moniker "Alphabet," Google-affiliated businesses are arranged.

### **Social Trading**

Socializing e-commerce has resulted in new methods of doing business as a consequence of the expansion of social media and networks, as well as Web 2.0 applications. As recounted in numerous chapters of the book, a number of new and improved EC models were developed, revitalizing the subject.

### **EC Mistakes**

Several EC businesses, notably those involved in e-commerce and business-to-business exchanges, started to collapse starting in 1999. The well-known B2C flops include Boo, eToys, MarchFirst, Drkoop, and MarchFirst. The B2B failures Webvan, Chemdex, Ventro, and Verticalnet are well-known. According to a Strategic Direction poll, 62% of dot-coms lacked financial expertise, and 50% had minimal marketing knowledge. Similar to this, many businesses lacked sufficient inventory and order fulfillment to satisfy the varying and rising demand for their

goods. There is discussion on the causes of these and other EC failures. Several start-ups involved in Web 2.0 and social commerce began to fail as of 2008.

Does the huge number of failures suggest that EC's days are numbered? First off, the failure rate for dot-coms is rapidly decreasing. Second, as businesses experiment with various organizational models and commercial models, the EC industry is essentially undergoing consolidation. Finally, several pure EC firms, including giants like as Amazon.com and Netflix, are expanding operations and producing increasing revenues. Lastly, the click-and-mortar business model seems to be quite successful, particularly in e-tailing. See [plunkettresearch.com/ecommerce-internet-technology-market-research/industry-and-business-data](http://plunkettresearch.com/ecommerce-internet-technology-market-research/industry-and-business-data) for further history. This implies that if money is not invested in infrastructure, tools, and technology, e-potential commerce's to become a growth engine will not be achieved.

The management and structure of businesses, as well as government organizations that have an effect on how businesses operate, do not necessarily go hand in hand with the development of human resources. Basic adjustments are required, particularly in the division of labor between public and private organizational systems. Information moves more swiftly and in more directions in the digital economy than it does in conventional businesses. As a result, decision-making becomes less centralized than in the past, and employees must be able to undertake a broader variety of activities and feel empowered to do so. For many developing nations and economies in transition, where ingrained concepts of hierarchy and power may be more pervasive, this poses a significant issue. These ideas will need to be revised since a workforce that is prepared to master change rather than just go through it is necessary for competitiveness in the digital economy [11].

Of course, adjustments in company procedures are required across the board if the Internet is to be used to the fullest extent possible. In addition to other things, businesses in developing nations will also need to reconsider how they deal with their clients and suppliers, make sure their business models and technological standards are compatible, and learn how to exchange information with other businesses. The Internet's networking effects will also open up new possibilities for creative inter-firm cooperation relationships and strategic partnerships. In the chapters of this study focusing on particular industries of relevance to developing nations, several of these topics are studied in depth. The extent of the organizational changes that businesses and their clients are willing to accept will determine the impact of the Internet on many important productive sectors of developing countries. It will also depend on the connections that businesses create between the information and the physical components of their activity.

The adoption of the Internet and associated technologies by companies will be dependent on, and at the same time modify, the competitive environment in which firms operate. This is something that policymakers and businesspeople in developing nations need to be aware of. Moving to e-commerce has impacted various markets. Likely be a defensive response from businesses as they see internet competitors acquiring market dominance. The process will result in increasing competitive pressures on manufacturers, which will benefit consumers most likely. Individual businesses may leverage e-commerce in other industries or marketplaces to forge more or less long-lasting competitive advantages (not necessarily in sales and marketing), reaping the resulting financial benefits.

The capacity of business owners to see the ways that the Internet may aid them in enhancing quality, cutting expenses, and ultimately creating value will be the deciding element in every situation. Selling online will just be a small part of the process, and it may not even be the most crucial. ICT and the Internet will ultimately contribute most to global economic development and higher living standards when the efficiency improvements resulting from these and other changes in corporate operations infiltrate into the productive tissue of the emerging nations. In fact, the Internet revolution's relevance to not only high-tech, information-intensive sectors but also to how economic life is organized overall is why its positive effects are spreading more quickly into the majority of economic sectors and why developing countries have a better chance of benefiting from it earlier than they did from previous technological revolutions [12].

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## CHAPTER 3

### E-COMMERCE DRIVERS AND BENEFITS

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The enormous growth of EC may be attributed to its motivators, traits, advantages, or changes in the business environment. A significant culture shift for many businesses, agencies must learn to consider the citizen as their consumer in order to thrive in e-government. A comprehensive examination of business processes and a shift in resource allocation priorities are both necessary for a company to become user-centered. E-commerce is a subcategory of business that has impacted a wide range of sectors and groups. E-commerce is described in this research as the exchange of goods, services, information, deliveries, and/or products over computer networks and the Internet. The activities of marketing, purchasing, and transportation are now extending into its future as corporate administration activities via the internet as a result of the enormous evolution of e-commerce. Because of this, e-commerce is the dominant business model today, and it is becoming more competitive in the current economic climate. According to many business organizations have constantly struggled to better both locally and abroad in an effort to maintain competitiveness. Additionally, in order to comprehend selling factors, the background and present problems of e-commerce activities, and market-oriented technology objectives, innovators need to acquire a strategic edge. In Malaysia, the transition from a conventional to a digital economy has been ongoing.

An industry built on digital processing tools is referred to as a "digital economy," and companies are done on the Internet and the World Wide Web in online marketplaces. The South's Association Countries of the East Asian Nations (ASEAN) and the rest of the globe are experiencing an amazing economic and through the digital economy, technology is transforming civilization. The business climate in this dynamic globe is the digital economy, which is a major generator of business and employment, is becoming more and more important to development and success. Respectively, invention and production. Small and medium-sized businesses (SMEs) are a significant provider of for both established and emerging countries, of jobs, technical progress, and economic edge countries. SMEs are essential to a country's economic development and have emerged as the fiscal foundation of any nation. Malaysia, a nation that is steadily growing, is not an exception. SMEs are now aggressively expanding in Malaysia, for instance, to develop and change their companies in industry 4.0. However, the majority of these SMEs face financial difficulties as they try to develop and change their businesses. Direction of business 4.0. For SMEs in emerging countries, implementing e-commerce infrastructure is costly. Between SMEs and bigger companies, the difference is typically higher. Because of this, it might Long-term viability and success for SMEs.

There are numerous workshops educating SMEs about the billions of dollars that could be made through e-commerce, including Industry 4.0 of revenue that can be drawn into, in money. However, SMEs' attitudes and trust are still restricted, and they are unaware that such a possibility exists. Their businesses' websites and

company reputation are among the issues. The writers also claimed that many SMEs have business webpages, but also show a dearth of understanding of e-commerce. The webpages are frequently only used for marketing and sharing products and services. In light of the aforementioned, this research was conducted to look into the elements that influence SME companies in the services industry to embrace e-commerce. The offerings compared to the industrial industry, industries are the most important in Malaysia. SMEs providing services nearly one million SMEs, or larger companies, are listed in the industry as a whole.

**Economic Network Structures** Many businesses and key business divisions allegedly function in today's economy in a framework that is neither a market nor an order, according to some academics. In this network economic framework, businesses collaborate on strategies, resources, and skill sets by building enduring connections with other businesses and people who share similar goals. These connections are also known as virtual firms when they happen between or among businesses that operate on the Internet. They are frequently referred to as strategic alliances or strategic partnerships. These organizations, known as strategic allies, occasionally work together as a squad for a particular undertaking or task. When the job is finished, the crew disbands; however, through the following idleness, couples stay in touch with one another. When a comparable project or action is required, the same groups and people construct it. Other times, there are numerous key allies. Intercompany teams to carry out various continuing tasks. This book's later chapters will show that on the Web, there are numerous instances of this kind of partnership being formed by smart allies.

These kinds of smart partnerships would not endure in a corporate setting with a rigid structure. Due to the fact that the bigger strategic allies would eventually acquire the lesser ones and combine a singular, larger business. Network companies are especially suitable for the technology sectors that are dense in knowledge. The weavers in our garment scenario might form networks of lesser businesses that focus on particular patterns or trends. Several of the especially skilled weavers may depart from the retailer of sweaters to launch their own business to create vests made to order. The marketing team of the retailer of sweaters might organize an autonomous company that carries out market study on the products that retail stores intend to purchase in the to come months. This business could offer its study findings to the knitwear merchant and the knitwear manufacturer. These smaller, more agile companies adapt to changing market circumstances. Businesses could constantly reimagine themselves and seize emerging possibilities in the knitwear marketplaces.

### **The E-Commerce Engines**

Although being just roughly 23 years old, it is anticipated that EC will continue to develop and spread into new facets of our lives. Many variables influence EC, depending on the sector, business, and application at hand. The self-explanatory includes a list of the main drivers together with the part and/or chapter that presents the information [1].

### **Advantages of Electronic Commerce**

The advantages of EC are many and keep growing with time. We choose to categorize them into three groups: EC helps society, businesses, and individual customers. Notwithstanding the high hopes for e-governments are high, today's reality is unequal. Numerous government organizations throughout the globe have built up

websites that give information about their services, include downloadable forms that can be filled offline \sand enable consumers connect with the employees of the agency through e-mail. Although being helpful, many Internet-based programs cannot be considered real e-government tools since they do not facilitate formal transactions.

### **Possibilities for Business Owners**

The possibility of starting a company in a novel approach is one of EC's main advantages. The new business models allow for the quick startup and expansion of companies with minimal capital and expertise. Online entrepreneurs are earning significant sums of money. When Madison Robinson started the company, both online and off, she was a 15-year-old ninth student. She creates the shoes herself. Madison tweets about Fish Flops using her Twitter account. The company started to turn a profit after only two years of operation, which was enough to cover Madison's college costs. See Burke for further information.

### **Efficiency, effectiveness, and competitive advantage are provided by EC.**

The advantages of EC might lead to considerable changes in how business is done. These adjustments might have a favorable effect on business operations, giving EC-using companies a competitive edge as well as more effective governmental and charitable institutions.

### **Social Commerce and Computing**

Trading, e-services, and cooperation that was supported by corporations constituted the bulk of the first generation of EC. We are now entering the second iteration of EC, known as E-Commerce 2.0. It is founded on social computing's progeny, including Web 2.0 technologies, social media, social networks, and virtual worlds.

### **Using Social Media**

A computer system that incorporates social interactions and behaviors is referred to as social computing. A variety of technologies, including blogs, wikis, and social network services, other social software tools, and social marketplaces, are used to carry it out. Social computing is focused on enhancing human connection and cooperation as well as user-generated content, as opposed to conventional computer systems, which are focused on business procedures, notably transaction processing and productivity gains. In social computing and commerce, users collaborate online, seek advice from experts, and find products and services that their peers have suggested [2].

Traditional and Internet-mediated financial services and associated information transmission are significantly different in price and speed, which has resulted in fast Growth in e-financing, online credit risk management, and online payments has had a significant impact on the intermediation and financial services industries as a whole. Fast-emerging online versions of almost all accepted payment methods are now available. Moreover, new tools and techniques for financial intermediation, such smart cards and Internet banking, are taking over as the key components of the developing, Internet-based global financial system. Cash, money orders, giro transfers, checks, drafts, bills of exchange, and money orders are examples of traditional financial instruments having online equivalents. Online versions of the already used third-party protection strategies against the risks of non-payment and

non-performance, such as documentary credit, credit insurance, bonding, factoring, and forfeiting, are being developed quickly as well. The same holds true for wholesale payment systems, such as interbank payment networks, so-called automated clearing house (ACH) networks, and "wire transfers" for large-volume payments.

Credit and debit cards, which were previously the most often used form of electronic payment, particularly in business-to-business transactions, have evolved into the main method of payment in business-to-consumer (B2C) e-commerce. The next Internet-focused stage in the growth of the payments card business is the transition from "smart cards" with multipurpose chips that contain security features to cards with magnetic strips. Internet technologies that provide security for online payments have been developing concurrently. The Secure Socket Layer (SSL), a collection of built-in browser protocols created first by Netscape to safeguard card-based financial transactions on the Internet, was the first and is currently the most frequently used standard. Online payment service providers are presently using a more secure and sophisticated Secure Electronic Transactions (SET) software.

Online banking is another option that is becoming more and more common for making significant B2B payments. Systems like the Bank Internet Payment System (BIPS), which function as an Internet "frontend" to the current ACH, have made it feasible to move online transactions such as ACH debits or credits, as well as domestic and international wire transfers. The latter may now be started by businesses on their own. This year saw the beginning of the transition to the open Internet platform by the Society for Worldwide Inter-Bank Financial Telecommunications (SWIFT), the biggest worldwide interbank payment network. The plans to launch new regional and international systems for online real-time gross settlements and clearing operations all reflect the belief that online payments will increase exponentially. Social computing innovations have an influence on travel plans and choices. Through websites like tripadvisor.com, travelers may share positive travel experiences or alert others to negative ones. Travelers are big fans of specialized social networks focused on travel, like WAYN. Information is mostly created by people and made accessible to everyone in social computing, often for free. The key implementation tools of social computing are Web 2.0 and social media.

There are various ways to define social media. According to a common definition, social media refers to online user-generated text, picture, audio, and video material that is distributed through Web 2.0 platforms and technologies. This kind of media is mostly utilized for online collaboration as well as social interactions and dialogues including exchanging viewpoints, stories, ideas, and perspectives. As a result, it is a strong socializing force. Users creating, managing, and controlling material is a crucial component [3].

### **The advantages of B2B e-markets for businesses**

The many advantages that are often associated to e-commerce are further enhanced by B2B e-markets. They combine a lot of buyers and sellers into one trading community, which lowers search costs and lowers transaction costs. By supporting online auctions and the online processing of invoices, purchase orders, and payments, they also enable a more effective processing of transactions. B2B e-markets also provide merchants a framework for optimizing online transactions in



various ways throughout the whole supply chain, as by directly connecting the processing of goods transactions to logistical operations.

B2B e-markets do away with middlemen and being positioned in the supply chain between suppliers and buyers, independent, third-party e-marketplaces are intermediaries in and of themselves. On the other hand, private e-markets and marketplaces formed by physical businesses allow businesses to connect with existing trade partners, doing away with the need for middlemen. A further advantage of B2B e-markets is that they promote more pricing transparency. By bringing together huge numbers of vendors and purchasers they show market pricing and transaction procedures to participants. As a consequence, there are less price discrepancies on the market, and customers have more possibilities to evaluate costs and choose their purchases wisely. Moreover, since there are significant up-front expenditures associated with starting up an e-market, such as programming fees, e-markets provide opportunity for economies of scale. E-markets also provide demand-side economies of scale or network effects, wherein the addition of one more member in a market generates value for all current demand-side players by connecting a large number of buyers and sellers.

Identifying opportunities in electronic commerce it can be challenging for managers to choose where and how to use internet technologies because they can be used to enhance so many business operations. Breaking the business down into a number of value-adding activities that work together to produce earnings and achieve other objectives of the company is one method for concentrating on particular business processes as prospects for electronic commerce. You will discover one common method of examining business operations as a series of actions that add worth to the company in this part. All kinds of businesses engage in commerce. Smaller businesses can concentrate on a single product, route of marketing, or clientele. Larger businesses frequently offer a wide range of goods and services to a wide range of clients through a variety of delivery methods. Managers at these bigger companies structure their work around the operations of key business divisions. A firm, or corporation, is made up of several business entities controlled by the same owners, and an industry is made up of numerous businesses that offer comparable goods to comparable consumers. Value Chains for Strategic Business Units Value chains were first mentioned by Michael Porter in his 1985 book *Competitive Advantage*. Each key business entity organizes its operations into a value chain in order to create, manufacture, market, transport, and support the goods and services it provides. Porter's value chain model also incorporates auxiliary tasks like buying and human resource management in addition to these core ones. A value chain for a strategic business entity, including both main and secondary tasks.

### **An e-success markets and failure**

E-markets may provide traders with a broad variety of characteristics or functionality. They concern the information or material they provide, the facilitation of cooperation between commercial partners, the management of online transactions, such as payments and the online exchange of documents, and the provision of links to logistic services. The online marketplace that provides the most of the features that traders need will benefit. The achievement of a critical mass or liquidity that makes the e-marketplace feasible and sustainable goes hand in hand with functionality. Technology is also a vital component that improves an e-functioning. Marketplace's this explains why many B2B e-markets have formed

strategic partnerships with IT firms or have contracted with them to handle the hosting of e-marketplaces [4].

The contractual parties should be able to access inexpensive information about each other's corporate and financial health and performance, or they should be sufficiently safeguarded by third parties, for an online transaction to be effective. The Internet requires cutting-edge risk management systems, much as with traditional transaction protection by third parties. The top firms in the sector, including those that provide credit insurance, credit information, factoring, and other services, or their partnerships, are shifting online to better serve their customers and shield them from the political and business dangers associated with trade and investment. The rise of non-bank entities running electronic cash or online accounts with sizable deposits may result in new regulatory issues as a result of e-finance. While for the time being the amounts involved are too tiny for this problem to be more than a theoretical concern, monetary authorities may in the future be required to take into consideration the impact of e-cash and other money substitutes on monetary aggregates and monetary policy tools. The introduction of new players, the global nature of e-finance, and the blurring of lines between instruments and service providers all contribute to the complexity of financial regulation and highlight the need of strong international cooperation among financial regulators.

### **Electronic financing for underdeveloped nations**

The change to e-commerce will require banks and financial services firms in emerging nations to establish online payment methods and procedures that will satisfy the changing expectations of their clientele. Companies will need to implement systems that handle the main user concerns, including security, confidentiality, buyer and seller identity, buyer solvency verification, and delivery assurance. Similar to this, regulatory agencies must provide the required assistance to guarantee that appropriate system standards are developed and maintained.

To acquire e-trade financing and equity investment, enterprises from poor nations need to be registered in local, regional and global Internet-based commercial risk databases. For such, there should be significant improvements made to company registrations, public courts, accounting and audit, and other business-related services. The development of non-bank financial services including factoring, leasing, credit information, and credit insurance is necessary. Local banks should adapt to e-banking and migrate their trade finance instruments, individual and corporate customer payment services, and consumer credit risk databases online. In order to reduce the financial digital divide, local and international financial service providers must work together more closely. This requires active co-financing from development banks as well as coordinated technical help, including training, from specialized international organizations.

### **The Distinction between Web 2.0 and Social Media**

Take note that social media and Web 2.0 are connected; many people confuse the two concepts and use them interchangeably. Yet, some individuals draw attention to the variations. Social media utilizes Web 2.0 and its associated tools and technology, but the idea of social media also encompasses the connectedness of people, their interactions, the social support they provide, user-generated digital content, etc. According to Bertelsen, Oprah Winfrey incorporates social media into everything she does to promote user engagement across platforms. People are receiving rewards

from Oprah depending on their internet activity. She is involving bloggers and utilizing Facebook polls. Oprah uses Twitter often to engage with her fans.

### **Social media sites and services for social networks**

The advent of social and business social networks in recent years has been the most intriguing e-commerce application. These networks, which sprang from online communities, are expanding quickly and offering several new EC activities, income methods, and business strategies. A social network is a collection of nodes linked by linkages like friendships, interests, and occupations. The constructions are often exceedingly intricate. An illustration of the nodes and linkages in a social network may be used to depict it in its most basic form. Facebook's social graph may alternatively be described as a network [5].

### **Services for Social Networking**

Anyone may create personal homepages for free using the Web space provided and hosted by social networking sites like Facebook and LinkedIn. Moreover, SNSs provide fundamental tools for undertaking various activities and let a large number of manufacturers to offer applications. Social networks are focused on connecting individuals, but they are also increasingly being utilized for business. For instance, a lot of musicians, most notably Justin Bieber, were found on YouTube. Social networks were first just utilized for social interactions. These days, businesses are very interested in social networks' business features.

### **Using social networks**

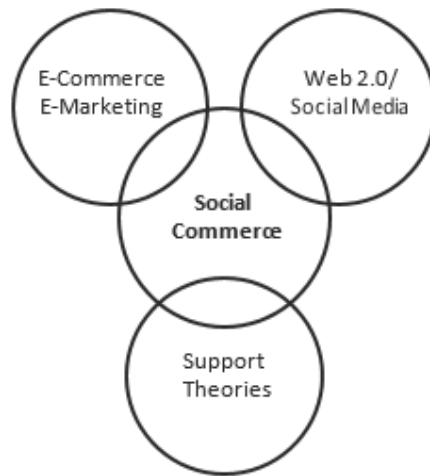
Social networking, as used here, is any Web 2.0 activity that involves maintaining a presence online, such blogging or using social networks. Moreover, it covers any actions taken on social media platforms. Social networking sites and applications enable connections, communication, information sharing, and the development of relationships between individuals and groups. Individuals may connect with neighbors, relatives, friends, and others who share their interests. One of the most significant applications of the internet nowadays is social networking.

### **Organizational Social Networks**

Public social networks for business may exist, like LinkedIn.com. They are thus controlled and owned by a separate business. Private social networks that are owned by companies and run inside them are yet another sort of business-focused social network. They are referred to as business social networks. They may be addressed at clients or staff members of the business.

### **Social Trading**

E-commerce transactions carried out via social media are referred to as social commerce, often referred to as social business. Some people classify social commerce as a subcategory of e-commerce. More precisely, it combines social media content with e-commerce, e-marketing, and related technology. Figure 2 provides an illustration of this concept. The graph demonstrates how the combination of e-commerce and e-marketing with Web 2.0/social media apps results in social commerce. Theories like social psychology, consumer behavior, and online cooperation are used to assist the integration, which produces a number of practical applications that enable social commerce [6].



**Figure 2: something which supports social trade.**

### **The Digital and Social Worlds: Business, Society, and Economy**

The growth of the social and digital economy has aided e-commerce, especially e-commerce 2.0. Check out the "Did You Know" films for an overview of the most recent updates to the content. The era of digital transformation is here. Every day, we see it at work, at home, in commercial settings, and in healthcare facilities, as well as in entertainment. See Sidhu for a summary. Next, we discuss the economy, businesses, and society as three components of the digital world.

#### **Internet-Based Economy**

An economy focused on online transactions, primarily e-commerce, is referred to as the digital economy, often referred to as the Internet economy. It encompasses computers, software, digital wireline or wireless communication networks, and other associated information technologies. The characteristics of this digital economy are as follows: A large number of digital items, including books, databases, magazines, information, electronic games, and software, are sent globally over a global grid of linked digital infrastructure at any time. We are transitioning from analog to digital, and this includes the media.

1. Financial transactions are now digitalized, and chips are implanted in many objects, turning information into a commodity. Information is codified.
2. New and creative organizational structures are used for work and business activities.
3. In several sectors, disruptive innovation is taking place [7].
4. The key aspects of the digital economy

Many innovations are made possible by the digital revolution, and new ones are developed practically every day, enhancing productivity and corporate operations. The corporate environment has undergone significant changes as a result of the digital revolution, which is discussed and supplies the technologies required for EC.

#### **Community Economy**

The term "sharing economy" refers to an economic system built on the idea of participants sharing goods and services. These systems, which go by the names

"collaborative consumption" and "collaborative economy," come in a variety of shapes and typically make use of digital technology. Car sharing is an established example. Buczynski outlines the fundamentals of this idea. Look at Howard for a summary. The chance to sell more for vendors and lower costs for buyers are the main advantages for participants. The decrease of carbon impact, an increase in recycling, and an increase in social connections are all societal advantages.

### **Sharing Economy and Online Shopping**

The sharing economy is the foundation of many EC business ideas. Examples for house exchanging include Uber, Yerdle, Kickstarter, Krrb, and Love Home Swap. A lot more people are borrowing money. Home and condo owners who provide short-term rentals, potentially for an exchange or for renting, make up a significant portion of the vacation rental market.

### **The Effect on Society**

Social effects of the digital revolution were made possible in part by social media's enhanced collaboration and communication capabilities. Smartphones, for instance, help close the digital gap. Along with the economy's increased productivity, there have been some significant social developments, such as the widespread use of social networks. The birth of the social enterprise is one effect.

### **The Digital Business**

The development of the digital business idea that goes along with the social enterprise is one of the key effects of EC. The phrase "digital enterprise" has numerous meanings. It often refers to a firm that employs computers and information technology to automate the majority of its business activities, like Amazon.com, Google, Facebook, or Ticketmaster. The digital enterprise is a new business model that makes use of Technology to obtain a competitive edge by boosting worker productivity, enhancing the effectiveness and efficiency of business operations, and enhancing vendor and customer interaction. The key characteristics of a digital company and contrasts them with those of a conventional firm. Keep in mind that the word "enterprise" applies to any kind of organization, whether it be little or big, public or private. A manufacturing facility, a hospital, a university, a TV network, or even a whole city might be considered a business. They are all headed toward digitization.

A digital business employs computer networks in EC to enable the following [8]:

1. All internal communication is done through an intranet, which is the equivalent of the Internet within the firm.
2. All business partners are accessed via the Internet, or a collection of protected intranets, termed an extranet, or value-added private communication lines.

The Internet and extranets are used by most businesses for their data and EC transactions. Many businesses use a corporate portal, which serves as a communication and informational hub for partners, customers, and other stakeholders. How to transform into digital businesses is a major challenge for many businesses nowadays. Enterprise systems that are smart and intelligent are connected to the idea of the digital enterprise. Business on social media there are several

definitions and features associated with the idea of social business. We just highlight a handful of them.

### **Definition by the Social Business Forum**

The idea of social business was created many years ago and has nothing to do with technology. A social company is currently defined by the Social Business Forum as "an organization that has put in place the strategies, tools, and procedures to systematically involve all the members of its ecosystem to optimize the co-created value." View the social business manifesto at [2013.socialbusinessforum.com](http://2013.socialbusinessforum.com). The Forum also addresses the implications of this concept and its applicability to organizations both within and outside of it. Take note of the emphasis placed on the effective generation of value using technology. Conferences are held annually by the Forum.

### **IBM's Method**

IDC, a research firm, has named IBM the market share leader among suppliers of social software platforms. The following characteristics are included in IBM and IDC's joint definition: use of cutting-edge technology, such as social software, socially conscious corporate culture, and enhancements to business processes. The IBM initiative also emphasizes enhanced teamwork. The fundamental tenet is that in order for businesses to become social businesses that can take advantage of the possibilities brought about by the digital and social revolutions, social media networks and social consumers demand radical changes to the way businesses operate. IBM supports firms in becoming social enterprises. Two noteworthy movies from IBM's vast "social business video collection" are suggested for a better grasp of the idea.

### **The Social Business**

The terms "social enterprise" and "social business" are commonly used interchangeably, and vice versa. Both names are often used interchangeably. A social enterprise's primary objective is to concentrate on social concerns. These businesses bring in money. Instead of going to owners and shareholders, the earnings are reinvested in the business and utilized to foster constructive social change. In [se-alliance.org/why](http://se-alliance.org/why), the Social Enterprise Alliance gives information. The aforementioned concept seems to highlight social objectives [9].

### **Society and the Digital Revolution**

People and their modes of employment and living make up the last and, perhaps, most significant component of the digital world. The digital revolution has undoubtedly altered practically every activity one can imagine, including work, leisure, commerce, entertainment, travel, healthcare, education, and a lot more, as shown in figure 3. Just consider your smartphone, digital camera, TV, vehicle, house, and almost anything else. People using technology and EC at a rising pace is only normal. The semaphore and Charles Babbage's Analytical Engine were among the significant underpinning technologies created in the last quarter of the 19th century. Following the creation of the desktop computer, digital communication became sufficiently affordable for broad usage. A Mathematical Theory of Communication, a groundbreaking 1948 essay by Bell Labs scientist Claude Shannon, is recognized with laying the groundwork for digitalisation. Technology was transformed from traditional to digital by the digital revolution. This made it

feasible to create duplicates of the original that were exact replicas. For instance, repetitive circuitry in digital communications was able to magnify the digital signal and transmit it while preserving all of the signal's information. The ability to quickly transfer digital information between media and to view or disseminate it afar was equally significant to the change. The transition from traditional to digital audio recording marked the pivotal moment in the transformation. During the 1980s, cassette recordings and vinyl albums were progressively displaced as the preferred medium by the digital format of optical compact discs.



**Figure 3: Illustrate the social consumers' highlights.**

### The Social Client

The social client is a significant element of the digital society. Social customers are often social network users who engage in online social buying, express comments on goods, services, and vendors, are aware of their rights, and know how to take use of the knowledge and influence of social communities for their own gain. Due to wireless purchasing and new internet buying alternatives, the number of social consumers is growing tremendously. Social consumers, want better service, are eager to share their opinions and interact with other people who share their interests.

### Difficulty Encountered

Systems that may improve the capacity of logistics service providers to meet consumer expectations are made possible in large part by technology. The overall lack of connection between the many apps used for different logistical operations is the fundamental limitation of the attempts to build applications for enhancing logistics. While many applications are made to handle various logistical tasks, it often happens that unrelated logistics tasks are handled by systems that are incompatible with one another. The presence of many restrictions brought about by ineffective trade facilitation is another element that hinders the success of e-logistics services. The most significant issues in this area are the following [10]:

1. The existence of a large number of dissimilar documentation requirements, including those for government documents, commercial documents, and documents related to transportation.
2. The lack of standardization of customs procedures and tariff classification systems.
3. The prevalence of custom valuation of exports and imports in many countries, which is characterized by issues like double billing and undervaluation, thus making it difficult to determine the true value of imports and exports; and Inadequate use of automation and information technology in trade facilitation activities, resulting in delays, high costs, and inefficiencies.

Many customs administrations are also prone to corruption, which causes delays, high costs, and a distortion in trade information. It is desirable to have a trading environment in which there is enough information about items in relation to their description, sources, and destinations in order to accomplish more effective e-logistics and e-fulfillment. Every step of the process from the supplier to the customer should allow sellers and buyers to monitor and trace their purchases. The availability and status of orders should be accessible to all interested parties through the Internet. All of this is possible if trade information is streamlined, automated, and completely standardized across all nations, and when all onerous export/import restrictions and procedures have been abolished.

Moreover, sophisticated supply chain management systems are needed for gathering and facilitating worldwide end-to-end trade information monitoring. It is advised that governments, the international community, and the private sector collaborate in promoting the following specific measures in order to achieve these broad objectives and also to take into account the unique problems of developing countries: To take advantage of the great potential provided by Internet technology in order to capture, transfer, and monitor trade information over global networks of supply chains in an open manner.

The user framework, e-commerce definitions, and priority indicators that have been developed for collecting e-commerce data have all been examined so far. All of them serve as the foundation for a statistical assessment that can be used globally. The empirical component of gauging e-commerce, or the actual data collecting, is the focus of this section. The most typical approaches used by national statistics agencies are listed below, along with an evaluation of how well suited they are to measuring certain variables. They are going to be helpful for developing nations who are poised to start accumulating statistical indicators on e-commerce [11].

As was already said, having indicators for the business, home, and government sectors is desirable. Surveying the business sector is the obvious approach to learn more about it; these surveys often provide details on B2B e-commerce transactions and the people engaged in those transactions. Yet, since both the corporate and household sectors are involved in the transactions, it is possible to assess B2C e-commerce using both types of surveys. According on whether other sector is engaged in the transaction, government surveys as well as business or household surveys may be used to measure government sector transactions. As most e-commerce activity occurs in the business sector, where conventional surveys are well established, this chapter will focus only on business surveys. The following discusses the creation of new e-commerce surveys first, followed by the inclusion



of e-commerce questions in already-existing surveys. Finally, it offers several other approaches of assessing e-commerce for nations where doing business surveys is challenging.

### **Recent E-Commerce Poll**

The strategy of creating new surveys to gather indicators of internet commerce has been implemented by several nations. They have often been broad-based and aimed at assessing how firms across a wide variety of sectors are using ICT. The surveys are often conducted at the level of businesses or companies since these entities are more suited than institutions or statistical units at other levels to address a number of the questions related to measuring ICT and electronic commerce. Given that most of the other economic data gathered by national statistical agencies pertains to establishments, this may make it difficult to compare with other statistics. ICTs are utilized in a variety of businesses, hence surveys are often conducted in as many different industries as the country's company registry can support. The agricultural sector has often been omitted, and in other nations, sectors including construction, transportation, education, and health have also been left out due to coverage issues within those businesses or because they are mostly run by the government.

Due to issues with the availability of a sufficient company registry covering all enterprises or with government constraints related with the collecting of data from extremely small businesses, there is often also a cut-off depending on the size of the organization. Australia, Canada, the Netherlands, Portugal, Singapore, and the Nordic region are excellent examples of these sorts of surveys. Given that a portion of the Nordic group survey was purposefully created to be a "model survey," it offers an intriguing contrast to the other polls. All of them are basically ICT use surveys that include inquiries based on the previously defined constrained definition of electronic commerce. The questionnaires are set up to determine how computers, websites, and the Internet are used now and in the future by a company, to gauge how much business is done online, and to determine what obstacles stand in the way of ICT and electronic commerce.

### **Models for Electronic Commerce in Business**

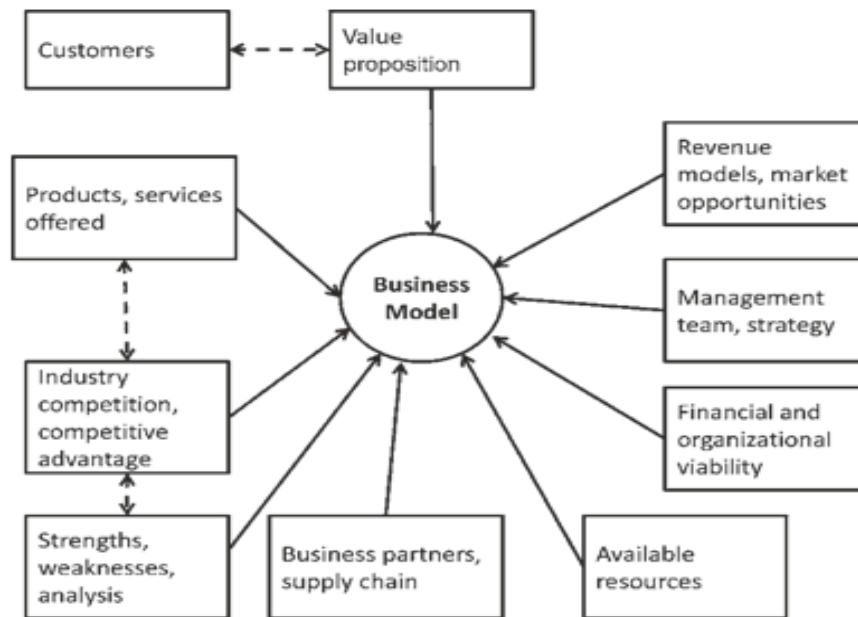
The ability of EC to assist the development of new business models is one of its key features. A business model explains how operations are carried out to produce income and provide value. Through achieving organizational goals, this is achieved. Getting enough clients to purchase the company's goods or services is a crucial factor. Depending on the firm, the sector, and other factors, a number of distinct EC business models are feasible. Business models are present in both planned and current ventures [12].

### **The Composition and Characteristics of Business Models**

As shown in figure 4, a thorough business model may contain any or all of the following elements. A value proposition, or explanation of how employing a certain model would benefit consumers and the company, is another component of a model. In Business model, a thorough explanation and examples of business models and how they relate to company strategies are provided. Two of the components of the models are shown in this chapter: revised models and value statements.

### **Cost Savings and Online Shopping**

E-commerce is well known for lowering transaction costs, boosting productivity, and producing significant changes in how firms manage and produce their products. For instance, by connecting businesses and customers online, B2C e-commerce has the potential to cut transaction costs dramatically. Also, it improves customer access to information, which lowers the cost of searches and enables them to locate the best deal on a product or service. B2C e-commerce lowers producers' barriers to entry into the market since putting up and maintaining a website is significantly less expensive than establishing a "brick-and-mortar" business. More suppliers will boost competition and lower monopolistic profits for businesses. E-commerce helps the B2B sector most in cost reduction by electronically connecting suppliers and industries throughout the supply chain. Since it makes it easier to locate the lowest supplier pricing, it lowers procurement expenses.



**Figure 4: The major components of a business model.**

It improves efficiency since less monopolistic profits and middlemen will result from more competition among providers. Also, it lowers the price of offering banking services and other services that may be obtained electronically through the Internet. Moreover, improved information flow results in lower inventory stock levels. Transaction costs are categorized by Garicano and Kaplan (2000) as coordination costs and incentive costs, and they contend that B2B e-commerce has the ability to influence both categories. Costs of coordination are incurred when possible customers and suppliers are brought together to perform a transaction, prices are set, and the specifics of the transaction are worked out. B2B e-commerce lowers these expenses by making business processes more efficient, such as when a transaction that would typically be completed over the phone or fax is made over the Internet or when business procedures are revamped.

As B2B e-commerce improves access to direct information, such as by lowering search costs for locating suppliers and enabling them to contact more prospective customers at a lower cost, coordination costs are also decreased. By giving improved information on the availability, qualities, and pricing of items, customers, and sellers, B2B e-commerce also lowers coordination costs. The costs of inadequate

knowledge and poor commitment are linked to motivation costs. When buyers and suppliers lack the necessary knowledge to determine if an agreement's conditions are met, such as whether the product delivered by the supplier fulfills all of the technical criteria of a production process, costs of informational incompleteness arise. B2B e-commerce lowers these expenses by standardizing the items. When providers and customers are unable to bind themselves, costs of defective promises are created. E-commerce helps to lower these expenses by standardizing procedures and enabling electronic product traceability. The majority of cost savings associated with B2B e-commerce are anticipated to come from lower procurement expenses. According to Goldman Sachs analysts<sup>2</sup>, the proportion of cost savings in inputs that come from switching from conventional procurement systems<sup>3</sup> to B2B e-commerce ranges from 2% for coal to 39% for electronic components in the United States. Reduced transaction costs and increased supplier competitiveness work together to provide these cost benefits.

## **Essential elements of a business model**

### **Income Models**

A revenue model outlines how an EC project or a company will make money. For instance, Net-a-revenue Porter's model displays earnings from the online sales of expensive garments. The shaded region that follows shows the main revenue models. A corporation utilizes its business model to define the method it will use to produce money and its revenue model to describe how it will actually generate income.

### **New Business Models for People**

Example: Buy High, Sell Low. While this tactic has been used for years, your chances are now improved. Consider purchasing items on Craigslist at a discount and reselling them on eBay in an auction for a 50–200% profit. Try it; you could be successful. Some people enlarge it further. The owner of the domain name *pizza.com* who purchased it in 1994 for \$20 sold it in April 2008 for \$2.6 million. The revenue model could complement or even make up the value offer.

### **Indicator of Value**

A value-proposition statement is another component of business models. The advantages, particularly the intangible ones that a firm expects to get by using its business model are referred to as a value proposition. The customer value proposition, for instance, in business-to-consumer (B2C) electronic commerce, describes how a company's product or service satisfies the demands of consumers. In other words, it outlines the customer's overall benefits. The value proposition is a crucial component.

### **Common EC Business Models**

The many EC business models are diverse. Rappa and this literature both include examples and descriptions of EC business models. The next five models are typical ones. There is a list of more models in Online File. Direct marketing online. Selling goods or services online is the most straightforward EC business strategy. Sales may take place directly between a manufacturer and a client, cutting out middlemen and physical storefronts, or directly between merchants and customers, improving distribution. Very effective for digitizable goods and services, this paradigm. This

paradigm comes in a variety of forms and employs various methods. It's used in B2C. Electronic procurement tools. Big organizational buyers often use a tendering mechanism, commonly referred to as a reverse auction, to make large-volume or large-value acquisitions. Online bidding for this kind of project may save both time and money. E-tendering systems, which General Electric Corp. invented, are becoming more and more common.

Moreover, several government organizations demand that most of their procurement must be done via e-tendering. Online trades and markets. For many years, electronic markets were used in soloed situations. Yet, since 1996, hundreds of e-marketplaces have improved trade procedures and methodologies. E-marketplaces may help both consumers and sellers significantly if they are well structured and maintained. Vertical markets that focus on one industry are of particular relevance. Taking into account the significance of the tourist industry for many developing nations, in particular its function as a job and a source of foreign currency, using best practices for e-commerce is crucial for maintaining and boosting competitiveness.

The use of the Internet and e-commerce by both tourist producers and customers raises a number of concerns about how it may affect the industry, particularly in developing nations where tourism is often a key economic sector. Governments, tour companies, distributors, and wholesalers, together with hotels, airlines, and other transport providers, are the key players in the tourism business. But the most crucial players are the actual visitors. Each of these parties has a stake in how the electronic market develops. Everybody anticipates that internet commerce will have a distinct impact on them. To propose action that is feasible and relevant to everyone, their concerns and interests must be fully addressed. First off, a large number of emerging nations have built up competitive advantages in the tourist industry over time. Second, up until recently, the roles of buyers, sellers, and middlemen in the tourist industry were all well-defined.

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## CHAPTER 4

### THE REPERCUSSIONS OF E-COMMERCE AND ITS FUTURE

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Either non-technical or technological obstacles exist for EC. Representative of the main obstacles. Ethics is a significant topic that might restrict certain EC projects. Moreover, the number of smartphones has significantly increased; by 2026, one billion of these devices are expected to be in use. A multinational business with millions of customers. With over a hundred new goods published each month, they are open 24/7 and always have something new to offer, giving you access to the newest trends at more inexpensive costs. They ship to more than 170 countries and make the fashion-concierge team, MyStylist, accessible for consultations around-the-clock. They have more than ten years of expertise in the premium fashion sector [1].

trends affecting online shopping It is difficult to disregard the COVID-19 pandemic's effect on online retail, which in the United States reached \$870 billion in 2021, an increase of 50.5% from 2019. The epidemic not only made consumers alter their behavior instantly (online food buying, for instance, expanded), but it also made businesses step up their ecommerce efforts or even enter the market for the first time. Online businesses must be prepared to adapt as the world learns to live with COVID and the disruptions it will continue to bring (supply chain issues, illnesses at distribution centers causing shipping delays, etc.). They also need to understand that even though consumers are shopping online in record numbers, they are increasingly visiting brick-and-mortar stores. Because of this, experts in the field believe that the multichannel sales strategy, which offers consumers a smooth buying experience whether they're browsing in-person, online, through a mobile app, or by phone, is the way of the future for e-commerce.

Practically speaking, it means that customers enjoy frictionless channel switching. With the multichannel strategy, a consumer, for instance, could make a buy online and then contact customer support to learn about returns for the same transaction. Unsurprisingly, machine learning and artificial intelligence (AI) have a significant impact on how e-commerce develops. Ecommerce is becoming more effective for both consumers and vendors by utilizing data to better grasp what and when customers purchase, customize the shopping experience, and aid in business and product choices. the development of social and mobile business Perhaps no ecommerce development is as pervasive as the growth of mobile, or m-commerce; by 2025, retail m-commerce sales in which customers make transactions using applications on their cellphones or laptops are predicted to reach \$710 billion. Although there is a great chance, vendors must be prepared to capitalize on the expansion. Mobile websites must be simple to use and assist customers in finding what they're searching for swiftly. Getting consumers to finish their orders is another significant challenge; basket desertion occurs when payment forms are lengthy, click-heavy, or not straightforward.

Customers can make purchases with just one click thanks to mobile payment

choices like Apple Pay, Android Pay, Amazon Pay, and others; Amazon also has a "Buy Now" icon that skips its multi-step process. Additionally, sellers need to be aware of how social media continues to affect both online and mobile shopping. Customers want to explore and buy products without ever abandoning their preferred social media site. For instance, Instagram makes it simple for businesses to interact with their consumers, but it's essential to produce content that not only sticks out but also encourages purchases. Given how congested and cutthroat this market is, vendors must make the effort to interact with consumers. Future of online shopping with their demands for improved purchasing experiences, sophisticated, tech-savvy customers will undoubtedly take the lead in the ongoing development of ecommerce. For instance, video purchasing, which involves companies producing content that showcases goods in use, is getting traction and could cause havoc in 2023. Don't undervalue the influence that social/video networks like TikTok will still have on sizable segments of the purchasing public. Modern online merchants are moving beyond the use of conventional video and beginning to investigate the potential of virtual reality, giving prospective consumers the chance to experience a product before purchasing. The buy-now-pay-later trend is also rapidly expanding. Customers are drawn to systems like Klarna, Afterpay, and others because they allow them to break up large or minor transactions into interest-free installments. Payment freedom will play a part in reducing the negative effects that inflation has had on customer spending. Sellers would be wise to provide liberal refund policies though, as customers are more likely to return to those retailers. The increasing tendency of flexible delivery (purchase online, pick up in shop) is another one to keep an eye on. Even though it's not particularly novel, vendors must constantly look for methods to make their products more convenient for consumers. Finally, e-commerce vendors must be prepared to serve the needs of the newest groups of customers. They present a significant task as well as a chance for merchants due to their enormous purchasing power and extraordinary digital proficiency.

### **Online, mobile, and analytical AI commerce:**

The rise in online purchasing activity is currently the most significant development in e-commerce. More participation translates to a larger pool of prospective consumers and a more varied customer group with specialized wants and requirements. For brands and businesses seeking to interact with ecommerce for the first time or redouble their efforts, this opens up a lot of possibilities. Since the epidemic, brand allegiance has declined, in part due to product shortage, and customers are now more ready than ever to test new goods and services. This is mainly true in the consumer packaged goods sector, where consumers are more willing to take a risk on names of freshly prepared foods and beverages.

But there has been an overall increase in the number of people buying goods online; in some cases, this industry has grown by the equal of five years in just five months. Intelligent ecommerce tactics now include using artificial intelligence (AI) to enhance the purchasing experience for customers. Companies can personalize the browsing experience for each customer by purchasing and gathering data, offering them product recommendations that match their tastes and past purchases.

This job has become even more doable and more attainable for businesses eager to engage in the technology thanks to AI's ever-improving analysis capabilities and its increasing prevalence. Mcommerce is also a major development that companies should adopt. Mcommerce, also known as social or mobile commerce, is the

practice of promoting and selling goods through social media sites. Along with social media itself, this part of shopping has been gaining prominence. Both Facebook and Twitter have incorporated platforms for companies to market their goods. According to reports, smartphone transactions will account for nearly 40% of online revenue in the United States in 2020. As was already stated, the food industry has benefited greatly from the rising appeal of online. Along with that, the epidemic saw an uptick in the selling of leisure products and house furniture, which was a pleasant development for e-commerce. Even so, there are some skepticisms about whether these industries will keep growing after the epidemic. These businesses could still reap unexpected rewards from e-commerce, though. A well-known home repair retailer, Home Depot, has had success with its "rent online, pick up in store" initiative.

Ecommerce is also beneficial to the medicinal industry. Telemedicine and medical conversations have undergone a radical change as a result of the prevalence of mobile apps and websites. Using e-commerce to reach and serve those with movement problems has proven successful for businesses that offer medicinal goods with quick shipping periods. Patients occasionally no longer need to leave their houses in order to obtain medication or medical supplies.

But tiny companies have benefited greatly from the development of e-commerce. As the cost and technological expertise required to keep online stores decline, entrepreneurs and small businesses are now able to operate a web shop with a truly worldwide reach. E-commerce has increased in worthwhile also becoming more complicated. Today, e-commerce encompasses more than just facilitating online purchases and handling electronic funds. Despite how important it is to know your client, there is more to it. The success of nearly every element of contemporary businesses, from operations and supply chains to transportation services and customer reward programs, will determine the level of e-commerce sales in 2021.

To offer individualized, frictionless digital interactions that, in the words of the day, "delight the customer," businesses must fully utilize linked back-office systems in conjunction with intelligent customer intelligence systems.

Whether the client is a single shopper making their first purchase or a worldwide company making their 100th order as part of a multiyear sourcing contract, personalized, smooth interactions must take place. Customers expect the same thing, whether they are placing a purchase on a computer, a smartphone, through Alexa, or through another linked device. Expectations are rising as e-commerce purchases become more commonplace. People anticipate that getting a transport will always be as simple as using Uber, according to Mike Welsh, chief creative officer at Mobiquity, a digital consulting firm.

This has helped India's digital economy, which is expected to expand to a value of \$1 trillion in US dollars by the year 2030. India's rapidly expanding e-commerce industry has benefited from the country's increasing wealth, rapid growth in internet users, and pervasive smartphone use. The market has grown quickly as a result of all three of these causes. The expansion of India's e-commerce business has made it possible to access a number of previously inaccessible market niches. Business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C), and consumer-to-business (C2B) are some of these categories (C2B).

### **Ethical Concerns**



Ongoing ethical concerns may put pressure or place restrictions on EC business activities. Nonetheless, some moral websites support EC suppliers and boost trust. The concepts of good and wrong are related to ethics. It may be challenging to define ethics since what one person deems ethical may not be seen as such by another. In a similar vein, what is moral in one nation may be immoral in another.

Adopting EC might lead to moral dilemmas, such as monitoring employees' email or violating the privacy of millions of consumers whose information is kept in both private and public databases. Several difficulties must be taken into consideration while adopting EC, and it is important to be aware that some of them may restrict or outright prohibit its usage. Due of the possible invasion of customers' privacy, RFID tags have been tried to be used in retail businesses as an example of this.

### **Getting Over the Obstacles**

Notwithstanding these obstacles, EC is growing quickly. The cost-benefit ratio of EC will rise as experience grows and technology advances, leading to higher adoption rates. The fact that e-commerce is expanding quickly and having an influence on various company and marketing operations is the main reason to examine it. The proportion of EC in all business is rising quickly, and some experts believe that in the future, most transactions will take place online. As a result, every businessperson or student of business should become knowledgeable in this area [2].

Due of this, the academic field of e-commerce, which only had a few courses and textbooks when it first began around 1995, is expanding quickly. Several colleges now offer EC courses and whole e-business or e-commerce degree programs. E-commerce subjects have recently been included into all professional disciplines. Its proliferation is caused by e-increasing commerce's encroachment into government, business, and service sectors. Lastly, thanks to its cutting-edge business structures, it is an intriguing industry. Yet, more EC understanding also has some very real advantages.

First off, you have a better chance of landing a decent job. Both the demand and the pay for technical and management EC abilities are rising quickly. There are hundreds of high-paying vacant employment in the social media, social networking, and social commerce sectors. Second, if you comprehend EC and know how to take use of its potential, your chances of being promoted may be better.

The opportunity to become a millionaire like the creators of Google, Facebook, YouTube, Amazon.com, and Alibaba is also provided, as is the opportunity to succeed on eBay. Selling on websites like eBay or your own may earn you money. Also, you are able to accomplish it while still a student.

### **The Direction of EC**

Many sociological, technical, and economic developments have an influence on EC and determine its course. For instance, the majority of analysts agree that EC would inevitably give way to mobile commerce. Several others also think that social commerce will play a significant role in the future of e-commerce. There will be a spike in the usage of e-commerce in underdeveloped nations. E-commerce will prevail in its conflict with traditional retailing. E-commerce will also expand its worldwide reach. Certain sectors will be more impacted by EC than others. Its effect

is evolving over time. For instance, the banking industry, retail, stockbroking, and tourism have saw significant changes during the last eight years. Movies, healthcare, book publishing, and electronic payments are included after that. See Solis for an intriguing review [3].

Reputable experts like ComScore, eMarketer.com, and Forrester all make forecasts regarding the magnitude of EC in the future, but these estimates are not all the same. Some 2.6 billion people used the internet globally in the winter of 2014, an increase from 2.4 billion in 2012. EC will rise as more people use the Internet. EMarketer predicted that in 2016, about 85% of all Internet users in the USA will do their shopping online. The effects of the financial crisis from 2008 to 2014 have encouraged individuals to purchase online and hunt for deals in places where price comparison is simple and quick. The proliferation of mobile devices, particularly smartphones, is another significant contributor. In addition to B2C, EC growth would also come from B2B and from more recent uses like e-government, e-learning, B2E, social commerce, and c-commerce. Notwithstanding the demise of specific businesses, the overall volume of EC has been increasing annually by 10–16%.

As technology advance and businesses compete with one another for a bigger piece of the pie, the ecommerce industry is a dynamic environment that is always evolving and improving. If you've been following ecommerce statistics, you're aware that the patterns demonstrate that growth and change occur annually. It's fair to say that the future of ecommerce seems bright and promising, regardless of the kind of Ecommerce Company you are going to launch.

**You may benefit from this tutorial in two ways:**

You'll learn about the trends that are most likely to emerge so you can put them into practice before they become too popular, as well as what the future of ecommerce will look like. There is enough evidence to indicate that MCommerce will thrive and that different social media platforms like Instagram and Facebook will grow even more significant in the ecommerce sector, even though the future of ecommerce cannot be completely forecast [4].

Thus, these are the ecommerce-related developments that are most expected. It is not surprising that ecommerce is seen as somewhat less intimate and about a less personal experience as traditional retail purchasing since humans want physical interaction with other people. A person who can assist us with browsing and provide recommendations to us face-to-face is not available in e-commerce stores.

It is instantly clear that the Internet gives all of the established players the ability to function as infomediaries. Less obvious is the disappearance of the distinction between intermediaries who only provide destination information to consumers and travel agents, and those who also receive, direct, or forward payments in addition to receiving and providing booking and destination information to all parties along the value chain.

The growth of the Internet-enabled travel sector has significantly altered this hierarchy of information and payment flow. From a B2C19 perspective, a traveler may now purchase any combination of tourism services online, either directly with producers or through any combination of inter- or info-mediaries. As independent producers and inter- or info-mediaries begin connecting their proprietary booking

systems with one another, the B2B20 component of tourism dramatically expands. They may provide a considerably wider range of tourist offerings when connected.

The Internet may be used as a channel for information to connect varied tourist capacity, or networking, as it is shown in chart 4. Before to the invention of the Internet, networking consisted on pooling the resources of several tourist providers into a single GDS or CRS computer system through a privately owned or leased electronic data transfer network. After that, the GDS and CRS would provide retail agencies computer terminals so that the agents could check and reserve the capacity (rooms, flights, rent-a-car, etc.). The GDS and CRS systems are not very adept at communicating with one another since they each established their own hardware requirements, software, and information transmission protocol [5].

Sharing booking information is extremely challenging, if not impossible, for producers who use proprietary booking systems. Chapter 4 of this study provides a thorough review of the GDS and CRS systems from a B2B viewpoint. The Internet might be used to network the world's tourist capacity in ways that are still being developed. The advantages of its scope as a public network and the comparatively inexpensive cost of access significantly exceed any perceived drawbacks, even though its dependability and security are sometimes questioned.

The growth of internet tourism has so far been hampered by the absence of widely accepted data standards. The OpenTravel Alliance is one business project seeking to standardize data transfer (OTA). The XML Internet meta- or markup language serves as the foundation for the planned OTA standard. Data that is structured may be sent using XML. It comprises of data specifications that a software browser can detect and may be incorporated into the viewed webpage as necessary. The viewer is unaware of these data definitions, but the software browser is "aware" of the kind of data it is managing. The real data may then be coherently displayed and transferred via the open Internet in a way that is more approachable and user-friendly (e.g., flight number, date, kind of vehicle).

XML is open-source and independent of computer platforms. It is crucial to remember that functioning standards only exist when users accept them; no specific entity or organization has chosen to adopt or enforce them. Conversely, the current proprietary networks won't vanish quickly.

The cohabitation and integration of modern XML/Internet systems and the outdated proprietary systems currently in use by significant GDSs and CRSs in an open network system will most likely be seen in the tourist sector. In addition to their primary lodging, travel, or other items, networked tourism firms enable individual tourism enterprises to provide a far wider range of tourist products to prospective customers. This would enable the tourist industry to serve as a broker and agent and maybe even forge alliances for commissions and referral fees for business brought in for other parties [6].

Technically speaking, creating a network with existing systems provided by GDS operators or the new Internet-based infomediaries, as well as other tourist enterprises in the area or market segment, may be more efficient than making one's own reservation system available online.

Yet doing so contradicts the goal of advancing to websites that have client profiling, tailored and dynamic information delivery, and customer/enterprise connection

Because of this, several e-commerce companies create websites that are more individualized and aesthetically pleasing in an attempt to mimic this experience. Keeping track of consumer preferences and customizing their online shopping experience based on what they enjoy and are interested in is one way that e-commerce stores may become more personalized for their customers. You're already used to a similar feature, which is the "recommended items" area seen on the majority of online retailers' websites, which offers suggestions to consumers based on their search history.

### **Drones for e-commerce delivery**

In essence, drones are flying robots that may be either manually piloted or set to fly independently. You may be wondering how precisely flying robots connect to e-commerce. Well, some believe that in the future, drones will be able to transport customers' purchases in lieu of order clerks. As you may expect, drones move far more quickly than people. Orders will be delivered more quickly than ever before because of the dramatic reduction in delivery time. Many ecommerce organizations are thrilled about this development since it will undoubtedly benefit both businesses and consumers. People will acquire what they need faster and businesses will incur much cheaper expenses. Services for next-day delivery are already insignificant in contrast.

### **Shopping on social media and online**

Nowadays, social media sites have a significant impact on our lives. Since they are aware of this, many firms have shifted their marketing efforts to social media platforms in an effort to reach a wider audience. In fact, more Instagram photos are being sponsored every year. But how may ecommerce be affected by these statistics? For owners of e-commerce businesses, knowing that millions of consumers use these applications annually is advantageous. There has never been a better moment to engage in social media marketing and selling as people are constantly making purchases via social media [7].

### **E-Commerce Monitoring**

The moment has come to consider how to translate the in-person retail experience to online, with retail ecommerce sales predicted to exceed \$4.8 trillion by the end of the following year. The ability to tailor the consumer experience has previously been covered, but this phase also calls for optimizing your online tracking capabilities.

### **Voice search in e-commerce**

Voice-activated search assistants like Siri and Bixby for Android are undoubtedly already known to you. You may be surprised to learn that these technologies are widely utilized by consumers, particularly millennials, and that they can be employed in e-commerce. According to studies, voice searches will account for 50% of all internet searches by 2020. What does this have to do with online shopping then? It's true that more and more people will use Siri, Alexa, Google Assistant, or other comparable programs to help them shop while they're doing it online. With more and more speech-enabled search assistants entering the market, voice ecommerce is undoubtedly here to stay. Thus, be sure to go through our

comprehensive tutorial on the subject if you want to discover how to optimize your business for voice search [8].

### **AI systems for e-commerce**

AI appears to be a popular issue right now. It's no secret that incorporating AI into a company may be beneficial, whether it helps staff better manage their responsibilities and time or just makes customers' experiences much more pleasant. Possible AI assistants in the future will be able to handle a variety of jobs, including responding to the queries and concerns of the customers and managing the inventory and orders. Since AI assistants will be able to do more activities as the technology improves, some believe that AI could eventually take over the e-commerce industry. At first glance, integrating AI into e-commerce seems to be a wise and lucrative move, but at what cost? Customers' experiences could become smoother and quicker as a consequence, but a greater question arises: Would AI replace people to the point where fewer employment possibilities result? Yet it is a topic for a different conversation.

### **Sustainable Online Business**

Consumers will need to support sustainable companies as they grow more ecologically conscious. So how does this relate to online shopping? There are several methods to become more ecologically friendly, but two key ones are through reducing waste packaging and developing more sustainable supply chains. Companies may minimize the amount of garbage they generate by choosing to use less material overall or minimalist packaging that employs more sustainable materials. The Harvard Business Review advises businesses to take a number of actions, such as setting long-term sustainable objectives and working with low-tier suppliers. The use of renewable energy and making an effort to reduce waste in general are other considerations. The kind treatment of workers, which includes fair pay and favorable working circumstances, is a crucial component of sustainable e-commerce [9], [10].

### **Evaluations including all gadgets**

According to statistics, four out of five Americans buy online, and more than half of them do it on their mobile devices. How can company owners accommodate customers using mobile devices and make their purchasing experience quicker and simpler in light of this knowledge? While creating an online shop or website for e-commerce, company owners must bear this in mind. Making ecommerce websites mobile-friendly will increase consumer satisfaction as it's no secret that users often leave websites that don't appear to function effectively on their devices. You can improve the websites you already have to make them as mobile-friendly as possible, even if you can't foresee the sort of device that will be used for every single transaction.

### **Quick and simple websites**

Internet buyers want to browse websites that load quickly and have an intuitive layout. Prospective e-commerce clients will almost certainly choose simple, effective designs over convoluted ones that require a lot of time to browse. As a result, functionality now takes precedence above looks. Now is undoubtedly the right moment to improve your site's design and layout as well as its load speed.

### **Fresh audiovisual materials will be made available**

As you are well aware, integrating content marketing is one of the finest strategies to sell your company. There are several methods to achieve this, including blogs, videos, and even memes. And we're certain that this list will keep expanding over time. After all, there were no memes as we know them only a few years ago.

This is not only a fantastic opportunity to educate your clients and increase their knowledge of a certain subject, but it also greatly increases the traffic to your website. You will need to invest a lot of time in learning about the themes, adding pertinent keywords, and understanding your audience. Instead, you might employ a content writer to do all of that on your behalf. Marketing with content is very profitable and economical. So don't just take our word for it; read what the numbers have to say. In addition to receiving more hits than conventional marketing, content marketing is also less costly.

### **Modeling of attribution in e-commerce**

Businesses may identify which marketing channel is most effective by using attribution modeling to evaluate the value of the many channels they utilize. Ecommerce companies may expand and prosper by investing in the channels that provide the greatest returns. This means that in order to reach a wider audience, you must mix several channel types. Google Analytics is a useful tool that may assist you in determining all of this. If you are involved in online shopping, you are aware that the perfect attribution model is still lacking. It's up to us to wait for new models that should provide us with better and more comprehensive feedback and insights.

### **Product Recognition using Image Recognition**

Image recognition may be something you're acquainted with. One benefit of these applications is the facial recognition feature that lets you unlock your phone. Their role has recently been extended. These days, if you aim the camera at them or include them in a shot, they can tell you information about items in addition to recognizing your face. Now that we know these applications can scan labels and barcodes, we can understand how they could affect e-commerce. They can quickly provide you with information on a piece of apparel or electrical equipment you like so you know where to get it [11].

Ecommerce is so well-liked by both customers and merchants because of a variety of factors. The fact that so many people may access it with the aid of the Internet is only one of the numerous factors contributing to its appeal. All you need is access to the Internet to get whatever you desire. Ecommerce is attractive to merchants for another reason: its costs are far lower than those of conventional firms. It's a win-win scenario since this makes the items more inexpensive for the buyers. We really hope that this paper provided you with valuable insight into the state of e-commerce in the future and all the ways it will continue to thrive [12].

Since its early stages, India's e-commerce industry has advanced significantly. The industry has New and experienced competitors have joined the industry. The demand for and variety of services offered in the B2C online industry are expanding in the current changing environment. The shift from conventional to internet shopping is taking a very long time in the industry in India. E-commerce

encompasses more than just the purchasing and selling of products over the Internet. Various business procedures used by different groups to support the objective. Similar to e-commerce, e-business (also known as electronic company) has a variety of meanings and is utilized in a variety of situations. DESCRIPTIONS AND CONCEPTS E-commerce, also known as electronic trade, covers a broad variety of internet commercial operations for both goods and services. Additionally, it applies to "any type of commercial deal where the Instead of direct bodily touch or transactions, parties communicate online. E-commerce, in its fullest sense, is the use of computerized messaging and utilizing computerized information processing technology to make, modify, and Rethink connections to create value between or within companies, as well as between them and people. India's E-Commerce E-commerce presents a lot of chance for emerging nations like India. Despite the fact that Indian e-commerce is still in its early stages, even the gloomiest forecasts show a surge. The cheap price of portable computers, a rising installed base, and Internet usage and the market for Internet Service Providers (ISPs) are both beneficial. Increase e-commerce in the second-most populous country in Asia. The earliest online store in Rediff.com was in India. For both Indian citizens and foreign Indians, it was one of the most frequently used sites. It offered an abundance of business news about India, a search engine, e-commerce, and online solution services. In the previous two years, there has been an increase in businesses in India that support online and e-commerce platforms. Principal Indian site additionally, websites have moved away from relying solely on advertising income and toward e-commerce. These gateway sites' content-based online networks have been successfully developed. Intended to offer anything and everything, including event and mouse passes, groceries, and laptops. The the Internet, India Plaza, and Rediff.com are the leading providers of these services. Despite RBI regulations limiting internet utilization, e-commerce websites have cropped up. Selling food, baked goods, presents, literature, radio, and video products everywhere none of the big participants has been stopped by the poor PC quality from using tapes, computers, etc. credit cards and infiltration.

### **Indian E-Commerce's Future**

India is growing quickly, so how can we disregard its importance if progress is to be measured? E-commerce within it. There may only be 100 million internet users in India, which is a very small number. Much lower than its spread in the US or UK, but it is undoubtedly growing at a frightening pace. Growing every day is the number of new players entering this market. As the growth rate reaches its peak, it can be assumed that traditional stores will experience the requirement to move to internet commerce. Information on the rising desire for internet services greater accessibility to a broader variety of goods, lower costs, and an active this truth is more clearly revealed by behaviors, which opens the door for online present offers. According to data, India's e-commerce industry was valued about \$2.5 billion. It increased to \$8.5 billion by 2011, indicating a clear uptick in the previous two years. An announcement made by the Internet and Mobile Association of India claims by 2012, according to (IAMAI), these numbers could total \$12 billion! To comprehend this situation, E-commerce can be divided into three major groups, including tangible services, both tangible and digital products.

E-commerce's destiny is hard to forecast. Future growth prospects include a number of sectors, including travel and tourism, electronics, tools, and clothing.

Replacement guarantees, M-Commerce services, location-based services, multiple payment options, the right content, shipment options, the legal requirement of generating invoices for online transactions, quick service, T & C should be clear & realistic, the product quality should be the same as shown on the portal, and a dedicated 24/7 customer care center should be among the other crucial factors that will significantly contribute to the boom of the e-commerce industry in India. We discovered numerous possibilities for manufacturers, wholesalers/distributors, stores, and individuals. Retailers should fulfill computerized purchases and stay in constant contact with customers. Wholesalers who are able to form partnerships with reputable manufacturers and connect their company with the internet can benefit from e-commerce.

By providing the other parts in the supply chain with improved knowledge about their goods and by establishing a strong brand identification, producers can also establish a connection with customers online. The desire for internet-access centers or cyber cafes is rising as more people become involved in e-commerce. Numerous job options were available to people. According to the aforementioned studies and specialists' opinions, if all crucial factors were to be enacted, the future of e-commerce in India would be positive in the ensuing years.

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## CHAPTER 5

### MECHANISMS, PLATFORMS AND TOOLS FOR E-COMMERCE

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Users of the social bookmarking website Pinterest "pin" pictures into an online "pinboard." On the Internet, social bookmarking of photographs has been a widespread activity for a while now. The company's founders saw the commercial potential and success of comparable businesses in China and Brazil. Also, they were successful in securing seed money for corporate growth. The Answer Users may organize and share pictures they find on the Internet using virtual pinboards offered by the firm Pinterest.

Similar to a physical bulletin board, the pinned photographs are organized by whatever category the user chooses and posted on a virtual pinboard. For instance, one might compile images of sailboats and pin them on a pinboard together with the necessary written explanation. Another pinboard may be used to collect house décor, while a third pinboard can be used to gather Chinese food recipes. Anybody may search for and see the pinboards that millions of people build [1]. The pattern used in commercial manufacturing the deed is the process of e-commerce.

Built primarily on computer intelligence cyber-physical manufacturing systems with automatic design systems (ALT). In the industrial e-commerce's growth, the Knowledge-based economies demand manufacturing businesses have become more sophisticated to create, safeguard, and trade disseminate and expand these knowledge-based goods. In order to plan and carry out ICT-based internet trade It is acceptable to refer to industrial output develop fresh, adaptable strategies for real-time interaction between output bots infrastructure and data technologies.

As DORogozina pointed out, tools for knowledge and contact. (ICT) and a study of the primary causes of value development in complicated systems research manufacturing data and automation Production procedures will result in an increase in decline in effectiveness in terms of quality expense and develop into one of the crucial variables that influence success manufacturing businesses. By incorporating the immaterial procedures of object creation and growth combining actual output with planning practical assistance, it changes the initial marketing strategy for online shopping commercial ventures and produces novel company possibilities through international use widely used digital assets a company's capital.

Employees of businesses act as among the most significant productions the tools needed to change manufacturing in the digital market. According to NS Morozova, Because of internet commerce, the personnel of businesses possess digital skills. Required for the execution of enterprise operations. Additionally, the Digital skills must satisfy high standards. The standards established by professional's criteria for the particular task [5]. IK Dashkov claims that from the from the standpoint of the internet industry, Information and people are the primary resources. Capital Stubbings, C., Ross, B., Kelly, B. Sheppard, etc. The amount of workers' level of digital preparedness Competencies are essential for success. Business's transition to

digital. While doing so, Osborne, MA, Frey, CB, and the rate of advent of technological advances considerably greater than the pace of development of computer skills, and as a result, Digital economics suggests ongoing staff instruction. At the moment, it emphasizes digital tools that combine both computerized manufacturing. While doing so, the evolution of artificial intelligence is longer.

### **An Overview of Electronic Commerce Mechanisms**

First off, the majority of applications are submitted online. Also, it is necessary to build the general enablers of any information system, such as data bases, networks, security, software and server software, operating systems, hardware, and hosting services. The particular EC methods discussed in this chapter, such electronic markets, shopping carts, e-catalogs, and support services, are in addition to the aforementioned. In addition to everything mentioned above, there are other ways to carry out EC, each with a unique support mechanism, such as purchasing at a predetermined price or at an auction. Then there are specialized platforms like the one used by Pinterest and collaboration and communication tools based on Web 2.0. In this chapter, we outline the key EC and social commerce methods so that you will be able to grasp their usage in the upcoming chapters.

### **Activities and Support Systems of the EC**

Six categories are used to categorize EC activities in this instance, and they are presented on the left side. Each activity is supported by one or more EC mechanisms.

### **The Methodology of Internet Shopping**

Online shoppers use a variety of methods to purchase things. The most popular is making fixed-price purchases from catalogs. Prices may sometimes be negotiated or reduced. Dynamic pricing, which refers to non-fixed prices like those in auctions or stock exchanges, is another method of determining price [2]. A buyer begins the process by visiting a seller's website, signing up, and submitting an online form or the customer's "My Account" Considering how big e-catalogs may be, employing a search engine could be helpful. A website that compares costs might be helpful since buyers often wish to compare prices. Several retailers provide price contrasts that include rivals. The customer may leave the seller's website if they are not happy. The customer will add the selected item to a virtual shopping cart after being pleased. To make more selections, the customer may go back to the seller's catalog. The shopping basket is filled with all of the chosen items. A shipping choice is chosen from a menu on the checkout page once the customer has finished choosing their items. A payment method is then decided upon. For instance, newegg.com offers many payment options, including credit card, PayPal, check after invoicing, monthly payments, and more. The buyer submits the order after double-checking all the information for correctness [3].

### **E-Marketplaces**

Markets serve four main purposes: to facilitate transactions by bringing buyers and sellers together; to facilitate the flow of pertinent information; to provide services related to market transactions, such as escrow and payments; and to provide auxiliary services, such as legal, auditing, and security.

### **Digital Markets**

The primary location for carrying out EC transactions is the electronic market. An electronic marketplace is a platform where buyers and sellers may interact and complete various kinds of transactions. Consumers pay money to get products and services. The functions of an electronic market are identical to those of a physical market; however, computerized systems have a tendency to significantly increase the efficiency of electronic markets by offering more up-to-date information and a variety of support services, such as quick and seamless transaction execution [4]. Several of the procedures used in trade and supply chains have evolved as a result of the development of electronic markets, particularly Web-based ones. These technologically driven innovations have regularly had an effect in various circumstances.

### **Reintermediation vs Disintermediation**

In general, intermediaries offer three different services: they match buyers and sellers, they provide pertinent information about demand, including supply, prices, and trading requirements, and/or they provide value-added services like product transfers, escrow, payment arrangements, consulting, or help locating business partners. The first and second categories of services may generally be completely automated, therefore it is expected that e-marketplaces, infomediaries, and portals that provide free or low-cost services would fill this role. The third category can only be partly automated since it involves knowledge of the industry, the market, the goods, and current technical developments.

Disintermediation is the situation when intermediaries that only provide the first two categories of services are removed. An example is the airline business and its campaign for selling electronic tickets directly by the airlines. Most airlines demand \$25 or more from passengers for each telephone-processed ticket. As a consequence, many travel agencies are removed as middlemen from the purchasing process. Another example is the disappearance of inexpensive stockbrokers who solely manually execute deals. Yet, brokers who oversee electronic intermediation may even be doing well for themselves. Reintermediation is the word for this phenomena, in which previously disintermediated businesses or entrants assume new intermediary positions [5].

### **Private Online Markets**

Private e-marketplaces are ones that are run only by one business. Starbucks.com, dell.com, target.com, and united.com sell from their websites. Either the sell-side or the buy-side make up private marketplaces. One-to-many selling is what is done when a firm sells standard or customized goods to consumers or companies in a sell-side e-marketplace. A corporation purchases from several possible suppliers in a buy-side e-marketplace; this kind of purchasing is regarded as many-to-one and is a B2B transaction. For instance, some hotels purchase their products from authorized sellers that visit their online market. Walmart purchases products from a huge number of sources. Private markets are unregulated and may only be accessible to a limited number of users [6].

### **Public e-commerce sites**

Public e-marketplaces cater to many vendors and many consumers and are often controlled by a third party or by a small group of purchasing or selling firms. They are accessible to the general public and sometimes subject to government regulation.

## Lookup Engines

Consumers use comparable methods to find information. This kind of request is frequent, and responding to it by hand is expensive. By matching queries with templates for commonly requested queries, which provide "packaged" replies, search engines provide affordable and effective solutions. A search engine is, in general, a computer software that has access to databases of Internet or intranet resources, searches for certain data or keywords, and then displays the results.

The most widely used search engines in the USA are Bing, Google's Internet Explorer, Chrome, and Chrome. In China, Baidu is the most used search engine. The search engines on portals like Yahoo! and MSN are independent. Ask.com, mamma.com, and looksmart.com are examples of specialized search engines designed to respond to specific queries or conduct searches in certain areas. There are tens of thousands of distinct public search engines. Every one of these tools excels in one or more disciplines. They may have a wide range of skills and be very specialized. Moreover, a lot of businesses have their own internal corporate search engines.

## Search Powered By Speech

Google launched a voice-powered feature that lets you search without using the keyboard to make it easier, particularly when using a smartphone. The first item was a component of the mobile search app for the iPhone. You may ask any question by speaking into your phone, and your iPhone will display the answers. You may use your iPhone's microphone to ask queries and listen to search engine results. Visit [apple.com/ios/siri](http://apple.com/ios/siri) and [imore.com/siri](http://imore.com/siri) to view an example of Apple's "Siri" intelligent personal assistant. A variety of translators work using related technologies.

## Mobile Video & Search

There are several specialized search engines and websites that may look for movies and other types of photos. Others, like YouTube, solely search their own material. Some of them, like [bing.com/videos](http://bing.com/videos), do searches across several websites. Check out [thesearchenginelist.com/video-search](http://thesearchenginelist.com/video-search) for a list of more than 40 websites. Another example is the search tool on the Bing search engine, which lets you listen to more than 5 million full-length songs [7].

## Mobile Lookup

Several search engines provide mobile search features. Google, Yippy, and Yahoo are notable.

## Visual Search Engine for Shopping

Visual search is the process of seeking for information that has been graphically presented. E-commerce may be supported by this technology. For instance, [Google.com/shopping](http://Google.com/shopping) offers a visual search engine that focuses on consumer goods and is powered by machine learning and computer vision.

## Search Engines for Social Networks

Social search, commonly referred to as social network search, is a category of internet search engines that assists users in discovering content related to social networking activities, such as in user-generated content, discussion forums, or recommendations. These search engines prioritize, arrange, and filter search results

like all others. Search engines like socialmention.com, which offers "real-time social media search and analysis," are examples of this kind [8].

### Shopping trolleys

Similar to a shopping cart at a supermarket, an electronic shopping cart is software that enables users to compile products they want to purchase before setting up payment and checking out. The electronic shopping cart software automatically determines the entire cost and, if necessary, includes tax and shipping costs. By selecting the "submit" button, customers may examine and make changes to their shopping list before completing their transaction [9]–[11].

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## CHAPTER 6

### ONLINE AUCTIONING, BARTERING AND NEGOTIATION

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The electronic auction is one of the most intriguing market processes used in e-commerce. In B2C, C2C, B2B, G2B, and G2C, auctions are employed. At an online auction, buyers and sellers may interact electronically and complete various kinds of business. This market mechanism employs a bidding procedure in which either a vendor or a buyer requests successive bids from the other. By this definition, a broad range of online marketplaces are classified as auctions. The bids influence prices in a dynamic manner. When regular methods of business are ineffective, people turn to auctions, an established technique of trading for generations [1]. Traditional dealing methods have drastically advanced with the advent of electronic trade, and online bidding sites like eBay and Amazon have surfaced as effective tools for distributing products and resources. The discovery of new marketplaces and the opportunities made possible by online dealing have piqued the interest of both vendors and consumers.

Trading over the Internet using particular trading guidelines that enable various bid forms is known as online auction business. English, Dutch, first-price sealed bid, and second-price sealed bid bids are typical internet bidding forms. Finding the best buying tactics to win the sale can be challenging for bidders in this market. Additionally, there are frequently a lot of bids offering the wanted object at a specific period. It can be extremely difficult for buyers to choose which sale to enter, whether to bid early or late, and how much to offer. To help purchasers with their buying, the challenging and time-consuming processes of analyzing, choosing, and placing offers, as well as keeping track of developments, must be mechanized. A creative system for producing online closeout components has been made possible by the increase of computer operator invention.

Programming operators have evolved into a fundamental component of web-based trading systems for buying and offering goods due to their extraordinary versatility and trainability. Programming workers can carry out a variety of tasks, including analyzing the current market to predict future trends, selecting offer amounts at a particular moment in time, evaluating various selling parameters, and monitoring closeout progress, to name a few. These organizing experts outperform their human counterparts due to the effective approach they use to effectively manage complicated fundamental leading situations. Ineffective or inefficient marketing channels. E-auctions, for instance, may hasten the clearing of things that need to be promptly liquidated or sold. E-auctions commonly include the sale of collectibles including rare coins, stamps, and other items. There are several sorts of auctions, each with unique methods and specialties. A public auction site like ebay.com or a private auction site that may be "by invitation only" are also options for holding an auction.



## **Adaptive Pricing**

The fact that auctions are based on dynamic pricing is one of their key characteristics. Dynamic pricing is the practice of setting prices based on supply and demand rather than a fixed amount. In contrast, catalog prices are set, much like those at supermarkets, department shops, and the majority of online retailers. There are several manifestations of dynamic pricing. Negotiation and bargaining, which have been used for many generations in open-air marketplaces, are perhaps the earliest forms. Online auctions are now the most common.

## **E-auctions vs. Conventional Auctions**

Physical, conventional auctions continue to be quite well-liked. Yet, the volume exchanged via e-auctions is a lot higher and is still rising. Moreover, the majority of person-to-person auctions take place online. Conventional offline auctions have certain drawbacks [2]. Regardless of the kind, traditional offline auctions have a number of drawbacks. Potential purchasers may have little time to think things through due to the quick procedure, thus they may decide against bidding. As a result, bidders may not receive what they actually want or they could spend too much for the things, and sellers might not obtain the maximum price feasible. Also, the bidders sometimes do not have much time to inspect the products before putting an offer. Bidders find it challenging to learn about certain auctions and are unable to evaluate the offerings at several locations. Many prospective bidders are shut out of auctions because bidders often need to be present in person. Similarly, it could be challenging for vendors to get their items to an auction venue. Since a physical place must be hired, the auction must be advertised, and an auctioneer and other staff members must be paid, commissions are rather costly. These disadvantages are eliminated or reduced with electronic bidding [3].

## **Digital Auctions**

The Internet offers a platform for conducting electronic auctions at a cheaper cost, with a greater variety of support services, and with a far larger number of participating vendors and purchasers than in traditional auctions. Participation in this quickly expanding and very practical kind of e-commerce is open to both private individuals and businesses. Apart from the fact that they take place online, electronic auctions are quite identical to those held offline. Since the 1980s, e-auctions have been conducted through LANs. Since their inception in 1995, host sites on the Web have acted as intermediaries between buyers and sellers by letting users list things for sale and place bids on them. Large online auction sites like eBay provide consumer goods, electronic components, artwork, vacation packages, plane tickets, and collectibles in addition to company surplus inventory and excess supplies. Trade of unique commodities, such as electricity transmission capacity and gas and energy choices, takes place via a different sort of B2B online auction. Also, traditional business procedures that formerly depended on contracts and set pricing are gradually being replaced by auctions with bidding for online purchases [4]. Visit [online-auction-sites.toptenreviews.com](http://online-auction-sites.toptenreviews.com) to compare 10 online auction sites.

## **Many Auction Types**

In most cases, purchasing and selling items at an auction involves putting them up for offers, receiving bids, and either selling the item to the highest buyer or purchasing it from the lowest seller. Existing deviations to this specification are discussed in the part devoted to various classes. Auction theory is the area of

economic theory that examines different kinds of bids and the actions of bidders. The open rising price auction, which has been used throughout history, is probably the most popular type of sale. Each consecutive offer is greater than the one before it, with participants publicly bidding against one another. Prices may be announced by the auctioneer, and offers may be made orally or online. Based on the number of buyers and sellers present, it is typical to divide auctions into the four main categories listed below.

### **One purchaser and one seller**

One may engage in bargaining, bartering, or negotiating in this situation. The strength of each party's negotiating position, supply and demand in the market for the good, and aspects of the economic climate will all affect the final price.

### **Many potential buyers and one seller**

The seller is using a forward auction in this setup, which is an auction where the seller accepts bids from many purchasers. English and Yankee auctions, in which bid prices rise as the auction moves ahead, as well as Dutch and free-fall auctions, in which bid prices decrease as the sale moves forward, are the four primary kinds of forward auctions. Each of these may be used to either market efficiency or liquidation. Consider the annual Power Lunch Auctions held by Warren Buffet. The prize for the annual auction held by renowned American investing expert Warren Buffet is a lunch with him, and the winner is allowed to invite up to seven guests. The recipient of the distinction pays a large sum of money. The Glide Foundation, a nonprofit that aids the underprivileged and homeless in San Francisco, receives the money as a donation. Buffett used to charge \$30,000 each group. Buffett has been offering the invitation for sale online since July 2003. The auction offers attendees the chance to interact with Mr. Buffett in addition to helping those in need [5].

### **Many potential sellers, one buyer**

Reverse auctions and name-your-own-price auctions are two common styles of auctions when there is only one buyer and several possible sellers.

### **Auctions in reverse**

A reverse auction is used when there is only one buyer and several sellers who could be interested. In a reverse auction, the buyer posts the item they want to purchase for a bid on a system for requests for quotes. Potential providers placed bids on the item, successively lowering the price. There may be numerous rounds of electronic bidding in a reverse auction until the bidders are unable to lower the price any more. The vendor that submitted the lowest offer will be chosen. Reverse auctions are primarily a B2B or G2B mechanism. That he or she is ready to pay to any willing and able vendor. For instance, Priceline.com gives vendors with requests from customers, allowing them to fulfill as much of the assured demand as they want at prices and on conditions that the buyers have approved. The sellers may submit counter bids that are vetted by Priceline. As an alternative, Priceline.com examines its own database of the lowest rates offered by participating merchants and seeks to match requests with supply. While other companies also utilize it, this is essentially a business-to-business approach [6].

### **E-auction advantages**

For many businesses and people, e-auctions are vital outlets for selling and purchasing. Buyers may access products and services via e-auctions wherever auctions are held. Also, practically complete market data is provided on costs, goods, supply and demand at the moment, etc. These qualities are advantageous to everyone. The way customers purchase, sell, and get what they want seems to be revolutionized by the auction culture. The advantages of e-auctions for vendors, purchasers, and e-auctioneers.

### **E-Auctions' restrictions**

E-auctions contain a number of restrictions. The least amount of security, the potential for fraud, and the restricted participation are the main restrictions.

#### **Little Security**

Due to the fact that the majority of online auctions take place in an atmosphere without encryption, some of them are not safe. This indicates that credit card details may be stolen while being used to make a purchase. To fix the issue, payment options like PayPal might be utilized. A few B2B auctions are also held over extremely secure private lines [7].

#### **Potential for Fraud**

Items sold at auction are often rare, vintage, or worn. The customer may get something different from what she had in mind since she cannot see or touch the things. Moreover, items might have flaws. Fraud may also be committed by buyers. As a result, e-auctions have a rather high fraud rate. See [scambusters.org/onlineauctions.pdf](http://scambusters.org/onlineauctions.pdf) for a review of e-auction fraud and fraud prevention.

#### **Limited involvement**

Only dealers are allowed to attend certain auctions, while others are invitation-only. Sellers may suffer from low participation since they typically gain from having a big pool of buyers. Customers could also get dissatisfied if they are left out of the action.

#### **Bartering online**

Nowadays, it is done mostly between organizations. Bartering has the drawback that finding suitable trade partners is difficult. Companies and people may post their needs and offers in classified advertising, but they could still be unable to locate what they are looking for. While they may be useful, intermediaries are pricey and move extremely slowly [8].

E-bartering, or bartering done over the internet, might speed up the matching process by bringing in additional participants. Moreover, quicker matching results in better matches being discovered. E-bartering often takes place in a bartering exchange, a market where transactions are orchestrated by a middleman. These discussions may be really productive. Websites that facilitate bartering include [u-exchange.com](http://u-exchange.com), which advertises "Trade anything, Pay nothing," "Trade anything for anything" at [swapace.com](http://swapace.com) and [barterdepot.com](http://barterdepot.com). The standard bartering procedure is as follows: The corporation first specifies what it intends to provide to the bartering exchange. After evaluating the worth of the company's goods or services, the exchange presents it with a certain amount of "points" or "bartering dollars." The business may use the "points" to make purchases from an exchange participant for the items it need. Users

may not be able to utilize their accumulated points if bartering sites are not financially safe.

### **Online Negotiating**

Negotiation may also be used to establish dynamic pricing. Costly or specialized items often employ negotiated pricing. When purchasing in bulk, negotiated pricing are also common. Negotiated pricing are the outcome of exchanges and haggling between vendors and buyers, much as in auctions. Terms, including time, credit, and the mode of payment, are also discussed during negotiations. The offline world is a place where negotiation is a common process.

### **Private Social Media Sites**

There are several secret social networks inside firms in addition to publicly accessible commercial social networks like LinkedIn and Craigslist. The first instance in Chapter 1 serves as an illustration. About 1000 workers utilize the firm's internal blog and Yammer account to communicate and form relationships over non-proprietary issues, according to the company. Customers, business partners, and workers have access to private networks [9].

### **Services and Business Models for Social Networking**

Social networking platforms provide creative business ideas, such as consumer evaluations of Indian cuisine and nightlife to users who customize paper dolls to resemble famous people. Almost every day, new income models are developed. Although some only make modest profits, some are successful. The Pinterest business concept has gained popularity lately. Many areas attract advertising. For instance, viva-pets.com, which aims to record every breed of pet, draws in pet enthusiasts using wiki contributions. Each month, the website receives hundreds of thousands of unique visitors. Vendors that sell pet food are obviously interested in running advertisements there.

### **Popular socially conscious services include:**

Xanga.com includes social networking accounts, picture blogs, and blogs. "Xangans" is the term used to describe Xanga users. Xanga was first developed as a platform for exchanging music and book recommendations. It is one of the most widely used blogging and networking platforms today, with between 10 and 100 million users globally. In Singapore, Singapore, and Hong Kong, Xanga has a highly well-liked bloging. The Digg website, iPhone app, and daily email are all accessible [10].

### **Social Mobile Commerce**

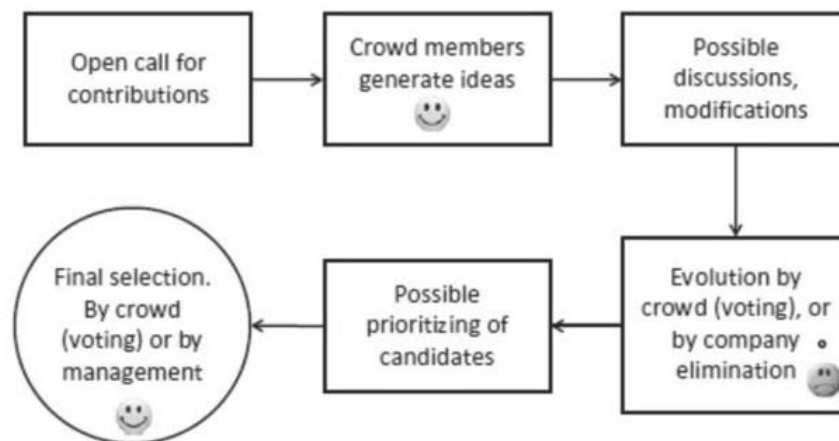
The growth of mobile computing is outpacing that of all other EC computing types. Bent estimates that mobile data traffic increased by 81%. This undoubtedly boosts the mobile commerce. The Retail Bulletin reports that 64% of smartphone users went online to shop. Several mobile apps will be covered in later chapters. Instagram is said to be crucial to the development of mobile social commerce. Here, we provide some examples, technology, and fundamental definitions.

### **Social Networking**

Any mobile device may be used for mobile social networking, where users can connect and interact with one another. Nowadays, the majority of the big social networking sites include mobile capabilities. Among the 1.23 billion monthly active users on Facebook as of Q4 2013, 945 million were mobile users. The word "crowd" refers to a large gathering of individuals, such as a collection of customers, workers at a company, or contributors to a social network. To integrate digital elements into the actual environment, augmented reality (AR) is being developed into smartphone applications. By distributing the labor among many people, crowdsourcing makes use of crowds to jointly carry out activities like problem-solving, innovation, or completing major projects. Jeff Howe came up with the phrase in June 2006. In the process of crowdsourcing, the initiator gathers a group of people to carry out laborious tasks like content creation or research and development. The principle that two heads are better than one is the foundation for this. Large organizations are said to have a collective intelligence that can efficiently solve complicated issues. The job that has to be carried out, the crowd that is employed to do the task, and the models and procedures the crowd uses to complete the task are all involved. The characteristics of the activities and the crowd, the technologies employed, and implementation difficulties like incentives given to participants all link these factors [11].

### Crowdsourcing Process

Crowdsourcing may be considered as a communal problem-solving or work-sharing procedure, and normally is undertaken as a Web-based activity. Crowdsourcing is often used to broadcast issues to a predetermined audience or an unidentified set of people. Often, the conversation begins with an open request for suggestions or ideas. The crowd is arranged as an online community, and each member contributes their own work. Also, the public is free to debate the options and cast votes for a final short list. As an alternative, the short list is then given a priority. The audience or management may make the ultimate decision, as shown in figure 1. Imagine the winners among the audience get adequate compensation, either in the form of money or unique recognition. In other situations, the sole reward can be the sense of accomplishment from a task well done. By the use of crowdsourcing, amateurs or unknown pros may produce outcomes.



**Figure 1:** a classic example of crowdsourcing.

The winners among the audience get adequate compensation, either in the form of money or unique recognition. In other situations, the sole reward can be the sense of accomplishment from a task well done. By the use of crowdsourcing, amateurs or unknown pros may produce outcomes. For instance, Starbucks launched My Starbucks Idea (mystarbucksidea.force.com), a social networking platform intended to elicit suggestions and comments from users. The website was developed around four main principles: user-generated ideas, voting for ideas to be shortlisted, discussion of the ideas before and/or after voting, and firm employees acting as "idea partners" who provide clarification and facilitate debates. The whole Starbucks community can see how the audience generates ideas. Members may see each proposal's status [12].

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## CHAPTER 7

### MAIN USES OF E-COMMERCE

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Entrepreneur Jeff Bezos perceived an opportunity rather than a business issue at the beginning of the 1990s. He came to the conclusion that the most sensible thing to offer online was books. Bezos launched Amazon.com in July 1995 and started selling books online via it. The firm has continuously updated its business strategy, enhanced customer experience, increased its product line, added new goods and services, and formed commercial partnerships throughout the years. Early on, the business also realized the value of order fulfillment and warehousing. In order to transport items to millions of consumers, it has spent billions of dollars establishing actual warehouses and distribution hubs. The business began offering same-day delivery from its new distribution facilities in 2012. The Kindle e-reader line and Web Services are two examples of the information technology goods and services the firm introduced after 2000. Amazon kept putting a lot of money into Prime Video in 2015 in an effort to take on Netflix. Selling many consumer goods and services online economically was, and continues to be, a problem for Amazon.com.

E-commerce guarantees that consumers can find everything they require in a single location without having to leave their couches. One of the biggest benefits of internet purchasing is undoubtedly this. When all it takes is a few keystrokes from you, why browse shop displays and look for products? Through e-commerce, consumers can select any good or service they desire from any vendor, anywhere in the world. Compared to physical shops, your options are significantly more varied. Also valuable is the freedom to leisurely peruse digital stores without pressure or haste. Since e-commerce has no restrictions on physical area, you can also get a wide range of goods. Due to its limitations, a conventional shop can only stock a certain number of items. E-commerce sites might be restricted in other ways, though. Online shopping offers a much wider selection of goods than physical shopping does, but this does not always imply that the product is in store. You will have to wait a few days if it isn't. Enjoy Comfort and Simplicity Customers do not need to abandon their homes or places of employment to purchase any merchandise from any e-commerce location in the globe.

Many people are unable to go buying due to inclement weather, difficult financial and physical conditions, or any other cause. A excellent example is the Covid19 epidemic, which forced physical shops to shut for months. E-commerce makes it simple to purchase products or services without imposing any geographic restrictions. To obtain the item from the convenience of your house, just a few keystrokes are needed. Cash is not required either. Simply enter your credit or debit card information to make an instant payment. Save cash In general, products sold online are less expensive than those found in physical stores. Consequently, you can save money. Customers are responsible for covering any costs imposed by a supplier of goods or services working with a middleman. The consumer may not need to pay as much if there are no intermediaries. Saving time one of the main advantages of e-commerce is time savings. Anything a customer needs can be ordered online,



including supplies for cooking. You can buy whenever you want because e-stores are open 24/7/365. Ordering in the evening or even at night is not a problem. A product can be chosen, purchased, and paid for online in 15 minutes or less. Products are typically shipped within a week at the most, but based on the service, it may be days or even hours. The delivery individual will transport heavy items to your entryway if you request them. Obtain More Information The primary instrument for conducting e-commerce deals is the Internet. Customers can use it to research products, contrast features and costs, and determine whether a purchase is actually worthwhile. There is practically everything you need to make an educated choice at your fingertips: user evaluations, tools for comparing websites or rates, product details, utilization videos, etc. Additionally, guarantee information is available, along with explanations of the products and other specifics. As a result, before making a purchase, every client may be completely informed of the terms. This reduces the possibility of any disagreement involving promises or other issues. Simply stated, e-commerce allows you to discover all the product information online, whereas products that are tangibly present in a shop may not. Additionally, you can monitor the progress of the dispatch and change their purchases online. You can get in touch with the business if you have any questions about how to handle a product, for instance through tools like live chat.

### **Innovations and Customer**

Amazon.com has increased the number of items and services it offers in addition to its original electronic bookshop. Mechanical Turk, a marketplace for crowd-sourcing labor that needs human intellect in dozens of categories, is one exceptional example of a service they provide. Easy browsing, searching, and ordering are among Amazon.com's top features, along with helpful product information, reviews, recommendations, and other personalization tools; a huge selection of products; the ability to compare prices; low prices; a secure payment system; swift order fulfillment; and an easy return policy [1].

Several helpful services are offered on the Amazon.com website, some through its affiliated businesses. For instance, its "Gift Finder and Wish Lists" section offers gift suggestions for all celebrations and seasons, arranged by connection, price, and other factors. Customers may learn about writers on Author Central and even get in touch with some of them there. Tweeting allows authors to talk about their work and address queries from readers. Support services are also available on Amazon.com. For a nominal monthly cost, Amazon Services runs webstores, giving small companies the chance to create unique storefronts backed by Amazon.com's payment and order fulfillment system. For a one-time price of \$99, Amazon Prime provides unlimited free shipping and streaming entertainment.

Amazon.com is regarded as a pioneer in the online provision of customized services and CRM. A cookie file recognizes the user when they visit Amazon.com again and greets them with phrases such, "Welcome back, Sarah Shopper," before going on to suggest new books on subjects related to their previous purchases. You could get suggestions for less expensive goods. For instance, a client who purchases printer toner for

### **Electronic Commerce Retailing: Goods and Services**

Regularly, \$30 per item might be paid to a seller who sells four units for \$65 total. To assist customers in making knowledgeable buying selections, Amazon also offers

comprehensive product descriptions and ratings. The website has a helpful search engine and more shopping tools. Amazon.com boasts a cutting-edge warehouse infrastructure that offers the business an edge over rivals. Clients may use the proprietary "1-Click" ordering function to customize their accounts and manage purchases online. With 1-Click's electronic digital wallet, customers can pay for their items more quickly since all of their purchasing information, including their chosen mode of payment and default shipping address, is saved online. Many Web 2.0 social buying features are available on Amazon.com. A daily deal-focused social networking firm. Amazon is always introducing new services.

Price Check, a smartphone app that lets users compare prices at physical establishments, was released by the firm in 2011. The same-day delivery program, the myhabit.com apparel website, and the ability to utilize mobile devices while inside a physical shop to compare prices via the Price Check app were notable developments in 2012. The three pillars of Amazon's business strategy are delivering the highest levels of customer pleasure, making substantial short-term bets at the sacrifice of profits, and fostering innovation [2].

Amazon.com has maintained its position as the top B2C e-tailer and profitable EC site in the world despite rising competition from hundreds of e-tailers in the online market. Amazon.com can provide exceptionally cheap pricing because of its order fulfillment system. One may see why Amazon.com sells more than three times as many things as its closest U.S. competition when one adds this to the high customer satisfaction rate and the assortment of high-quality products. Also, Amazon.com provides a number of services to clients outside of the United States, including more than a million books in Japanese. While it only has operations in 16 of those nations, Amazon.com can send its goods everywhere. Each nation has a webpage in its native tongue.

### **B2C electronic retailing and Internet Marketing**

Only products that can be readily sold online are promoted in e-commerce sites, such as Amazon did for books and CDs. Online selling calls for numerous product specifications and showcases in order to give users the same personal impression of the product and its quality as they would have in a physical store. E-selling is the term for online selling. An e-Retailing business model, then, is a B2C (business to customer) business model that performs a deal between a merchant and the end client. E-Retailers can be standalone companies like Amazon.com or ones that have developed from older companies, like Tesco.com. E-commerce is a subcategory of e-retailing. As a result, the primary category describing e-retailing is e-commerce. Essentials of eCommerce electronic commerce currently known as online retailing, ore-tailing is the direct selling of goods, information, and services via online shops that are typically built around an electronic list structure and bidding sites. Numerous start-ups or established merchants have thousands of shops or e-commerce websites online. Numerous new business models have emerged as a result of the widespread use of computers and the Internet, including electronic retailing, business process outsourcing, call center-based customer relationship management, medical transcription, and remotely managed educational and healthcare services.

The difficulties of e-commerce untested business strategies most online companies in the early days of the dot-com period were trials in novel fields and did not offer reliable forms of income. At the start of this century, 90% of businesses that only

engaged in e-commerce were shut down for this reason. Dot-com companies have grown a little in recent years. Some of the companies are still in the trial stage and cannot ensure consistent profits. Need to Modify Business Process E-companies have distinct buying, warehousing, and transportation procedures than conventional brick-and-mortar businesses. To fit the new e-business, the e-retail company must meticulously rethink and combine a number of processes. Traditional organizational structures and management hierarchies may cause delays and bottlenecks in the order processing and shipping processes.

For instance, traditional businesses may require that goods be physically present at the warehouse and inspected before being shipped to the customer, but in electronic retailing, it would not be possible to ship goods from one location to another to a customer. In order to transport the products, the merchant may designate a nearby provider in the location where the client lives. This would necessitate enacting specific company regulations and placing a lot of trust in the neighborhood provider. Business trust in the supplier's ability to produce the same product in good amount and with flawless quality would be necessary. Comparing e-retailing to conventional retail, it is also challenging to plan merchandise and analyze demand. Channel Discord Companies that offer both online and in-person may come across situations where their interests are at odds. Since the products in electronic retail sales are delivered directly to the customer, the wholesalers and vendors may perceive a danger to their very survival.

The majority of the time, it is observed that online merchants prefer to lower prices. Due to price reductions, the merchant may offer more products online, which could result in a decline in brick-and-mortar sales. Legal Concerns Laws that are appropriate for Internet-based interactions have not yet developed. The implementation of property rules, the validity of emails, and digital identities are all being monitored by different government agencies. The use of email and digital identities for any lawful reason is now accepted. Another area that causes issues is Value Added Tax (VAT). Taxes on products and services continue to be a problem. There are no specific guidelines to direct merchants on this because taxes are collected and distributed by numerous governmental entities at the municipal, state, and federal levels. In e-retailing, the locations of invoicing, product distribution, and transportation are all different. Tax collection and filing would be difficult if these three locations were under separate governmental authorities. Privacy and security one of the biggest problems in the modern realm is security. Despite numerous security measures, including routers and passwords, we hear about data breaches and website hacks. Due to its accessible nature, the Internet is more open to illegal eavesdropping. People are hesitant to disclose confidential information online because it could be used fraudulently, including credit card information.

Cybercriminals have gotten into computer systems using Internet vulnerabilities to steal financial and login information. The merchant must address the security of the payment method by installing the necessary security levels. Conclusion I'll end by saying that creating an attractive website isn't the only aspect of e-retailing. The necessary expertise will be brought in by a reputable management consulting company, which will also help find partnerships, examine income models, and combine supply chain operations with e-commerce efforts. Internet and Online Association of India (IOAL) forecasts that by 2007, online sales will reach Rs. 2300 billion. Currently, 38.5 million Indians use the internet, and by 2007–2008, that

number is expected to rise to 100 million. While most retailers plan to go online, some are of the conventional opinion that it is crucial to have a look and experience when shopping for clothing. These retailers should adhere to the aforementioned strategies in order to reach small towns where they do not currently have outlets through online sales. The back-end system is the area of emphasis that is most crucial. Customers only continue to purchase with you if your previous transactions were fruitful and enjoyable. Stop bragging about the 70% success rate of online transactions. E-retailing will become a crucial business strategy idea in today's complex business environment, and it may prove to be the textile and apparel sectors' most beneficial and lucrative means of conducting business in the upcoming decade.

The Amazon.com case serves as an example of how online commerce might be carried out. In spite of the failure of many dot-com enterprises, the volume and percentage of products and services offered online are growing quickly. As of April 2016, there were more than 357 million Internet users in North America, according to internet world estimate. According to Forrester Research, Americans would spend \$327 billion online in 2016, a 62% increase over 2012. According to experts, the global B2C market will surpass \$1.5 trillion in 2018, thanks in large part to China's economic expansion [3]. Others believe that the pace of growth of online shopping may slow down when the number of Internet users approaches saturation. This may not be the case, however. In reality, it seems that the growth of social and mobile purchasing has quickened B2C's speed. Also, the economic slump may encourage more people to purchase online in order to save money. Ultimately, worldwide B2C is still expanding rapidly. Thus, one of the difficulties e-tailers face is a rise in the average amount of money spent online. The advantages of selling products and services online for businesses are many. New marketing tactics, concepts, and strategies, as well as a deeper understanding of online customer behavior, are essential elements of B2C success.

### **Introduction to Electronic Retailing**

Between producers and consumers, retailers operate as a middleman in the sales process. While many manufacturers engage in direct consumer sales, they often do so as a secondary activity to their primary wholesale and retail sales. Retailing is done at actual storefronts that consumers must go to in person in order to make a purchase, however sometimes customers may place phone orders. Retailers are required for effective product distribution by businesses like Procter & Gamble that manufacture a big volume of goods for millions of clients. But, even if a business only offers a small variety of items, it may still need merchants to reach a sizable number of customers that are dispersed over several locations [4].

Catalog sales provide businesses the possibility to contact more consumers and give consumers a chance to make purchases from home. Electronic catalogs are now necessary since internet purchasing has eliminated the necessity for physical stores staffed by employees. Electronic retailing is the practice of doing retail commerce via the Internet, and e-tailers are retailers that operate their websites. This was shown in the opening example. Both online auctions and catalogs with set pricing are options for e-commerce.

Manufacturers may sell to clients directly thanks to e-tailing. This chapter looks at several e-tailing models and associated problems. It should be noted that the line between B2C from B2B EC may not be apparent. As an example, Amazon.com sells

to both individuals and businesses. Walmart offers products to both consumers and companies. Staples sells to both markets at staples.com, while insurance websites sell to both people and companies. Dell offers computers to both consumers and businesses through dell.com.

### **Size and Development of B2C Market**

B2C e-commerce is expanding quickly, particularly in developing nations. Several sources provide data on B2C EC sales volume as well as sales projections for the future. It is sometimes difficult to establish a consistent and accurate picture of the development of EC since reported volumes of online sales vary significantly depending on how the figures are calculated. Part of the difference is due to the use of several EC categories and definitions. The classification of the products for sale is another problem. Some sources mix certain goods and services; others don't or use other strategies. In the figures for EC retail, some sources include internet travel sales [5].

### **Electronic Commerce Retailing: Goods and Services**

It's crucial to be cautious when interpreting the data on B2C EC sales. Books, software, and music were among the simple-to-understand, compact commodities that were conveniently supplied to customers in the initial wave of B2C e-commerce. Around 2000, when customers began investigating and purchasing complicated things like furniture, major appliances, and pricey apparel, the second wave of internet expansion got underway. Nowadays, people shop online for products in areas including beds, spas, pricey jewelry, designer clothing, automobiles, flooring, big-screen Televisions, and construction materials. Moreover, consumers purchase a variety of services, including insurance and college tuition.

### **Qualities and Benefits of a Successful E-Tailing Business**

E-tailing has many of the same success characteristics as traditional retailing. A secure and scalable infrastructure is also required. E-tailers, however, have the ability to provide unique customer services that conventional merchants do not. For a comparison of the benefits of retailing versus e-tailing [6].

### **E-Commerce Business Models**

Let's examine e-tailing from the perspective of a manufacturer or retailer that sells to individual customers in order to better comprehend it. The seller has its own organization but also has to purchase supplies from other people, often companies, as well as products and services. E-tailing, which is essentially B2C, occurs between a vendor and a single customer, as is also seen in the illustration. Other EC transactions and associated activities that may have an impact on e-tailing are shown in the figure. Like other firms, retailing enterprises are guided by a business model. According to the definition a business model is a description of how a company plans to make money via its activities. We will examine the different B2C models and their categorizations in this section.

### **Models Are Categorized According To Distribution Methods**

There are several methods to categorize business models for online retailers. For instance, some groups e-tailers according to their industry or the size of the sales

territory they serve, while others group them according to their income sources. Below, we divide the models into five groups based on the distribution method that was employed: Established mail-order businesses that also operate online.

For instance, QVC and Lands' End both have online stores. Manufacturers engage in direct marketing. Along with selling via shops, manufacturers like Dell, LEGO, and Godiva advertise to consumers directly online through their webstores. Pure-play online retailers. These are online-only retailers. One example of a pure-play e-tailer is Amazon.com [7].

### **Brick-and-mortar shops**

There are merchants that launch online storefronts to support their standard business operations. Now, however, we are seeing a trend in the other direction: some pure-play online retailers are opening actual shops. For instance, Dell sells its goods in partner shop locations like Best Buy and Staples, whereas Apple created physical storefronts. A multichannel business model or strategy includes the concept of selling both online and offline. By using this tactic, the business provides the client with a variety of shopping alternatives, including online. Customers have the option to choose the marketing channel they are most familiar with thanks to this method.

### **Online malls**

These malls provide a variety of retailers on a single website, as discussed. Keep in mind that with any kind of direct marketing, customers and sellers have the option to communicate directly with one another and get to know one another better. Quick sales. In any of the aforementioned areas, vendors may provide customers with substantial discounts either directly or via an intermediary. There are several variations of these discounts.

### **Direct Marketing through Online Stores**

Direct marketing, in its broadest meaning, refers to marketing that doesn't include actual storefronts. Direct marketers typically avoid conventional middlemen by taking orders directly from customers. Manufacturers or retailers may be sellers. Associated Works analysis of the information from internet auctions Data mining methods can be used to build settings. To estimate an online auction's final bid price. Info from a There have been a number of comparable or exact private sales used. Historically, to predict the successful offer by taking advantage of multi-class regression, categorization, and regression networks numerous binary categorization jobs and classification. The Significant information about a current auction's past knowledge that can be used for immediate gain future-bid projection using support vector machines machinery, useful k-nearest neighbor algorithms, methods for categorization, regression, and grouping.

Additionally, buyers frequently modify their offers to their utmost assessment of a product based on the remaining time for the sale and other people's offers participants. This results in various buying behaviors. These buying behaviors after analysis show that bots can be divided into three categories: rogue bids, shooters, unmaskers, or opportunists. Evaluators are explicit about how they value the object and make one extremely expensive offer during the initial stage of the sale. Individuals take a small starting risk. Offer, then make escalating bids as the sale progresses. Opportunity seekers make the minimal offer necessary just before the

end of the bidding. The primary flaw is that there is no efficient or unique technique currently in use. To stop people from using a fake name, and thus inability of the technology to provide a safe atmosphere.

### **Current System**

A study of is conducted as the project's first step. Tools for online auctions that are already in place online. We took into account three of the most well-known sale websites: asteinrete.com, onsale.com, and ebay.com. For all three Systems provide the ability to sign up and check in to the webpage with a broad summary on the main page the portal's. Additionally, they provide a customized website where each an individual can look up the progress of their bids or their offers. But that doesn't have ranking capability. The current method only permits to bid on the products. But the biggest flaw is that there isn't a specific and efficient way to stop people from fake name, and as a result the mechanism fails supplying a safe setting.

### **Manufacturers' direct sales and made-to-order sales**

Direct sales to consumers are common among manufacturers. This approach is used by Dell, HP, and other computer makers. It often goes hand in hand with product self-configuration. This model's key competitive advantage is its capacity to provide specialized goods at a fair price. Recent years have seen an increase in the use of the World Wide Public access to the internet has increased the amount of sales held online. Needs a lot of consumers and vendors to visit its website. As a result, sale sites with a large amount of those with traffic have an edge over those with low traffic limited. This furthers the division of consumers and vendors to a specific website. This is frequently used the network effect is referred to in a number of online and uses for encounters in communications among many different organizations. Although this impact has been demonstrated to raise the worth of the general network, but no model or analysis of its effects researched very hard. In this article, we create a Markov In the instance of the web, a model to study the network impact auctions. We demonstrate how potent the network impact.

Online bids and may lead to a circumstance in which one sale can easily defeat its rivals sites. This leads to a circumstance where the natural steady balance for a single online sale vendor is that of a specified item and regional region. However, a solitary Due to some approximations, individual organization is improbable. The model's assumptions, the tendency appears to demonstrate the probably only one powerful competitor on the web room for a sale. Academic curiosity about the acceptance and effectiveness of the number of internet sales has grown. Even so much Research has been done in an effort to comprehend little work has been done to connect the web sales with the conclusions of earlier studies and assess the current study in this field. The goal of this research is to examine the evolution of buyer thought A metanalysis of behavior in online bidding study of the academic sale studies. These research's results 83 papers on this subject were analyzed for the research. Primarily in publications for information systems (IS) from 1998 to 2007. The outcomes show that the online bidding customer behavior studies can be facilitated variables are divided into three main categories: Results of auctions and customer behavior. Considering this overview of the material and suggestions for future study on bidding Discussions of customer behavior, including possible fresh theories, uncovered connections, and novel criteria, guidelines, and recommendations for Improvements in methodology are achieved. This research aims to provide an

explanation for how a person would weigh the expense of the advertising charge of putting an object up for sale) and deal likelihood (i.e., the likelihood that an object will be purchased). We implement the compromise decision-making model in the setting of auctions.

Analyze a seller's selection of an online bidding venue and when dealing with the trade-off between sale likelihood and advertising charge, following beginning price tactics. Results from a series of lab tests indicate that a vendor would be ready to pay a large price to obtain a greater chance of a deal. Additionally, if the anticipated considering the likelihood of a deal, a vendor is more apt to establish a Despite paying an expensive advertising charge, the beginning price was high. The Three is discussion of consequences for theory and practice. Online bidding is rising in popularity in internet trade (EC). It is now widely accepted. Consumer to consumer (C2C) purchasing techniques, like eBay. The constant area of cooperation and shared idea trade could develop through the collaboration of the bots will then have a Multi-Agent System (MAS), and it takes a lot of everyday information to finish the duties.

Both self-interest and collaboration are present in the MAS member. Based on the examination of the partnership and battle between the online bidding participants, the idea of extra is presented, as well as historical details. As insufficient data are currently available, the effectiveness of the without taking historical data into account, the bidding is too cheap. In this article, a MAS flow structure and discussion were proposed. Programs that force bidding buyers to join honest and energetic participation in the discussion. Both effectiveness and openness among the participants have both been enhanced

### **Online Retailers**

Companies that sell directly online and don't need physical locations are called virtual e-tailers. A good example of this kind of online retailer is Amazon.com. Low fixed costs are an advantage for virtual e-tailers. A disadvantage, meanwhile, would be a lack of a reliable method for fulfilling orders. E-tailers operating online may be general purpose or specialized. Pure-play businesses with a general aim may be quite big [8].

Among them is Amazon.com. Another example is the biggest online mall in Japan, Rakuten Ichiba, which has more than 50 million items produced by more than 33,000 vendors. The US Company Buy.com was purchased by the Japanese firm in May 2010. More than 90 million items, created by more than 35,000 merchants worldwide, are available from the combined enterprise. Several other businesses run as pure-play online retailers. Australian businesses dealsdirect.com.au and asiabookroom.com are two examples. Specialized e-tailers may operate in a relatively small market, like CatToys.com. Another illustration is Blue Nile. Due to a lack of clients and an inability to store a wide range of merchandise, such specialized enterprises would struggle to operate in the real world.

### **Retailers that operate online and offline and multichannel**

This is perhaps the e-tailing business model that competes with pure-play e-tailers the most often. Examples include Walmart.com, Target.com, and many of other merchants that use the internet as an extra sales channel for their goods and services. While this approach is gaining ground, big businesses don't always find it effective.



Best Buy is a good example. A webstore and a physical store are combined to form a click-and-mortar business. A brick-and-mortar store only does business offline. In rare circumstances, sellers could simultaneously run a conventional mail-order company. Today's click-and-mortar businesses sell via physical locations, phone calls, the internet, and mobile devices. A company selling under a multichannel business model is a click-and-mortar business that has both physical shops and an online e-tail site. Department shops like Macy's and Sears as well as bargain retailers like Walmart and Target are examples of businesses transitioning from brick-and-mortar solely to brick-and-click. Supermarkets and all other forms of retailing are also included.

### **More B2C Models and Unique Retailing**

With B2C, several different business models are used. Throughout the book, they are discussed in a number of different locations. A few of these models are also used in B2B, B2B2C, G2B, and other EC models [9], [10]. Business-to-consumer (B2C) refers to the process of marketing goods and services directly between an organization and the customers who will ultimately use them. The majority of businesses that offer straight to customers are referred to as B2C businesses. During the dotcom era of the late 1990s, when it was primarily used to describe online merchants who offered goods and services to customers online, the term "business-to-consumer" (B2C) gained enormous popularity.

### **B2C Social Retail**

New or enhanced business models encourage social buying activities. B2C websites like Netflix and Amazon, for instance, provide users many social context and participation options, such as product ratings. Retailers may assist consumers in finding and recommending purchasing possibilities by using blogs, wikis, discussion forums, and Twitter. This is a list of typical new or upgraded social networking tool models.

### **Quick Offers**

These are sales in which businesses, either directly or via middlemen like Groupon, offer customers things at steep discounts for a short period of time. The merchants anticipate word-of-mouth advertising since the discounts are so substantial [11], [12].

### **Group Buying Online**

Many individuals are embracing the Internet as a wise strategy to save money in these tough economic times. It is simple to join a group of buyers via online group purchasing to get volume savings. In this industry, there are a number of start-ups, including yipit.com and livingsocial.com. Several websites that only utilised group buying are now focusing on flash sale promotions.

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## CHAPTER 8

### ONLINE STOCK TRADING, INSURANCE AND REAL ESTATE

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Internet infrastructures open up new business models, marketing channels, and capacities. The infrastructures provide many means of distributing goods and services. In this and the section that follows, several important services are covered. Developments in real estate information searches and transactions made online have a big influence on how business is done. For instance, 74% of all realtors routinely utilized social networking platforms in 2012. Further research by the National Association of Realtors® has shown that 87% of all recent purchasers utilized the Internet at some point during their house search, and over 42% of real estate buyers start their searches for homes online [1]. The real estate sector is slowly but certainly being affected more and more by e-commerce and the Internet. Real estate agents, for instance, have not been disintermediated despite the changes that are just starting to take shape. Today's home purchasers often utilize the Internet and real estate agents. Declining commissions that sellers pay brokers might have an effect.

#### **Websites like Zillow, Craigslist, and Others That Provide Real Estate**

Examples of Web 2.0 free real estate services include Craigslist and Zillow. Both enable purchasers to research home options and conduct their own pricing and location comparisons, which reduces the need for newspaper classified ads. The "Make Me Move" function offered by Zillow lets you estimate the amount at which you would be willing to sell your house without actually doing so. When homeowners see the price they can obtain when they market their properties, they could be inspired to sell. 2012 stock market. There are various rivals to Zillow. The Zillow brand is available on more than a dozen websites. Selling advertisements on its affiliated websites is how Zillow makes money. There is a sizable real estate section on Craigslist. Except in certain major locations, where brokers must pay a fee to place advertising, listings are free [2].

#### **Web-based Insurance**

Many businesses are using the Internet to provide common insurance plans, such as car, house, life, or health insurance, at a significant discount, largely to people. Third-party aggregators also provide free comparisons of various insurance. Online, a number of big insurance and risk management firms provide thorough insurance contracts. Others are anxious to benefit from the lower prices, despite the fact that many individuals do not trust the faceless insurance salesman. Some insurance providers have a dual approach, selling both offline and online. Insurance brokers send unsolicited emails to millions of individuals, much as real estate salespeople do. The commission for the remaining agents will certainly decrease due to the fierce competition.

### Example

Around 86% of prospective insurance clients have been seen by the insurance sector to be doing their research and acquiring information online. As a result, insurance firms are attempting to profit from this development. To satisfy this requirement, several insurance firms are launching a range of online solutions right now.

### Personal Finance and Online Banking

Electronic banking is the practice of carrying out financial transactions electronically. Customers may check their accounts, pay bills online, apply for a loan, transfer money, and much more via e-banking. Online banking and bill paying are used by 61% of adult Internet users in the United States. Several websites include features that may assist you with budgeting and personal finance. Examples include [kiplinger.com](http://kiplinger.com), [geezeo.com](http://geezeo.com), and [mint.com](http://mint.com) [3].

Online banking benefits there are additional benefits to banking online in addition to the flexibility of doing so from any location at any time. Additional options include: Online bill payment you don't have to take time out of your day to go to the bank, which may be one of the best benefits of internet banking. You can immediately settle your payment online by logging into your account. When you have regular payments to and from suppliers, you can control your cash flow more effectively by setting up automatic bill payments. Convey funds you might need to quickly send money to a customer or seller, or you might need to move funds from one account to another. You can safely transmit the money online rather than mailing a certified check and waiting for it to clear. Make online checks deposits you might be able to cash checks online quickly rather than traveling to a bank location and standing in queue. You can always pay on the go because the majority of financial organizations have an app that duplicates their services on your phone.

Additionally, some institutions provide client support that is available around-the-clock, so you can do so whenever you want. Reduce your administrative costs if your company uses an internet bank, your banking costs might be cheaper because the expense of maintaining locations would not be borne by the bank. Additionally, they might have more no-fee choices, which would increase your discounts. Negative aspects of internet banking although internet banking is constantly getting better, there are some drawbacks for company proprietors who need instant access to their financial services at all times. Disruptive technologies a reliable internet link is necessary for online banking. Your ability to access your accounts might be impacted if your internet service is interrupted due to a power failure, computer problems at your bank, or if you're in a distant area. You may need to look for an option if you can't access your accounts due to scheduled site repair. Absence of a close connection a benefit over internet banking could come from a physical connection with your bank. Having that connection can be beneficial if you require a company financing, a new line of credit, a charge waiver, or to alter your existing banking requirements. You can create a company account that is customized to your particular requirements with the aid of in-person financial connections. In order to prevent lengthy delays on your money, they can also make comments in your files about checks, currency transfers, and foreign purchases.

An ideal relationship would combine human contact with your lender for assistance with larger requirements with internet banking for your daily activities. In this manner, you can assist your company in a variety of ways. Security and privacy

issues although financial organizations have excellent protection, no system is error-free. Hackers are always interested in valuable information, but you might be able to stop them if you: Use the website and smartphone software exclusively. A tiny seal should be visible to the left of the search field, indicating that the page is safe. Make sure your passcode is secure and made up of a mix of characters, digits, and symbols. Regular passcode changes are also essential. If you have not authorized the use of text messaging for contact, do not open any URLs in text texts. Make use of two-step verification, which increases protection. Fewer activities many services are available through online banking, but some still need company owners to visit institutions to "wet sign" paperwork.

This includes requests for credit and loans, sizable monetary withdrawals, and sizable payments. You might ultimately be able to virtually consent for these, though, as internet banking technology develops. Today's banks are constantly updating and enhancing their digital assets because they are aware that company owners want the simplicity and comfort of online banking. Utilizing the quickly evolving banking technology, you can create an internet banking system specifically for your company's requirements. Talk to your bank about the time and money savings of turning digital if you believe internet banking could help your company.

### **E-Banking**

Users may save time and money using e-banking. It provides banks with a quick and affordable method of acquiring consumers from outside the region. Moreover, the banks can need fewer branches or personnel. Nowadays, a lot of physical banks provide online banking services, and some of them use EC as a key competitive tactic. Globally, even in underdeveloped nations, online banking has gained popularity. For instance, internet banking is fast gaining popularity in China, particularly among members of the country's newly educated middle class who reside in the country's more advanced cities. The introduction of cellphones and other portable electronics makes it easier.

### **Banking Capabilities Online**

The internet has made it simpler for banks to enable online banking for their clients. Customers can now manage their bank accounts, check their balances, move money, and give institutions standing orders almost immediately from any location. By visiting the net banking site of the particular bank, this can be accomplished with the aid of net banking or internet banking. Account holders can join and conduct operations independently of the bank with just a few simple facts. A login and password are needed to access it, and occasionally a different number or OTP is needed to approve a money transfer. Banking services are now more affordable thanks to internet banking, and choices are now data-driven. For more information on online banking, continue reading. Informational, administrative, transactional, portal, and other banking apps fall under these categories. In general, more services are provided online by bigger banks.

### **Completely Virtual Banks**

Virtual banks only do business online and have no physical presence. The first bank of this kind to allow safe online banking transactions was Security First Network Bank. In the wake of the banking sector's recent consolidation, SFNB was later acquired and is now a part of RBC Bank. First Internet Bank and Bank of Internet USA are more notable virtual banks in the United States. The lack of financial

sustainability caused more than 97% of the hundreds of pure-play virtual banks to collapse by 2003. More people failed between 2007 and 2012. The click-and-mortar banks seem to be the most prosperous ones. P2P lending is one of the new business concepts that may be used for virtual banking [4].

### **P2P Loans**

P2P lending, also known as online person-to-person lending, or P2P lending, is made possible by the advent of internet banking. By the use of the Internet, this concept enables individuals to lend and borrow money from one another. Visit [thebalance.com/how-peer-to-peer-loans-work-315730](http://thebalance.com/how-peer-to-peer-loans-work-315730) to learn more about P2P loans.

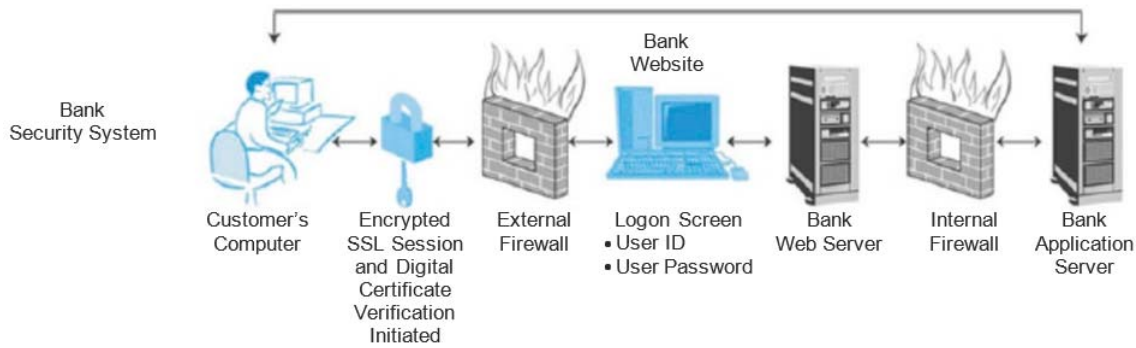
### **Examples**

Zopa Limited in the UK and Prosper Marketplace in the US are two instances of peer-to-peer internet lending. Be aware that both Zopa and Prosper are expanding strongly despite the 2008–2012 global credit crisis and the fact that neither has a government-backed guarantee. Using Zopa as an example, as of May 2016, its 53,000 active users have loaned more than Customers in the UK received \$1.45 billion at negotiated rates, mostly for auto loans, credit card balances, and house renovations. These P2P lenders have an extremely low default rate since they exclusively give money to the most credit-worthy applicants. Visit [prosper.com/about](http://prosper.com/about) to learn more about Prosper as a business. A word of caution on virtual banking, particularly P2P lending: Be sure the bank is authentic before transferring money to any cyberbank, especially one that advertises high interest rates for your deposits [5].

### **Security for EC Applications for Online Bank Transactions**

Banks provide their clients a wide range of security precautions. Some of the precautions are described in the paragraphs that follow. Clients must pass through encryption provided by SSL and digital certificate verification in order to access a bank system online. Every time a user signs in, the verification procedure ensures that they are in fact connected to their particular bank. After then, a firewall outside the network filters the customer enquiry message. Once reaching the login page, a user ID and password are needed. The bank's application server receives this data after passing via a direct Web server and an internal firewall [6].

Only valid business needs are used to transmit information among a bank's business partners. By employing planning tools to run fictitious scenarios, banks do not record the information supplied by consumers. Several banks use cookies to gather information about their clients, but clients may manage both the information's gathering and, in certain situations, how it's used. Also, the majority of banks provide advice on how customers might improve security. The danger of security issues has grown as mobile device usage has expanded. Banks are developing original solutions. As an example, Bank of America launched "SafePass" in January 2009, a tool that may produce a six-digit, one-time passcode required to execute an online transaction, as shown in figure 1. Your mobile device receives the passcode by text message. Several financial organizations provide a comparable gadget.



**Figure 1: Online banking transactions are secure.**

### Risks

Both online and physical banks might come with hazards and issues, particularly when it comes to international banking. The first is the potential for account access by hackers. Some contend that virtual banks pose a liquidity risk and may be more vulnerable to irrational withdrawals. Authorities are debating whether precautions should be applied to online banking.

### Online billing and payment of bills

Electronic payments are becoming more and more prevalent. As more commercial Automated Clearing House transactions are being processed, fewer checks are being processed by the U.S. Federal Reserve System. Monthly payments for things like mortgages, auto loans, telephone, utilities, rent, credit cards, cable, TV, and other things are often made online. Due to the fact that online payments are received significantly more often, are received in a timely manner, and have cheaper processing costs, the beneficiaries of such payments are equally eager to receive money online [7].

Electronic bill payment and presentment, often known as electronic billing, is another way to pay bills online. Using this technique, the customer pays each biller online through credit card or by providing the biller with sufficient information to authorize an electronic withdrawal from the customer's bank account. The biller uses a hosting service website or e-mail to transmit the invoice to the client. The client then approves and starts a payment via an electronic check, automated authorisation, and other methods [8], [9].

### Taxes

Tax planning and preparation is a crucial component of personal finance. Anyone may prepare their federal taxes with the aid of dozens of websites. Numerous websites provide lawful tax reduction assistance. Check out some of the websites on the list below:

- [Irs.gov](http://irs.gov): The Internal Revenue Service's official website.
- [taxsites.com](http://taxsites.com): A huge database of resources, information, and services pertaining to taxes.
- [Fairmark.com](http://Fairmark.com): An investor's tax guide.
- [taxaudit.com](http://taxaudit.com): IRS tax audit aid and support.

### Cellular Banking

A system called mobile banking allows users to carry out financial transactions using a smartphone or other wireless mobile device. Recent advancements in the field of mobile banking are common. The management of micropayments and smartphone payments are only two examples of how the financial systems have changed. It is obvious that the banking and financial system has to be reformed [10]–[12].

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## CHAPTER 9

### PRODUCT, DIGITAL ITEM, ENTERTAINMENT, AND GAMING ON-DEMAND DELIVERY

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This section looks at problems with B2C delivery for commodities that are purchased on demand, such as perishable goods, as well as the delivery of digital goods, entertainment, and games. To deliver goods to clients, the majority of online retailers employ third-party logistics providers. They could utilize the postal system inside their nation or they might use private shippers such as UPS, FedEx, or DHL. Delivery times range from days to overnight. Consumer payment for expedited shipping is often required. A fleet of delivery cars is owned by several online retailers and direct marketing companies in order to provide customers quicker service or lower delivery prices.

The firm prefers "to handle as much as in-house, which includes managing their own delivery vehicles for consumers in London and Manhattan," according to Mark Sebba, CEO of Net-a-Porter. These businesses provide both routine delivery and demand-based deliveries. To improve the value offering for the customers, they could also provide other services. The term "e-grocer" refers to an online grocery store. A grocery store that accepts online orders and delivers items on a daily basis, according to another regular schedule, or quickly, often within an hour, is known as an e-grocer. Another example is having meals delivered to your home from a restaurant or pizza shop. Moreover, businesses that provide office supplies, auto parts, and pharmaceuticals promise quick, same-day delivery [1].

An expedited delivery option is referred to as an on-demand delivery service. After an order is received, the delivery must be completed as soon as possible. Same-day delivery is one of these models' variations. Our model predicts that delivery will take less time than "overnight," but more time than the usual 30 to 60 minutes for on-demand delivery of pizza, fresh flowers, or car repair parts. E-grocers often use the same-day delivery strategy for deliveries.

#### **Quickness of Delivery**

Not only are food and perishable things time-sensitive, but so are other on-demand and huge items.

#### **Product, Digital Item, Entertainment, and Gaming On-Demand Delivery**

This section looks at problems with B2C delivery for commodities that are purchased on demand, such as perishable goods, as well as the delivery of digital goods, entertainment, and games.

#### **Product Delivery on Demand**

To deliver goods to clients, the majority of online retailers employ third-party logistics providers. People might send packages via their nation's postal service or

through commercial carriers like UPS, FedEx, or DHL. Delivery times range from days to overnight. Consumer payment for expedited shipping is often required.

A fleet of delivery cars is owned by several online retailers and direct marketing companies in order to provide customers quicker service or lower delivery prices. The firm prefers "to handle as much as in-house, which includes managing their own delivery vehicles for consumers in London and Manhattan," according to Mark Sebba, CEO of Net-a-Porter. These businesses provide both routine delivery and demand-based deliveries. To improve the value offering for the customers, they could also provide other services. The term "e-grocer" refers to an online grocery store. A grocery store that accepts online orders and delivers items on a daily basis, according to another regular schedule, or quickly, often within an hour, is known as an e-grocer. Another example is having meals delivered to your home from a restaurant or pizza shop. Moreover, businesses that provide office supplies, auto parts, and pharmaceuticals promise quick, same-day delivery [2].

On-demand delivery services are used to describe express delivery options. After an order is received, the delivery must be completed as soon as possible. Same-day delivery is one of these models' variations. This model assumes that delivery is carried out against. They collaborated with Home Depot in 2013 to provide Christmas trees.

### **Internet distribution of media, entertainment, and digital goods**

Software, music, and newspapers are examples of products that may be distributed in physical form or digitally and sent over the Internet. Internet shipping is far more affordable and saves merchants money on handling, distribution, and storage expenses [3].

### **Electronic Entertainment**

The most popular media for young people between the ages of 8 and 17 in the United States is presently online entertainment, which is expanding quickly. The entertainment options on the Internet are diverse. They fall into a variety of entertainment categories because of the variety in entertainment forms, methods of distribution, and individual preferences. When determining whether something is entertainment or not, as well as what sort of entertainment it is, all of these factors must be taken into account. Some internet entertainment involves the user in some way, making it interactive. According to PwC, worldwide expenditure in the entertainment and media sector would total \$2.2 trillion in 2017. Online games, streaming videos, and music all fall under this category.

Nowadays, the Internet offers access to all conventional types of entertainment. Nonetheless, some have significantly increased in popularity in the modern setting because to technological advancements. For instance, millions of people play the online games on Facebook more details on entertainment in the social networks and Web 2.0 environment.

### **Adult Recreation**

The most lucrative B2C business model today is arguably adult online entertainment, which makes up a significant portion of Internet use. The reasons why adult material websites are so well-liked are their wide assortment, affordable prices, and viewers' privacy. Certain businesses may have issues as a result of this

popularity. Viewers are prepared to pay significant amounts to access adult websites, according to data from market research companies that keep tabs on the sector, such as Forrester Research, IDC, Datamonitor, Mediabistro Inc., and Nielsen [4].

### Web-based gaming

All types of gaming, including arcade, lottery, casino, and incentive games, are included in online gaming. Despite the poor economy, revenue from online gambling increased between 2008 and 2016. The worldwide market for online gambling increased by 8% in 2013 to \$35.5 billion. The online gaming business will virtually double to \$56.1 billion in 2018, predicts Statistica.com. The growth of online gaming has been greatly aided in recent years by the accessibility and widespread usage of internet connections.

### AIDE to Online Purchasing Choice

There are several websites and tools available to aid customers in making online purchases. Price comparisons are the main tool offered by some websites; other sites assess services, trust, quality, and other elements. There are also shopping portals, shopping robots, company ratings sites, trust verification sites, social network recommendations from friends, and other shopping assistance. The primary categories are then explored.

### Purchasing Portals

Webstores and e-malls may be accessed via shopping portals. They specifically host a lot of internet shops at once. They might be general or focused on a certain specialization, just like any other portal. Comprehensive, or all-purpose, portals display and rate a wide variety of items and have connections to many different merchants. Several open sites provide purchasing options and comparative tools. Examples include pricegrabber.com, shopping.yahoo.com, and shopping.com. eBay is a shopping gateway in part because it provides both auctions and fixed-price purchasing. A few of these evaluating firms have included buying shopbots and other, more compact shopping aids into their platforms. Several online stores provide specialized sections with connections to certain goods and services. These websites aid clients in their research. Examples include shopper.cnet.com and zdnet.com/topic-reviews for electronics, appliances, and computers. The capacity of specialty shopping websites to specialize on a certain product line is a benefit. Visit Internet Retailer for a comprehensive website with details about e-retailers, B2B, marketing, etc.

### Comparison of costs and quality by Shopbot Software Agents

Online consumers that are savvy may wish to look for deals. Search engines that hunt for the best deals or other search parameters are known as shopping robots. Various shopbots use various search techniques. For instance, mySimon searches the Internet to locate the lowest rates and the widest selection for thousands of in-vogue goods.

### Enterprise Search Appliance and Google Enterprise Search

Google Enterprise Search enables businesses to search all internal and external data. A strong server named Enterprise Search Appliance, which offers numerous

versatile search options including the ability to search in several foreign languages, facilitates search. Search Spring provides a comparable service [5].

### **Services for "Spy"**

The CIA or MI5 are not considered "spy" services in this sense. Instead, they are services that visit websites on behalf of clients, when requested, and inform them of their results. Online users and online shoppers frequently check websites for fresh information, special offers, auction finish times, stock market updates, etc. But, accessing the websites to keep an eye on them takes time. A number of websites follow stock prices or airline specials and send emails in response. People may get individualized e-mail alerts from websites like [money.cnn.com](http://money.cnn.com), [pcworld.com](http://pcworld.com), [expedia.com](http://expedia.com), and alerts at [google.com/alerts](http://google.com/alerts).

### **Retailers vs. online retailers in a competition**

The arrival of B2C heightened the retail market's rivalry. Prices are falling while businesses are disappearing or changing, as we saw in the Blue Nile instance in Chapter 2. For instance, many shops are expanding their offline services online or introducing choices that are only available online. Yet, several well-known companies, like Best Buy, J.C. Penney, Radio Shack, Sears, Staples, and Office Depot, continue to be forced to shut countless physical shops and are fighting to thrive despite the addition of an online shopping channel. Let's start by taking a look at the competition in general [6].

### **Outline of the Online vs. Offline Competition**

A thorough analysis by Lieber and Syverson, available in the Oxford Handbook of the Digital Economy from [oxford-handbooks.com](http://oxford-handbooks.com), discusses the dynamics of the marketplace as well as how online and offline retail marketplaces interact. Also, they examine the characteristics of online shoppers and changes in the supply and demand. The following are the main factors covered in the Oxford handbook:

#### **Cost of customer searches**

The cost of searching for goods is very cheap for buyers thanks to today's online search and comparison engines, as well as the usage of mobile devices, and its importance in the marketplace is definitely dwindling.

#### **Time of delivery**

For actual products, order fulfillment in physical shops is often immediate. The period between purchase and consumption is, however, steadily becoming shorter thanks to internet retailers. Drones will be used for delivery at some point in the future. At least in the major metropolitan regions, e-tailers are creating effective same-day delivery services in the meantime. Similarly, in 2013 Amazon.com and the U.S. Postal Service collaborated to provide Sunday delivery to the metropolitan regions of Los Angeles and New York, with plans to expand the service to additional cities in 2014. Google Shopping Express is a same-day delivery service that competes with Amazon.com and eBay in the San Francisco and San Jose cities.

It goes without saying that e-tailing has extremely quick delivery times for digitizable items. Due to the fact that online shop pricing and product quality are beginning to resemble one another, delivery time has become a crucial consideration. Distributing expenses. Conventional retailers must spend money on shop construction, inventory, advertising, and other related expenses. E-tailers, on the other hand, must pay for shipping and packaging, but their advertising and inventory expenses are reduced. These expenses vary, based on the products, the geographical area, and more. The competitiveness may be significantly influenced by the distribution costs [7].

1. Variations in taxes. As it becomes more common to tax internet purchases of out-of-state goods, the benefit of online shopping is eroding.
2. Price. Online retailers not only charge less for the same items, but they may also cause a price war among brick-and-mortar businesses.
3. Consumer information readily accessible. Online shoppers are unable to personally inspect the products they purchase, but they may use the Internet to learn a lot about the items they want to buy. In most deals, this is often not a significant component.
4. Further affecting elements.

In the competition, there are other additional essential aspects. For instance, it's crucial to consider the identities of the sellers and purchasers, the distribution methods that were used, customer happiness and loyalty, and the connection between the sellers' online and offline marketing channels. Third, it is abundantly obvious from the buying patterns that more consumers are making purchases online and doing so at a higher cost. The practice of "showrooming," in which customers visit a physical store to inspect products and compare pricing, is becoming more popular among younger people in particular. Then they make a cheaper internet purchase. Consumers are comparing pricing using applications on their mobile devices. Consumers often like to "touch and feel" products before making an online purchase.

### **Global Rivalry**

We are seeing a rise in online worldwide competition as of 2016. For instance, a number of Chinese businesses are selling consumer electronics at a lower price than what you can get on Amazon.com. After purchasing Buy.com, Japanese corporation Rakuten is competing in the U.S. market by delivering their website in English [8].

### **Retailers vs. online retailers**

From the start of EC in the middle of the 1990s, it has been obvious that e-tailing would harm brick-and-mortar shops in several sectors. Travel agencies and stock brokerages have also fallen prey to pure-play rivals. When Amazon.com first started out, it prioritized books, displacing rival businesses like Borders. Many of merchants compete with Amazon.com today, including industry titans like Walmart. Several publications, including Encyclopedia Britannica, no longer have printed versions. Traditional retailers' first line of defense was to go "click-and-brick," or to complement their physical presence with an online distribution channel. Several department stores and niche shops benefited from this, but not all.

## Many instances of brick-and-mortar stores

Most significant merchants have already transitioned to becoming click-and-brick businesses. Let's examine a few instances:

### The Best

Like Walmart, Target, and other retailers, Best Buy has expanded its online marketing options. Best Buy, in contrast to GAP, did not do well. The business runs large-scale shops, which is one of the causes. Customers visit the shops to look at the goods before returning home to get them from Amazon.com since it is much more affordable there. Best Buy lowered their pricing in the summer of 2012 to compete with Amazon.com. As a consequence, Best Buy, one of the biggest electronic stores in the world, suffered a 91% decrease in earnings in only one year in August 2012 [9], [10].

Brick-and-mortar retail does not seem to have a bright future. Several shops have already closed their doors. In addition, a lot of stores will close their doors at some point. Be aware that the nature of internet commerce is expanding. As an example, Amazon.com is experimenting with same-day delivery of produce and fruits, while Chinese e-commerce firms are expanding into the banking sector. According to the chapter's learning goals, you learnt about the following EC concerns in this section.

1. The nature and extent of e-tailing. E-tailing, or the sale of goods and services online, is expanding quickly. The three most popular goods offered online are gadgets, software, and computers. Books, CDs, toys, office supplies, and other common goods also do well on the market. Services like stock trading, certain banking services, and the sale of airline tickets and vacation services online have all seen even greater success.
2. Sort e-commerce business models. By distribution channel, the main e-tailing business models may be divided into four categories: pure-play e-tailing, a click-and-mortar approach using both online and traditional channels, and online malls that provide either reference directories or shared services. Social commerce makes it easier to purchase in person and in groups.
3. The workings of internet travel and tourist services. The majority of services offered by a physical travel agency are also offered online. Customers may, however, rapidly get more information by utilizing internet tools. Even customers may offer bids to travel service companies. Travelers may also see user-generated movies, engage in online activities, read reviews from other travelers, and compare pricing. Social travel is growing in popularity as people learn from one another and plan their vacations appropriately.
4. The advantages of the internet job market. The internet employment industry is expanding quickly. The ability to conduct remote video interviews, pre-employment qualification testing, and swiftly contact a large number of job searchers at a cheap cost are the main advantages for companies. Lastly, resumes may be examined and compared to job specifications. Job searchers may publish their resumes for recruiters and find millions of job offers online. Social network recruiting, particularly on LinkedIn and Facebook, is expanding quickly.
5. The virtual real estate market. The majority of the time, conventional activities are supported by the internet real estate market. Nonetheless,

utilizing the electronic marketplaces may help both buyers and sellers save time and effort. Using the Internet, buyers may acquire houses much more conveniently and often with less priced services than they could without it. As more online purchases directly by owner become common, it is anticipated that over time, commissions paid to intermediaries on routine transactions would decrease.

6. Bonds and stock trading online. Online trading in securities is one of the internet industries with the quickest growth. It is affordable, practical, and backed by a wealth of financial and consulting information. Trade has virtually complete automation, moves toward a 24/7 global trading environment, and is very quick and efficient. Nonetheless, security lapses are more likely to occur, making robust security protection crucial [11].

### **Online personal finance and banking**

Also contributing to the problem are Chinese and other international internet merchants. Other B2C strategic concerns, such as disintermediation. Manufacturers that use direct electronic marketing eliminate wholesalers and retailers, which leads to disintermediation. Online reintermediaries, however, provide further benefits and services, such assisting customers in choosing from a variety of suppliers. When manufacturers opt to sell directly to consumers online, traditional merchants may feel threatened or under pressure; this direct selling may lead to channel conflict. Also, the cost of both online and offline goods and services is a problem that constantly has to be solved.

As people get more acclimated to and confidence in cyber banking, traditional banking is declining as a result of cheaper, more convenient online banking. Most common banking tasks may now be completed from anywhere. Remote areas may be served by banks, and consumers can deal with banks outside of their locality. The financial markets become more effective as a result. Bill payment, account monitoring, and tax preparation are just a few of the popular online personal financial tools. The company should determine whether to transcribe a specific website. Division in charge of each page's information. There should be various variations of the main screen. All first-level connections to the main page should be in one of the accepted languages. In addition, sites that are focused on creating brands, providing knowledge about products, and marketing should be provided a top precedence for translation. Some sites, particularly those focused on local topics, could only in the appropriate tongue is it preserved. A monthly report on neighborhood events, as well as it is likely necessary to keep job possibilities at a company's Frankfurt facility in German only. Links to companies' websites that offer translation and Web page translation services The Additional Resources area of the Online Library includes applications for businesses.

Under the title Language Translation Services, Companion. These businesses convert Web for texts completed by qualified human interpreters, a cost of typically between 25 and 90 cents per word is charged for pages and maintenance. Complicated or widely spoken languages usually more costly to transcribe than other languages because they are spoken by comparatively few people. Different methods can be used to translate the various kinds of writing that show on a website for internet transactions. Key marketing themes benefit from personal contact. To understand nuanced implications, an interpreter may be necessary. Automated software translation may be a suitable substitute for more standard transaction

handling tasks. Software translation, also known as computer translation, is capable of 40,000 words per minute.

Businesses may find it better to a human translator even if the translation is imperfect because it costs less a human being who can only interpret 500 words per hour. Several of the businesses in this area are constructing libraries and tools to create previously translated content that can make human interpreters' jobs easier and more precise. The majority of the time, the software developers and translation agencies that deal with e-commerce websites do not refer to their services as "translations." They favor the word "localization," which denotes a rendering that takes into the area surroundings, including commercial and societal customs, as well as regional vernacular differences in the vocabulary. The societal component is crucial because it has a bearing on the user's perception of the content may be altered, at times entirely. Cultural Concerns Being able to predict how the other partner in a deal will react is a crucial component of corporate confidence. Will behave under specified conditions. The image of a business communicates ideas about how the Companies with established names can develop online businesses more swiftly and readily than a new business without an image because of how the company will act.

For instance, a prospective buyer might be curious about the seller's response to an assertion made by the buyer that the grade of the products was misled by the vendor. This understanding comes in part from the customer and vendor speaking the same tongue and having similar traditions. For, buyers are for instance, feel more at ease transacting with vendors they are confident in. Culture is frequently defined as the intersection of words and traditions. Most scientists a consensus that culture differs across state borders and, frequently, across countries' internal divisions. For instance, many nations in Europe and North America base their legal systems on the idea of individual property, which is a significant societal value. Asian societies do not place the same importance on private property as Western cultures do, so rules and commerce these nations can vary greatly from one another.

All businesses must be conscious of the linguistic and cultural distinctions present in any area they plan to conduct business in. business. Links to Web resources can be found in the Online Companion's Additional Resources area. Websites that offer in-depth details on cultural problems for particular nations under the title Global Culture and Trust. Managers at Wine.com, which has absorbed Virtual Vineyards, a business that distributes wine and they were confused by the specialized culinary products on the Web. The business was receiving an incredibly large volume of consumer complains about incomplete packages in Japan. Virtual the majority of the wine distributed by Vineyards was sold by the case (12 glasses) or half-case. It only kept sending supplies in case, half-case, and two-bottle quantities to save on running expenses. The business discovered after conducting an inquiry that many of its Japanese clients purchased a single bottle of wine but it arrived in a two-pack case. They are Japanese consumers, who view wrapping as a crucial component of high-quality products, it was unthinkable that anyone would send one bottle of wine in a container for a commodity like wine. Despite this, they were emailing to inquire about the location of the other container. They had only purchased one container, which was unusual.

Some mistakes resulting from nuances in linguistic and societal norms have become classics. Instances that are frequently used in lectures and training workshops on foreign business. For People found it amusing that General Motors chose to call its



Chevrolet Nova car that moniker, for instance. No va, which translates to "it won't go," is used in Latin America. The "Come Alive" Pepsi advertisement promotion was unsuccessful in China because the public perceived it as "Pepsi brings your ancestors." returning from the dead. Another tale that is frequently used in training classes for foreign business is one about a a business that marketed infant food in canisters with adorable newborn pictures on them. These vessels Except for some regions of Africa, they had been launched and had sold well everywhere. The puzzle was when the maker discovered that food receptacles in those regions of Africa always bring a photo of the items inside. This specific tale is intriguing because it is hypothetical. However, it so drastically highlights a possible societal problem that it show in marketing texts and training tools for foreign business. The creation of websites for foreign trade requires cautious consideration. To depict typical activities, choose symbols. For instance, a retail mall in the United States Using a trolley as a sign when creating an online store is wise.

Though many Europeans typically use buying trolleys instead of shopping carts when they visit a store. People in Australia would identify a picture of a grocery trolley but be perplexed. If the picture were used, it would be replaced by the words "shopping cart." Australia refers to them as shopping trolleys. People frequently use a hand gesture in the United States (the middle finger brushing the A Web designer may draw a circle (using the forefinger to do so) to signify "OK" or "everything is fine." may be enticed to use this hand gesture to denote that the purchase has been finished or that the credit card has been authorized, but they may not realize that in nations like Brazil, this hand Using an indication is inappropriate. Simple design choices can have profound societal implications. India, for instance it is improper to depict a bovine in a caricature or other light-hearted context. Potential Customers in Muslim nations may find a picture of human limbs or uncovered thighs. Even hues or the style of a website can be problematic. For instance, White, which in Europe and the Americas represents innocence, is connected to mortality and China and many other Asian nations are in grief

### **Delivery services offered on demand**

Whether delivering perishable goods, expedited papers, or critically needed supplies, on-demand delivery services are required. E-groceries, which may be bought online and are delivered or made available for store pickup in less than 24 hours, are one form of on-demand delivery [12].

### **The distribution of digital goods**

Online delivery of everything that can be digitalized is successful. Online distribution of digital goods including music, software, e-books, movies, and other forms of entertainment has been a success. Certain print media are successful when digitally enhanced and sent electronically, such as electronic magazines and novels. In addition to the "People Search" privacy problem, the business received criticism for its weak attempts to prevent fraud. For instance, reselling products is prohibited on Etsy and only unique goods may be sold there. Etsy is now demanding openness from all of its suppliers and will keep looking into any "tagged" stores for potential infractions.

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## CHAPTER 10

### ELECTRONIC BUSINESS-TO-BUSINESS TRADE

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B2B E-Commerce Concepts, Characteristics, and Models. B2B EC contains unique traits as well as particular models, elements, and ideas. The significant ones are discussed next. Electronic business-to-business (B2B) transactions take place through the Internet, extranets, intranets, or private networks. They are sometimes referred to as eB2B or plain B2B. Such transactions may occur between a firm and the companies that make up its supply chain, as well as between a business and the government and other businesses. Every organization, whether for profit or nonprofit, public or private, is referred to as a company in this context. Businesses want to boost efficiency and effectiveness in B2B by computerizing trade transactions, communication, and cooperation procedures. Compared to B2C, B2B EC is far more sophisticated. Selling to a firm is far more challenging than selling to an individual. Detailed discussion may be found in Wirthwein and Bannon [1].

The need to save costs, the desire to gain a competitive edge, the accessibility of a secure Internet platform, and the existence of both private and public B2B e-marketplaces are the main business drivers for electronic B2B. Also, there is a need for cooperation between business partners, a requirement to shorten transaction times and supply chain delays, and the development of efficient technologies for system integration and inter-actions. A number of significant businesses have created effective B2B purchasing and selling platforms.

#### Collaboration in Business

The latter two categories include non-purchasing and non-selling activity inside businesses and between business partners. For instance, clearing roadblocks from the supply chain, communicating, working together, exchanging data for coordinated design and planning, and other similar activities.

These five B2B kinds are quick explanation follows:

1. The Fundamental B2B E-Marketplace and Service Categories
2. The fundamental categories of B2B e-marketplaces are described below.
3. Private E-Marketplaces as One-to-Many and Many-to-One Systems.

One business handles all of the selling or purchasing in one-to-many and many-to-one marketplaces. This kind of EC is also known as company-centric EC since it is focused on a particular company's purchasing or selling requirements. The sell-side and buy-side company-centric markets are covered [2].

#### Public Exchanges: Many-to-Many

Many buyers and many vendors interact electronically to transact in many-to-many e-marketplaces. These online markets, usually referred to as exchanges, come in several varieties. In this book, we'll refer to exchanges as such. Exchanges are often

markets that are owned and operated by a third party or a group of parties. Any interested parties are welcome to use public e-marketplaces. An exchange is one like Alibaba.com.

### **Enhancers of the supply chain and cooperative commerce**

B2B transactions are routinely carried out throughout supply chain segments. B2B projects must thus be evaluated in the context of other supply chain operations including the acquisition of raw materials, order fulfillment, shipping, and logistics. For example, Liz Claiborne, Inc. automated their whole supply chain, reaping tremendous rewards.

### **Collaboration**

Companies interact with one another for reasons other than merely selling and purchasing. One example is collaborative commerce, which involves information exchange, shared planning, design, and communication amongst corporate partners [3].

### **Market Size and B2B Content**

Depending on the category, the U.S. Census Bureau estimates that B2B internet sales make up roughly 40% of all B2B volume. The most popular goods in B2B are chemicals, computer electronics, utilities, agriculture, shipping and warehousing, cars, petrochemicals, paper products, and food. B2B transactions account for at least 85% of all e-commerce transaction value globally, and in certain countries, they account for over 90%, the authors' research and experience show. This amounts to roughly \$20 trillion globally. Look at Choose for statistics.

This generation makes extensive use of mobile computing for cooperation with suppliers, customers, the government, and other business partners. It also deploys internal social networks and uses external social networks like Facebook and LinkedIn. A greater reliance on intelligent systems, etc. The sixth generation is also making the most of mobile computing, particularly tablets and smartphones.

The B2B market is quite diversified, based on the sector, goods and services exchanged, volume, approach, and other factors. The variability by highlighting five key elements: The center of the image represents our firm, which might be a manufacturer, store, service provider, etc. Retailers and suppliers are present. Several services assist our business operations, and we could interact with various middlemen. The informational flow is shown by the solid lines.

### **B2B Components:**

1. Next, we'll go through the many parts of business-to-business trade.
2. The parties to the transaction are the intermediaries, buyers, and sellers.

B2B transactions may be made directly between a customer and a manufacturer or via an internet middleman. An online intermediary, which may be virtual or click-and-mortar, is a third-party organization that mediates the transactions between the buyer and seller.

### **B2B Platforms and Marketplaces**

Marketplaces like Alibaba.com are often used for B2B sales. The two types of B2B markets are vertical and horizontal, respectively. Markets that cater to a single business or industrial sector are known as vertical markets. Markets with a focus on

chemicals, steel, vehicles, electronics, or hospital supplies are a few examples. A service or commodity that is utilized in a variety of sectors is traded in horizontal marketplaces. Office supplies, cleaning supplies, or paint are a few examples. One example of a horizontal marketplace is Alibaba.com. The B2B marketplaces are identified by the kinds of goods exchanged and the kinds of B2B transactions.

### **Online Service Sectors in B2B**

In business-to-business transactions, services may be exchanged electronically in addition to goods. The same service sectors that may be handled online for people, such as travel, banking, insurance, real estate, and stock trading, can also be conducted electronically for companies [4].

### **Sell-Side E-Marketplaces for B2B Marketing**

Selling occurs often in business-to-business transactions, or B2B marketing. B2B marketing refers to advertising by producers and distributors along the sell-side of the supply chain, which is also covered in Online File. There are several techniques. Check out eMarketer's recurring reports for information, like eMarketer.

### **Market-Side Models**

Under the business-to-consumer (B2C) concept, a manufacturer or a shop sells electronically to customers through a storefront. A firm offers goods and services to other businesses online in a B2B sell-side e-marketplace, typically over an extranet. The seller may be a producer of raw materials who sells to manufacturers or a manufacturer who sells to a middleman like a wholesaler, a retailer, or a small company. Such vendors include Intel, Exxon, Dell, and Cisco Systems, Inc. As an alternative, the seller may be a distributor who deals with companies or shops. Sell-side e-marketplaces in each scenario feature a single seller and several prospective purchasers. In this scenario, both private sell-side marketplaces for consumers and public marketplaces for businesses might be used.

Three main marketing strategies make up the one-to-many model: selling from computerized catalogs with predetermined pricing; selling through forward auctions; and one-to-one selling, often under a long-term contract that has been negotiated. One-on-one negotiations like these are common: The purchasing corporation bargains with the selling company about conditions for the price, quantity, payments, delivery, and quality. The first approach is discussed in this section, while the second way is discussed [5].

### **B2B Vendors**

Sellers in the sell-side marketplace might be middlemen or manufacturers with a physical location. For instance, office supply retailer Staples provides its corporate clients with a customized software portfolio of roughly 100,000 items at various price points. Many businesses use a multichannel marketing approach, including e-commerce as one of the channels. Manufacturers may have a similar issue to B2C vendors when selling online to business customers, namely conflict with the usual distribution channels, including corporate dealers. Some businesses solely sell in physical storefronts and promote online to prevent problems.

### **Suppliers' Catalogs**

Manufacturers and distributors both utilize web shops. Distributors in B2B are analogous to retailers in B2C. The same as Toys "R" Us in B2C, they might be all-encompassing or narrowly focused.

### **As in Stone Wheel**

In the Midwest of the United States, Stone Wheel supplies over 3500 independent repair shops with over 100,000 different vehicle components from 15 warehouses. They use their own vans to deliver in 30 minutes. Customers may order the precise component via the e-catalog, saving time and reducing misunderstandings and mistakes [6].

### **Self-Service Web Sites**

One of the many uses for portals is to allow business partners to undertake self-service, as is seen in the example that follows. The world's largest producer of household appliances is Whirlpool. In a highly competitive market, the business must run effectively to survive. The firm collaborates with its business partners throughout the selling segments of the supply chain and must provide exceptional customer care to them. And distributors, located in over 170 countries, sell the company's goods via all sorts of retailers. The small sellers manually entered their Whirlpool orders before to 2000. This procedure was expensive, error-prone, and sluggish. Whirlpool created a B2B trade partner site as a result, which allowed for self-ordering and significantly decreased transaction costs. Before being expanded to include higher volume goods, the system was tested with low-volume items. Also, new features were included. Whirlpool's competitive edge has strengthened with the addition of the portal.

### **Conventional Procurement Management Is Inefficient**

The planning, arranging, and coordinating of all the operations related to the acquisition of the products and services that an organization requires is referred to as procurement management. It encompasses the exchange of necessary information as well as the B2B buying and selling of goods and services. 20% to 25% of an organization's overall buy value is made up of around 80% of its purchases, the majority of which are MROs. In this instance, the purchasers' time is mostly consumed by clerical tasks like data entry and fixing paperwork problems. Due of the many actions that must be completed, the procurement process may be drawn out and difficult.

The buying team must invest a lot of time and energy in the purchase of high-value products. Nevertheless, since they are occupied with so many products of low value, like MROs, the buyers may not have the time to do a quality job. Conventional procurement may also suffer from other inefficiencies, such as delivery delays or expensive urgent orders. Maverick purchasing is the practice of making impulsive purchases of goods that are rapidly required and results in paying non-pre-negotiated, often higher costs. Companies must reengineer their procurement processes, apply new buying models, and, in particular, employ e-procurement to remedy the problem that might arise from conventional procurement. Let's first go through some general procurement techniques.

## **Purchasing Techniques**

Businesses employ numerous techniques to obtain products and services based on criteria such as what and where they buy, the quantities required, and how much money is involved. Each technique has its own advantages and disadvantages. Companies automate process steps to reduce the before mentioned inefficiencies. This is e-primary procurement's goal.

## **Concepts of e-Procurement**

E-procurement is the online acquisition of goods, resources, labor, energy, and services. Either the Internet or a private network, such as an electronic data exchange, may be used. For the many EDI variations and the trade community. E-procurement processes include automating paperwork and documentation, allowing buyers to search for items and suppliers, comparing prices, assisting buyers in reverse auctions, and more. Although some of these activities take place in public exchanges, others do so in private markets [7].

## **Reverse auctions in buyer-side online markets**

Reverse auctions are a significant e-procurement technique. In a reverse auction, several sellers compete to fulfill orders placed by a single customer. Remember that in a reverse auction, suppliers are asked to submit bids for the fulfillment of an order, and the lowest bidder wins. This is similar to the tendering procedure we discussed previously. A buyer may set up an e-market on its own server and allow prospective suppliers to bid on the products in a reverse auction used in business-to-business transactions. The "invitation" to these reverse auctions is a request for quotation form or document. Conventional tendering often entails a single sealed offer, but an electronic reverse auction allows for competitive consecutive bids. For an in-depth analysis of reverse auctions.

## **Definitions and concepts for B2B exchanges**

The phrase "B2B exchange," or simply "exchange," suggests that there is a market with a large number of prospective buyers and suppliers. In addition to being online trading platforms, several exchanges provide support services including consultancy and software for payments and logistics. They serve as gateways for the industry. E-marketplaces, trade exchanges, trading communities, exchange hubs, Internet exchanges, Net marketplaces, and B2B portals are a few names for exchanges. In this book, we shall refer to many-to-many e-marketplaces generally as "exchanges," although we will use some of the other terminology in more detailed situations.

## **Control over B2B Exchanges**

In most cases, a third party operator is the owner of exchanges, portals, and directories. Such a situation is preferred by both buyers and sellers. Exchanges may also be controlled by a small number of highly powerful vendors or buyers. A consortium is the term used to describe this kind of structure.

## **Independent third-party exchanges**

Intermediaries in electronic transactions are third parties. In addition to offering catalogs, the middleman works to connect buyers and sellers and stimulates transactions by offering computerized trading tools and rooms. Intercontinental Exchange Group is a prime example. The Intercontinental Exchange runs markets where commodities contracts, over-the-counter energy and commodity features, and

associated financial products are traded. It is a worldwide network of B2B exchanges with 23 licensed exchanges, 6 central clearing houses, and an Internet presence. The firm originally concentrated on energy goods, but subsequent acquisitions have increased its operation into "soft" commodities, foreign currency, and equities index features [8].

### **Trade Exchanges for Consortiums**

A consortium trading exchange is a market created and run by a number of significant businesses in a single sector. They might be both buyers and sellers or both. The provision of services that support trading operations is the primary stated objective of CTEs. Links to the participants' back-end processing systems and services for collaborative planning and design are among the services offered here. Avendra.com in the lodging sector and Ocean Connect oceanconnect.com in the maritime sector are two examples of consortium exchanges. Be aware that some consortia include hundreds of participants from the same sector.

### **Price Dynamics in B2B Exchanges**

Supply and demand are matched by market makers in both vertical and horizontal exchanges, and this matching establishes prices, which are often dynamic and dependent on changes in supply and demand. The term "dynamic pricing" describes the rapid change in prices over time and perhaps among clients. One excellent illustration of dynamic pricing is the stock market. The continual fluctuation in price at auctions is another excellent illustration of dynamic pricing.

### **Benefits, Drawbacks, and the Exchanges' Revenue Model**

Exchanges offer various advantages, for buyers and sellers, including making markets more efficient, enabling opportunities for sellers and buyers to discover new business partners, decreasing the administrative expenses of buying MROs, and accelerating trade procedures. Moreover, they promote international commerce and build communities of knowledgeable buyers and sellers. Notwithstanding these advantages, exchanges began to fail starting in 2000, and both buyers and sellers were aware that they were subject to the danger of exchange failure or decline. Table 4.2 provides a summary of the possible advantages and dangers of B2B exchanges for both buyers and sellers. The chart demonstrates that the advantages outweigh the hazards.

### **Income Models**

Like all organizations, exchanges need money to stay afloat. Hence, the proprietors of an exchange, whomever they may be, must choose their method of generating income. The possible income streams for exchanges are comparable to those covered in Chapter 1. Transaction costs, membership fees, service fees, advertising fees, and auction fees are a few examples. Exchanges also provide software, computer services, management consulting, and other services for a price.

### **B2b on the Web 2.0 and In Social Media**

While many businesses engage in social networking activities that are directed at specific customers, there is also an increase in B2B engagement. But, B2B has a lot of potential, and more new applications are being introduced every day. The advantages of B2B social networking rely on the objectives of the company as well as the perceived advantages and hazards.



## **B2B e-communities**

There may be a large number of players in B2B applications, including buyers and sellers, service providers, industry groups, and others. In such circumstances, the B2B market maker has to give community services, such as chat rooms, bulletin boards, and perhaps customized Web sites.

E-communities link customers, partners, staff, or any three of these groups individually. E-communities are a valuable tool that e-businesses may use to take advantage of online interactions and conversations in order to increase innovation and responsiveness. Studying the tools, processes, and best practices for creating and managing B2B e-communities is thus helpful. Despite the fact that B2B e-communities use much the same technology as any other online community, the community's characteristics [9].

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B2B e-communities are primarily communities of transactions; as a result, trading and obtaining business-related information are the members' top interests. As many of the communities are involved in vertical exchanges, their demands could be unique. Communities also encourage networking and cooperation between partners. For partnership software, for instance, go to [partners.salesforce.com](http://partners.salesforce.com). Yet, it is typical to discover general services such as classified advertisements, job openings, announcements, industry news, and so on. See Brooks et al. for more on B2B social groups. Communities encourage cooperation. The business- or professional-focused social network is the newest variant of these communities [10].

In order to reach the B2B audience and set themselves apart from the competition, B2B competitors must include social networking as part of their overall EC strategy. Social networking has become significantly more significant in B2B by the end of 2013. Social networks are being used extremely effectively by both small and big companies to attract and keep customers. Other uses include:

1. Social networks are used by several businesses throughout the globe for a variety of networking purposes.
2. Social networks have helped some firms get new clients.
3. Some businesses integrate social networking activity in their marketing budgets as a means of attracting and retaining clients.

Keeping in touch with business connections, attending events with particular interest groups, acquiring relevant business information, organizing, managing, and interacting with client groups are the key functions of social networks. B2B marketers utilize social media extensively already. Many people do not, however, factor in the return on investment for social networking. The two social networks utilized by businesses the most in 2013 were Twitter and LinkedIn. Facebook and LinkedIn were at the top in 2016.

### **Twitter use in B2B**

As a communication medium for customer service advertising campaigns, customer interaction platforms, CRM, and market research, Twitter is widely employed in the business-to-consumer sector. In B2B, similar applications are evident. Applications include listening in on discussions to spot business possibilities, connecting small companies with possible clients, connecting clients with potential suppliers, and monitoring conversations to spot business chances.

### **B2B Social Networking's Future**

Social networking and search technologies are being developed by marketers. The popularity of social networking may rise as a result of products like OpenSocial from Google. To understand their consumers and business partners better, businesses must embrace social networking.

### **Enhancing Collaborative Business**

The two main subcategories of C-commerce are internal and external. Internal cooperation refers to cross-departmental cooperation, such as that between personnel inside an organization and between departments and their mobile personnel. It also refers to off-site teamwork and individual employee cooperation. Any cooperation between a company and people beyond its immediate area is referred to as external collaboration. Starting with email and wikis and progressing to collaborative spaces and all-encompassing platforms like Microsoft SharePoint, Salesforce Chatter, and Jive Software, there are many electronic tools available to enhance collaboration. For instance, SAP Inc. offers software solutions with a social-based layer that enhance cooperation. There are a ton of publications on how to enhance c-collaboration. Visit [captera.com/collaboration-software](http://captera.com/collaboration-software) for a 2016 list of collaboration software solutions. See Beard for a thorough analysis [11].

### **Typical Cases of Collaboration in Business**

Major technology firms like Dell, Cisco, and HP mostly employ collaborative commerce for supply chain optimization techniques like electronic procurement. The following examples show how other cooperation EC initiatives are employed to improve operational efficiency and effectiveness.

### **Systems for Vendor-Managed Inventory**

Vendor-managed inventory is a practice in which merchants delegate to their suppliers the responsibility of keeping track of the stock of each item they provide, as well as choosing when and how much to purchase each time. The suppliers then electronically produce and complete the orders. May assist with VMI by planning the shipments as necessary.) Real-time consumption data, inventory levels, and the cutoff point below which orders need to be replaced are all sent to the supplier by the store. With this strategy, the retailer is no longer responsible for inventory

management, and the supplier, who can determine how much of an item is needed before it runs out, is now in charge of demand forecasting. Also, rather of submitting purchase orders, consumers now electronically transmit daily information to their suppliers, who then use this data to create replenishment orders for the customer.

P&G has access to sales data from every product P&G sells to Walmart thanks to Walmart. Every day, P&G electronically gathers the sales data from every Walmart location. P&G keeps track of the inventory levels of its products so that it may determine when the stocks drop below the level that initiates an automated order fulfillment and dispatch. Everything is carried out digitally. Both P&G and Walmart profit from reliable demand information and lower administrative expenses. Walmart also benefits from enough inventories. Similar arrangements exist between P&G and other significant retailers, and between Walmart and other significant suppliers.

### **Supplier-Retailer Cooperation**

Retailers and suppliers may work together on projects outside of VMI, as seen in the example below. A sizable retail corporation is called Target Corporation. With thousands of trade partners, it performs EC operations. For those partners who are not linked to its value-added network-based EDI, the firm offers an extranet-based solution. The organization may access many more partners thanks to the extranet, in addition to using a variety of applications that are not offered via conventional EDI. The technology helps the business to improve interaction and coordination with suppliers. Also, it enables commercial clients of the organization to design unique Web sites. Target now has a website for business partners called Partners Online that it utilizes to interact with them and provide them useful information.

### **Lowering the cost of transportation and inventory**

Collaboration may be used to save transportation and inventory costs. One such is the partnership between shippers like UPS and Amazon.com. Each week, Amazon.com's distribution facilities ship millions of goods. Collaboration with the shippers is crucial, and quick delivery is necessary.

### **Challenges for C-Commerce**

With the exception of a few extremely big organizations, c-commerce adaption is progressing slowly in spite of the numerous potential advantages. Technical issues including a lack of internal integration and standards are among the causes mentioned in many research. Additional factors include privacy and network security issues, as well as some mistrust over who has access to and control over the data kept in a partner's database. Internal opposition to new ideas and tactics, as well as a lack of c-commerce expertise inside the organization, are other potential contributing reasons. Getting consensus on how to distribute expenses and rewards may be difficult. Last but not least, additional obstacles such as misunderstandings based on language and culture or inadequate funding may make it more difficult to collaborate globally [12].

### **Getting Over Obstacles to C-Collaboration**

The hurdles to c-commerce may be lessened by specialized software solutions. Also, it is anticipated that more businesses will use c-commerce as they become more aware of its key advantages, which include streamlining the supply chain, lowering operating costs and inventory, and boosting consumer satisfaction. The

implementation issue might be greatly reduced by new strategies like the usage of cloud computing and its variations and Web Services. Moreover, the adoption of open source-based Web 2.0 technologies for collaboration may be beneficial. Having a collaborative culture both inside and across companies is crucial.

The B2B sector. The B2B sector includes business-to-business e-commerce. 77-95% of all EC is accounted for by B2B activity. Several models may be used for B2B e-commerce. The principal B2B models. The B2B industry is quite diverse. It may be broken down into the following categories: trade exchanges, buy-side marketplaces, and sell-side marketplaces. Each category contains many business concepts. In certain B2B arrangements, intermediaries are crucial.

Sell-side market-place features and models. The online direct transaction made by one seller to several buyers is known as sell-side B2B EC. Electronic catalogs are the main kind of technology employed, and they effectively enable consumer customization, configuration, and purchase. Moreover, forward auctions are growing in popularity, particularly for selling off excess inventories. Sell-side auctions may be held on the seller's own website or on the auction website of an intermediary. Extensive customer service may be provided in conjunction with sell-side activity. Customized catalogs for goods and services are made possible by e-commerce.

Sell-side middlemen. Intermediaries' main responsibility in business-to-business transactions is to provide value-added services to manufacturers and corporate clients. Moreover, intermediaries may organize auctions, promote group purchases, and compile vendor catalogs. The features of e-procurement and buy-side marketplaces. To speed up purchase, reduce item and administrative costs, and improve control over the purchasing process, businesses are switching to e-procurement today. Reverse auctions, purchasing from online shops and catalogs, bargaining, using an intermediary that compiles seller catalogs, internal markets and group buying, desktop purchasing, shopping at exchanges or industrial malls, and e-bartering are all common ways of procurement. E-procurement gives you the chance to save a lot of money and time.

### **Reverse B2B auctions**

Reverse auctions are a kind of tendering method that buyers utilize to negotiate better pricing from providers who are vying to meet their demands. A company's website or a third-party auction platform may be used for auctions. Reverse auctions may significantly reduce purchasers' expenses, including product prices as well as the time and expense of the bidding process.

E-commerce Electronic trade, or "e-commerce," is the exchanging of goods or services over computer networks like the Internet. Mobile commerce, electronic money transfers, supply chain management, Internet marketing, online transaction processing, electronic data exchange (EDI), inventory management systems, and automatic data gathering are just a few examples of the technologies that are used in electronic commerce. Although it may also use other technologies like e-mail, modern electronic commerce usually employs the World Wide Web for at least one phase of the transaction's life cycle. Concerns While there has been much written about the financial benefits of Internet-enabled commerce, there is evidence that some aspects of the internet, such as maps and location-aware services, may serve to increase economic inequality and the digital divide.

Electronic commerce may be to blame for consolidation and the decline of mom-and-pop, brick and mortar businesses leading to increases in income inequality. Security E-business systems must be completely secured against these risks because they are inevitably more vulnerable to security threats than conventional business systems. Through the internet, e-businesses are accessible to a much wider audience than a conventional company would. Every day, customers, vendors, workers, and a large number of other users of the specific e-business system expect it to keep their private information safe. One of the biggest dangers to the security of e-businesses is hacking. Maintaining the privacy and confidentiality of client and company information, as well as the validity and veracity of data, are some typical security concerns for e-Businesses. Physical security steps, data transfer, data storing, anti-virus software, firewalls, and encryption are just a few of the ways to safeguard e-business security and keep information safe. Privatness and discretion in any company, private information must stay safe and only be accessible to the intended receiver.

Confidentiality is the degree to which companies make personal information available to other businesses and people. However, when working with e-businesses particularly, this becomes even more challenging. To keep such information private, one must ensure the safe transfer and storing of such data, as well as the protection of any computer documents and files from illegal access. This particular issue in e-business is managed by tools like barriers and cryptography. Authenticity because computerized information is so easily changed and duplicated, e-business interactions present more difficulties for proving legitimacy. In an internet business transaction, both parties want to be confident that the other party is who they say they are, particularly when a client places an order and then makes a payment online. Limiting access to a network or trustworthy parties by utilizing virtual private network (VPN) technology is one typical method to make sure of this.

When multiple tactics are applied, the likelihood of validity is increased. These methods include verifying "something you know" (such as a passcode or PIN), "something you need" (such as a credit card), or "something you are." (i.e. digital signatures or voice recognition methods). However, "something you are" is frequently fairly firmly confirmed in e-business by examining the buyer's "something you have" (i.e., credit card) and "something you know" (i.e., card number). Data reliability the guarantee that the message received is the same as the message sent is provided by data integrity, which provides a response to the issue of whether the information can be altered or distorted in any way. A company must have the assurance that data is not altered while in transport, whether on purpose or accidentally. Firewalls help maintain data security by guarding against illegal access, while merely storing up data enables retrieval in the event that the data or equipment is harmed.

Non-repudiation this issue relates to whether there is evidence of a trade. A company needs to be certain that the buyer or recipient cannot dispute the existence of a transaction, which necessitates having enough proof of the transaction. Using digital signatures is one way to deal with non-repudiation because they guarantee that a message or document has been electronically signed by the person and that they cannot later retract their signature because a digital signature can only be created by one person. Company and its clients need to be confident that nobody else can access the systems or information when access to specific electronic resources and

information is restricted to a small number of approved users. Firewalls, access restrictions, user identity and verification methods (like passwords and digital credentials), Virtual Private Networks (VPN), and many other strategies can be used to handle this issue. Availability consumers of a company are particularly affected by this issue because certain information needs to be accessible when consumers need it.

Information must be saved and recovered as needed, and messages must be conveyed reliably and on time. All e-business websites depend on their services being available, so action must be done to prevent service interruptions from things like power failures and infrastructure harm. Data storage, fire control systems, uninterruptible power supply (UPS) systems, malware protection, and ensuring that there is enough capability to manage the demands presented by high network traffic are a few examples of how to approach this. Cost breakdown the expense of maintaining the commercial internet that underpins e-commerce is approximately \$2 trillion, just in the United States. Each website is individually created and kept in code, which significantly increases the upkeep effort. appearance for new companies in the twenty-first century that can help unify the appearance and feel of a company's online presence so that it is more consistent in nature and can help lower the cost of upkeep. The pricing structure for e-businesses differs significantly depending on the sector they serve. Commune traits fall into two main groups.

The first category consists of companies that operate exclusively online and offer no goods or services offline. Examples of this include social networks, software businesses, etc. The upkeep of the site is the biggest business expense for those. The incremental cost is almost equivalent to \$0 because those expenses are essentially irrelevant to each new client the company gains. One of the main benefits of that kind of company is this. Businesses that offer services or goods outside of the digital world, such as internet stores, fall into the second category because it is more difficult to estimate their expenses in these cases. Cheaper marketing costs, merchandise costs, salary costs, cheaper rent, etc. are some benefits that digital companies frequently have over conventional businesses. Security measures Sustainable electronic company needs support for data accuracy, robust verification, and anonymity when it comes to security options. There are many things we can do to safeguard our online business. Start with the basics, such as switching from the antiquated HTTP protocol which is more susceptible to attacks to HTTPS.

The security of computers and control interfaces, the security of payment gateways, the use of routers, regular upgrades, and data backup are additional issues that need our undivided attention. Availability and data security Access to the web material is restricted in a number of various ways. Utilizing antivirus software is one option. Regardless of the amount of data they have, most people use this to secure their networks. E-businesses should use this method because it allows them to ensure the integrity of the data that is sent to and received by their system. Firewalls and network security are additional methods for protecting data. Access to both internal networks and public networks that a business might use is controlled by a firewall. The router can record efforts to access the network and send out alerts as they happen. They are very helpful in preventing unauthorized users from accessing the network. Because Wi-Fi networks are more accessible, businesses that use them should think about various kinds of security. They ought to research secure internet protocol, virtual private networks, and secured access. An intruder monitoring

device is an additional choice they have. When potential breaches are detected, this device issues a warning. Some businesses use "hot spots" or lures to draw customers, and they can then detect attempts to break into those areas. Encryption, which is a component of cryptography, entails converting texts or communications into an unintelligible code. For someone to comprehend or use these communications, they must first be decoded. The info is linked to a specific individual or business using a passcode. Actually, two keys are used for public-key cryptography. A visible one and a secret one. The secret key is used for decoding while the public key is used for encryption. The details should be used to determine the appropriate degree of security. The secret could be a straightforward letter slide or a totally arbitrary word combination. Because a business can buy software, this is comparatively simple to execute.

The credentials of a business must be filed with a licensing body. Electronic credentials a digital certificate's purpose is to reveal the proprietor of a document. The recipient will understand that it is a genuine paper this manner. These credentials can be utilized by businesses in a variety of methods. User identities and passwords can be swapped out for them. These can be distributed to every employee so they can obtain the papers they require from any location. These credentials employ cryptography as well. However, they are a little trickier than standard cryptography. In fact, they made use of crucial data contained in the code. They do this to ensure the papers' validity as well as the secrecy and data fidelity that always come with cryptography.

Digital certificates are uncommon because they are difficult for people to use. Different platforms can present challenges, necessitating the use of numerous keys. To make the procedure simpler to use, changes are being made. Electronic fingerprints using a digital signature is the last remaining method of protecting data online. No one else can alter the data on a paper that has a digital signature on it without being seen. In this manner, if it is changed, dependability adjustments can be made after the event. A message hash and encryption must be used together in order to use a digital signature. The document is given a distinct number using a message hash. The secret key of the submitter is then used to encode that number.

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## CHAPTER 11

### PRACTICES OF KNOWLEDGE MANAGEMENT IN E-GOVERNMENT

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Knowledge management is described as "a comprehensive set of organizational strategies linked to creating, distributing, and supporting information sharing inside an organization, as well as with the outside world" by the Organization for Economic Co-Operation and Development. As for the Electronic government, the UN-DESA defines it as "the use of ICT and its application by the government for the provision of information and public services to the people", while OECD defines it as "the use of ICTs, and particularly the Internet, as a tool to achieve better government". In this case, the OECD contends that the 'E' in EG refers more to the government than the actual 'defines KM for EG as the "management of knowledge for and by e-government for higher productivity" from a different angle.

A management tool for policymakers and program implementers in the government is KM4Eg. The majority of the public organizations working to provide improved governance serve as the implementing agency of e-governments. The agencies need creative ways to data, information, and knowledge management for such enhanced governance. In this regard, Wiig argues that the public administration has a significant role in knowledge management because it focuses on the four provisions: effective administrative services through the utilization of organizational-wide knowledge, facilitating citizens' participation in the formulation of public policy and administration support, quality of life through the management of intellectual capital, and transforming citizens into skilled knowledge workers.

According to the OECD, KM is utilized for organizational configurations, individual growth, enhancing management abilities, competency transfer, and knowledge exchange across organizational hierarchies and operational domains. The principles of KM are part of the foundations of e-government in light of the connections between KM activities and EG aims. Following the shift from agrarian to industrial economies, the world is now moving toward a knowledge-based economy that is primarily driven by information and communication technologies, where the creation and application of knowledge has become a crucial component for the effectiveness and efficiency of organizational processes. "The growth of knowledge intensity is being driven by the combined forces of the information technology revolution and the growing rate of technological change," assert Houghton and Sheehan. The technological revolution is more pronounced in developed countries and is being driven by them, but new technology, particularly ICT, is not widely accessible in underdeveloped areas. As a result, there is a substantial economic gap between developed and developing nations. While there are some, they are often insufficient [1], [2].

### **Management of Knowledge: A Theoretical Aspect**

The practice of actively transferring information within a community is known as knowledge sharing. Although certain parts of knowledge management may be supported by technology like Wiki, there are many other variables that impact information sharing, such as culture, trust, and incentives. When there is no expectation of an external reward, participating in knowledge sharing activities may improve one's professional reputation and make one feel good about helping others. In the current unstable business climate in general and knowledge-intensive enterprises in particular, KM is essential. The Ministry of Justice in Wellington, New Zealand suggests a maturity model for knowledge management (KM) that has five stages, going from knowledge chaos to knowledge centricity and include aware, enabled, managed, and supported. Regarding the three interconnected components of people, process, and technology, each of these levels offers a certain set of strategic possibilities. Although classifies it as a model of one of the guiding principles for the implementation of KM, UN-DESA considers these three as the essential factors in the delivery of backoffice integration of e-government activities. While Bhatt estimates that people factors need 70% of KM efforts, while technology and process only require 10% and 20%, respectively, he places greater emphasis on the people aspects than the other two. Although he concedes that implementing technology could be simple and fast, he contends that addressing cultural and interpersonal concerns would probably take longer and be more expensive. This also reflects in an e-government survey by UN-DESA which states that "whilst the technology is increasingly resilient and 'fit for purpose', the evidence indicates that success or failure of e-government initiatives is less a technological issue and more a people issue - in particular, the ability to change public service cultures and motivate public sector workers to new ways of working"[3].

### **Low Income Country Developing**

With a Human Development Index of 0.543, Bangladesh is one of the world's low-income developing nations, ranking 146th out of 182 nations and one of the 10 lowest in Asia. With 156 million residents, Bangladesh is the eighth most populated nation in the world, with about 76% of its people living in rural areas. Over 45% of the population is estimated to be living below the poverty level, while the adult literacy rate is 54%. Despite this extreme poverty, a large amount of people have access to cell phones. The assumption is that, with one in three people owning a mobile device, the penetration of the internet through PC is quite little. The discussion of Bangladesh's e-government status and public sector knowledge management in the section that follows provides a background for what a typical developing nation might look like. State of e-Government the UN-DESA E-government rating is a method for assessing a country's overall e-government level in comparison to other nations, groups, or regions. Throughout the years, Bangladesh's e-government programs have steadily progressed, and in 2010 they made a substantial improvement. The immediate cause for this development becomes obvious via the 'internet service index' that indicates that Bangladesh ranked number 60 in the worldwide ranking and first among the LDCs. This service index used a four-stage paradigm to assess each nation's e-government programs' online presence. The Bangladeshi results for each of these phases [4].

Yet, despite the above-mentioned difficulties, recent government actions seem hopeful. According to a UN-DESA e-government survey that specifically mentions

Bangladesh's current trends, "the significant gains can be realized in the least developed countries where there are enabling legal and regulatory frameworks in place, including specifically an e-government strategy with clearly identified sectoral priorities aligned with national development goals." Importantly, one of the current administration's election pledges was to create a "digital Bangladesh" by 2021 in order to advance and guarantee access to information in all administrative processes and government services. The "National ICT Policy - 2009" offers precise instructions for putting 306 objectives into action via short-, mid-, and long-term action plans that address many significant administrative and socioeconomic issues.

Also, "the National Science and Technology Policy - 2010" was only recently created with the goal of making research and technology the primary engine driving socioeconomic growth. As one of the goals of this strategy is to "develop excellent human resources, infrastructures, and institutions for science and technology," NSTP contains several knowledge management provisions. The the an an an a Two organizations/programs, the "eGovernment Cell" within the prime minister's office and the "Support to National ICT Task Force" program under the Ministry of Planning, are actively striving to speed up the process of e-government projects. The SICT ensures that every citizen has access to information to support democratic values and norms for sustainable economic development, while the e-GC is powered by a "Access to Information" Program with technical assistance from UNDP that aims to ensure the appropriateness of new initiatives and programs for ICT for Development within the context of national priorities [5].

A highly senior public officer of Bangladesh who is now advancing to the next level of promotion. As most officials obtain their training either under government funding or on their own initiative with authorization from the government, this may serve as an example for other officials as well. Although the foundational trainings are reasonably supplied at the start of the service, the table demonstrates that the majority of the official government-sponsored training is finished by the middle layer of the promotional ladder. Which states, "The training topic is quite conventional. It places a stronger emphasis on didactic learning than on human resource development. Excessive focus is placed on topics like culture, history, legislation, and memorizing the rules in the course material.

### **Transfer of Benefits Online**

The electronic benefits transfer is one e-government application that is not brand-new. Since the early 1990s, it has been a possibility and is now popular around the world. The American government regularly distributes billions of dollars in benefits to a large number of its citizens. An effort was made to transfer payments to users' bank accounts starting in 1993. More than 20% of payments, nevertheless, are sent to people who do not have bank accounts. The usage of smart cards was started by the government to address this issue. Like other prepaid value cards, benefit recipients may load the money they receive onto the cards and spend them at point-of-sale sites, grocery shops, and other establishments [6]. The benefit includes a reduction in fraud as well as a decrease in processing expenses. Officials anticipate a significant decrease in fraud with the introduction of biometrics on smart cards and Laptops. Since 2004, EBT has been used in all 50 states. Governments are adopting mobile payments to provide benefits to residents in a number of developing nations.

## **Government-to-Business**

The goal of automating government contacts with businesses. Although though we classify this interaction as government to business, it really has two directions: government to business and business to government. Hence, the term "G2B" refers to operations in which the government sells goods to companies or renders services to them and vice versa. E-procurement and the auctioning of excess government property are two essential G2B operations [7].

## **E-Procurement in Government**

Governments make substantial direct purchases from vendors of MROs and other products. RFQ systems are often required by legislation. These RFQs were manually filled out for years; now, the processes are migrating online. Reverse auction mechanisms, like those mentioned in Chapter 4, are used in these systems. Such tendering systems have complete backing from governments. See GSA Auctions for further details on these reverse auctions. For an excessive

### **Example 1: Purchasing at the GSA**

Demand aggregation and reverse auctions are two methods that the U.S. General Services Administration utilizes to purchase goods for multiple federal agencies. A program named PRO-Net has been established by the Small Business Administration's Procurement Marketing and Access Network. It is a searchable database that purchasing agents in different branches of the US government may use to locate goods and services provided by women- or minority-owned small businesses [8].

## **Buying in groups**

Also, a lot of government organizations use online group purchasing, which was covered in Chapters 3 and 4. Quantity discounts, when vendors publish prices that decrease as order quantities rise, are a similar issue. Government buyers use a similar procedure to start group buying by putting product requests online for other purchasers to consider before joining the group.

## **Reverse and Forward E-Auctions**

Several governments sell off excess equipment and other items, including anything from automobiles to foreclosure-related real estate. Now, these auctions take place online. Governments have two options for conducting auctions: they may do it on their own website or on third-party auction platforms like eBay, Bid4Assets, or GovernmentAuctions.org. Real-time auctions for excess and confiscated commodities are held on a property auction site online run by the U.S. General Services Administration in the United States. Some of these auctions are only available to dealers, while others are public events. Reputable auctions are more often used to buy products and services [9]. Internal effectiveness and efficiency of the government in regard to employees. Several EC efforts are being introduced by governments on a global scale. Next, two regions are shown.

### **Government-to-Employees**

Governments are just as eager in offering their workers electronic services and information as private sector organizations are. Applications for use by employees of the government are referred to as e-commerce between the government and its workers. These actions may be particularly helpful in facilitating effective e-training for new hires, e-learning for skill upgrades, and communication and collaboration activities. E-payroll, e-human resource management, and e-recruiting are further common services.

### **Internal effectiveness and efficacy**

Governments must increase the effectiveness and efficiency of their operations if they want to remain within their budgets and stay out of trouble. Sadly, not every government is functional or efficient. E-commerce and other forms of automation provide the potential to greatly enhance operations.

### **Interactive Visual Simulation**

Visual interactive simulation is a useful tool for e-learning and e-training because it shows the effects of considering different solutions to issues using computer graphic displays. The user may influence the decision-making process and see the outcomes of the interventions, which sets it apart from conventional graphics. Particularly when they are interactive, visual displays may help certain students learn more effectively. For instance, in an attempt to provide high-quality medical treatment, VIS was used to assess the operations of a physician clinic setting inside a physician network. The simulation system determined the most crucial input variables that had a noticeable impact on performance. When handled well, these inputs produced cheaper costs and a greater standard of medical treatment [10].

According to the debate and analysis presented above, which are based on a citizen-centric viewpoint, effective means of information management and sharing are crucial for the success of e-government programs in any nation. Initiatives in knowledge management and e-government shouldn't be pursued separately. The case for Bangladesh shows that even though the government can easily publish a number of its services online, these may not be effective for the targeted users as those services are failed to address some critical implementation factors, such as, people issues, physical resources and management support. Additionally, if policymakers engage in the information sharing process effectively using the right methodologies and technology, they will have a sufficient understanding of the elements that are important. Also, the governments of developing nations should provide specific ICT and knowledge management strategies that address the best ways to use the already accessible and frequently used methods and technology. E-government efforts effectively move the maturity model's higher levels. This specifically advises using a three-step plan to assist KM in government organizations in poor nations [11], [12].

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## CHAPTER 12

### INTERNET OF THINGS AND MOBILE COMMERCE

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#### **Fundamental Ideas, Magnitude, and the Scenery**

Mobile commerce, commonly referred to as m-business, is the practice of performing online transactions using wireless networks and mobile devices. Activities include the exchange of information and funds, as well as B2C, B2B, m-government, and m-learning transactions. M-commerce, like traditional EC applications, is an electronic transaction carried out via mobile devices across wireless networks, corporate intranets, the Internet, and private communication lines. M-commerce includes things like using an iPhone to pay taxes or purchase something from a vending machine. M-commerce offers the chance to provide new services to current clients and to draw in new ones wherever you are. Originally, the consumer-usefulness was constrained by the tiny screen size and sluggish bandwidth. Nevertheless, the growing usage of smartphones and tablet computers is causing this scenario to change quickly. In addition, customers now embrace the portable culture more readily. Also, the adoption of m-commerce is quickening as a result of the expansion of 3G and 4G networks. Lastly, having access to free Wi-Fi is beneficial [1].

M-commerce is a form of economic activity that involves purchasing and selling goods and services using gadgets like a few devices like smart phones as well as other wireless device connections. M-commerce is the use of mobile devices for information and text-based communication, transactions, and engagement via a link to private and public networks. Mobile money transfer, portable ticketing, mobile vouchers, coupons, and member cards are a few of the services offered by M-commerce. Mobile commerce has unique characteristics as well. Like accessibility, practicality, interaction, customization, and localization. Organizations may profit greatly from mobile. For instance, the particular organization may boost sales by easing the burden of placing orders through mobile. Additionally, it is also beneficial for people or consumers by accessing a company 24/7 hours and wherever. Then, clients may use mobile financial apps to make a cashless purchase of a product or service. For instance, using a mobile device for mobile banking. Moreover, location-based mobile commerce, or L-commerce, uses the customer's location to locate them and send them a mobile transaction. Mobile devices, mobile communication networks, service or application providers, and many more make up the infrastructure utilized to locate consumers [2].

**Theoretical Points of Interest** The term "social entrepreneurship" has both broad and specific definitions. In the former, social entrepreneurship refers to creative activity with a social goal in the for-profit or nonprofit sectors, or across sectors, such as hybrid structural forms that combine for-profit and nonprofit approaches. Examples of these activities include social-purpose commercial ventures and corporate social entrepreneurship. According to the strict definition, social entrepreneurship refers to the phenomena of using business know-how and market-based abilities in the

nonprofit sector, such as when nonprofit organizations create novel ways to generate cash. The primary motivation for social entrepreneurship is to create social value rather than shareholder and personal wealth, and the activity is characterized by innovation, or the creation of something new rather than just the replication of existing businesses or practices. These characteristics are shared by all definitions of social entrepreneurship. The social issue being addressed is the primary motivator for social entrepreneurship, and the organizational structure a social company chooses should be based on how best to mobilize the resources required to solve that problem.

Hence, because it may be pursued via a variety of vehicles, social entrepreneurship is not defined by legal form. In fact, there are several nonprofit, corporate, and governmental instances of social entrepreneurship. Here, we shall compare social entrepreneurship to commercial entrepreneurship using this larger view of the subject. As a creative, social value-creating activity that may take place inside or across the nonprofit, commercial, or governmental sectors, social entrepreneurship is what we refer to. On the other hand, the majority of definitions of social entrepreneurship in academic and popular literature concentrate mostly on social entrepreneurship inside and across the nonprofit and commercial sectors. We will restrict our discussion to these two areas as well in order to build on prior work and for the sake of this paper [3].

M-commerce, also known as mobile commerce, is a form of business activity that involves the purchasing and offering of goods and services using a variety of tools, including a few devices like smart phones, personal digital assistants (PDAs), and other cellular device links. M-commerce is the use of mobile devices for information and text-based communication, transactions, and engagement through a link to private and public networks. Mobile money transmission, portable registration, mobile discounts, promotions, and member cards are a few of the services offered by M-commerce. Mobile shopping has unique characteristics as well. Like accessibility, practicality, interaction, customization, and localization. Organizations can profit greatly from mobile. For instance, the particular company can boost revenue by easing the burden of placing orders via mobile. Additionally, the ability to reach a company from anywhere and at any time is advantageous for people or clients. Then, consumers can use smartphone banking apps to make a paperless purchase of a good or service. For instance, using a mobile gadget for mobile payments.

Additionally, location-based mobile commerce, or L-commerce, uses the customer's position to locate them and give them a mobile transaction. Mobile devices, mobile data networks, service or application providers, and many more make up the infrastructure used to locate consumers. Geolocation is a technique used in location-based mobile transactions to instantly determine a person's actual location. It is a method of collecting any data from website visitors. Without providing any details, it can also be done. Additionally, there is a tracking component known as the global positioning system (GPS) that can pinpoint a particular spot anywhere on the planet. Users can also use it for guidance. A specified quantity of data can be collected with the aid of location-based info. It might support someone in making wise decisions. Network of objects the network of gadgets known as the Internet of Things (IOT).

For instance, household tools, cars with electronics, coffee makers, laundry machines, software, and networking that enable these objects to communicate, link,



and exchange information over the internet are examples of IoT. If a device has an on/off button, it can be a component of IoT. According to investigator Gartner, there will be more than 26 billion linked gadgets by 2020. The package includes expanding internet access to a variety of tangible objects that are not internet-enabled, in addition to the usual devices like laptops, iPads, desktop computers, and cellphones. The section that follows extends internet access beyond conventional devices. PCs, tablets, mobile phones, and other devices with a variety of tangible devices without internet connectivity are examples of typical electronics. On a larger scale, the IoT can be linked to many industries, including the transit network. By integrating these automated systems with connected devices, it is possible to "collect data, analyze it, and take a step" to assist someone with a particular task or to learn more about the process. These cities are referred to as "smart cities" because they can reduce waste and improve effectiveness for things like energy use. In addition to this, these gadgets can engage and converse over the internet and are fully managed and watched thanks to the most recent advanced technology. Additionally, according to a recent study by Forrester, the Internet of Things will become even more integrated into our everyday routines at home and at work in 2019. A fourth industrial transformation could be sparked by linked factory objects, and by 2020, more than half of all new companies are expected to be Internet of Things-based. According to research conducted in the UK by Evans, "Internet of things gives us opportunities to enhance effectiveness in things we do, save our time, money, and often emissions in the process." Internet of things enables businesses, governments, and public authorities to rethink how they produce goods and provide services. According to Gorski, "The quality and scope of the information over the Internet of Things enhance effectiveness for things like energy use; this empowers us to understand and improve how we work and live." Today, the internet of things (IoT) shows to being connected to every object to the internet and incurred to be controlled remotely and without wire to obtain and share data and interaction without a human being involved. In order to enhance capabilities and create new market possibilities, internet of things in the workplace and business can combine groups of hardware and technologies like smart devices, robots, and artificial intelligence.

### **Network of things**

The network of gadgets is known as the internet of things. For instance, electronic devices found in automobiles, coffee makers, washing machines, and other household items may interact, communicate, and exchange information online thanks to software and connectivity. Things may be a part of the Internet of Things if they have an on/off switch. According to Judge Gartner, there will be more than 26 billion linked gadgets by 2020. The package includes extending internet access to a variety of physical objects that are not internet-enabled, in addition to the usual devices like laptops, tablets, desktop computers, and smartphones. The section that follows extends internet access beyond conventional devices. Computers, tablets, mobile phones, and other devices with a variety of physical hardware without internet connectivity are examples of conventional gadgets. On a larger scale, the IoT may be linked to numerous industries, including the transportation network.

Smart cities enable us to better understand and change the way we work and live by reducing waste and increasing effectiveness for things like energy consumption. By incorporating these automated systems and linked devices, it is possible to "gather data, analyze it, and take a step" to assist someone with a particular task or to learn

more about the process. In addition to this, these gadgets may interact and communicate via the internet and are fully controlled and monitored thanks to the most recent high technology. Also, according to a recent study by Forrester, the Internet of Things will become even more integrated into our everyday lives at home and at work in 2019. A fourth industrial revolution might be sparked by linked factory objects, and by 2020, more than half of all new enterprises are expected to be Internet of Things-based. Evans observed that the Internet of Things "gives us opportunity to better the efficacy in things we do, saving our time, money and frequently emissions in the process" based on research he conducted in the United Kingdom [4].

The internet of things enables businesses, governments, and public agencies to reconsider how they create products and provide services. The efficacy of things like energy consumption is improved by the quality and extent of information available via the Internet of Things, which enables us to better understand and improve how we work and live, said Gorski. The internet of things, which connects all devices to the internet today, allows for remote control, wire-free communication, and the gathering and sharing of data without the need for a human person. In order to increase capabilities and create new market prospects, internet of things in the workplace and firm may combine groupings of hardware and technologies like smart devices, robotics, and artificial intelligence. Which IoT devices are used in businesses? Infrastructure, repurposed smart home gadgets, and business-specific IoT devices are the three primary clusters that make up IoT in businesses and the workplace. The infrastructure of the office has been subtly becoming smarter for years; for instance, building management systems have been in use for a defined period of time and are used to regulate heating, air conditioning, or doors. Moreover, modern business security and alarm systems are often linked to the internet and managed through software. Systems are becoming more intelligent; for example, a heating system that is sensitive to the temperature of a workplace or business and can adjust based on the location and the needs of the employees will lead to a happy workforce. Voice takes command. IoT and artificial intelligence are being combined in offices and businesses by a number of IT enterprises. For instance, IBM's Watson Assistant may be used to create software that recognizes and understands natural language and can repeat conversations to customers in a human-like manner. These programs may either be installed on computers or in machines like robots. According to CNET, a robot at Munich Airport can provide directions and gate information thanks to the Watson Assistant [5].

### **Limitation**

**Security and privacy:** A major issue with IoT is privacy. All data must be protected with firewalls to ward off hackers and spies. They have the ability to interrupt all online information. Do you want your coworkers or friends to know what sort of medicine you are taking or where you are right now, for instance? **Complexity:** The Internet of Things is a diverse network. Even a power outage might be quite inconvenient if there are several flaws or problems in the hardware and software. Human life is increasingly being controlled by technology, and our quality of life will rely on it. Youngsters and the younger generation are totally dependent on technology and the internet. We must determine how to integrate regulated technology and mechanization into our everyday life. **M commerce in industries:**

From 2013 to 2019, mobile commerce increased globally. People's lifestyles have altered as a result of advances in technology and mobile phone features.

Everyone being able to purchase a mobile phone and having a market creates convenience. Also, the costs are fairly affordable. Websites like ebuy provide items at prices that are even lower than those at brick-and-mortar stores. Some of us think that businesses and sectors, including marketing, are impacted by mobile commerce, as is stated below. Mobile payment: Using a chipset and bar code scanner, mobile shopping enables customers to make payments on their phones. Your credit cards don't need to be taken out of your bag or package. It indicates that you may shop on your mobile device. Large businesses and industries were able to attract more customers thanks to this problem, which implies the business is constantly available on customers' phones. Several factors contribute to a company's increased profitability [6], [7].

While it's not only about businesses in the industrial sector, it may also include businesses in the music or gaming industries where customers can download files from the internet to share with others rather than purchasing a physical CD or DVD from the business. The business offers consistency via this procedure between m-commerce and the client. On the other side, there are certain restrictions that come with adopting mobile commerce in people's life, such as the fact that mobile devices have smaller screens than desktop or laptop computers, which make it difficult to browse and locate what you're searching for. Connectivity: Obviously, we've all experienced the frustration of trying to download an application but not having adequate signal or connection. As a result, mobile commerce requires high-speed connections of the most recent generation of networks [8].

### **Mobile Commerce Advantages**

M-Commerce has been used by drive-in businesses, retailers, media transmission companies, and information advancement organizations in the current business environment. In these areas, M-Commerce is widely acknowledged as operating under excellent circumstances. The first is lodging, which is comparable to how customers can conduct their shopping, manage their money, download music files, and more with just a few taps on their smartphones. M-business similarly helps shops by giving each of their key selling points a dedicated, dynamic, and flexible website. The next option is Flexible Accessibility, a client that can be used both offline and online by using various mobile dispatchers and different structural association phases. But, the customer may also choose to remain closed off by turning off his phone, which is occasionally something to be thankful for. Basic Connection is possible throughout the whole length of the framework signal, and phones may communicate and cooperate while being flexible, easy, and small for diverse devices. No need to set up a modem or WI-FI network. Customers are not required to connect anything into their computers or have faith in their stability while doing M-Commerce transactions. We refer to this as productive time [9].

Benefits of IOT Entrepreneurs and makers in every industry have a sizeable open door inside reach where they can sift and automate a sizable percentage of complex processes brought in by congestion. The industrial IoT (IIoT) development gives the executives obviously continuing amazing nuances, despite the fact that there are structures that can progress a plant. The advantage of using IoT for mechanical building is the ability to transmit helpful information to aids like architects and

producers of special equipment. Action managers and production line leads will be employed to digitally supervise the assembly line's components and try to progress and robotize the process. Condition-based help alerts in connection to the workplace the board are made possible by the use of IoT devices in equipment collection. Many essential machine components are built to function within certain pressure and temperature ranges. IoT Sensors can efficiently screen equipment and send a written communication when the setup deviates from its intended specs.

The Industrial IoT can offer access to ongoing supply system data by monitoring materials, tools, and other items as they travel through the production process. Decision-makers will be able to anticipate issues, lower stockpiles, and perhaps lessen the need for funding with the help of this knowledge. The drawbacks of the smartphone market it makes sense that so many businesses are concentrating on the mobile market. This flood has produced a few barriers that businesses must overcome in order to succeed in the mobile market. The rivalry is the first obvious disadvantage. Businesses from all sectors are turning their attention to the mobile business center. This implies that, in addition to a sizeable number of consumers moving in this direction, there are a sizable number of rivals moving in the same direction. Brands need to select a specialty or business to concentrate on if they want to obtain the upper hand. Second, adaptable advertising carries a high danger of coercion, and marketers are generally unfit to manage it. More than 60% of marketers acknowledged in one survey that their adaptable advertising wasn't designed to guard against deceit.

The TAG and MRC guidelines demonstrate that these organizations are conscious of extortion in portable advertising and are taking steps to avoid it, so brands should make sure their partners follow them. Due to the expanded access to client data, businesses now have a higher duty to safeguard it. Brands and retailers should check the user terms of any marketing partners they work with to ensure that users are aware of precisely how their information is being collected and shared. Consider mobile purchasing as an enhancement rather than a replacement for the standard watching experience to avoid problems with it. With this strategy, businesses can satisfy consumer requests for mobile-friendly design without upsetting devoted customers who prefer conventional design. Future business changes brought on by the internet of things and smartphone commerce IOT (Internet of Things) The "Internet of Things" technology increases accessibility throughout the fulfillment process, allowing businesses to better appeal to today's customers who make more online purchases. Using this technology, businesses can keep tabs on purchases from the moment they are made until they are delivered to the customer's door. This kind of monitoring is possible for every piece of inventory thanks to a management system. Because many durable products, like cleaners, clothing softeners, and computer cartridges, require frequent refills, the buying process can be automated. Subscription services began to streamline this process by keeping track of how frequently a family bought specific goods from a vendor. Today, makers design refrigerators or washing machines with 15 or 20-year life spans, terminating their ongoing contacts with their customer base, but the "internet of things" may allow for more precise utilization data. A relationship could be made through a connected gadget or vehicle in order to keep a product alive in consumers' minds. For instance, printer manufacturers may offer battery repair. In addition to sending out more data bits, the "Internet of Things" network could make use of different connections that are near to a person to give more personalized information and activities. The

experience of each family and each member could be further customized by combining all the collected data with more unique data.

In a connected car, like a smart fridge in a home, an experience can be personalized to your preferences or the offers can be made to the person operating the wheel. The five options listed above make the continuing fight worthwhile despite the fact that there will be barriers to trade growth in the growing IoT industry. Market players must remember the emergence of personal computers, which progressively introduced consumers to the concept of digital trade, or more recently, smartphones, which introduced consumers to the concept of anytime. The "Internet of Things" ecosystem is not defined by the entry of a single product or device into any industry. There are parts of the country's core where opening a store is just not financially viable. Even just the expense of the electricity bill, maintenance workers, and salesmen is significant. In comparison, a group of dedicated online assistants can run several websites at once. E-commerce is also likely to change the way people shop, transforming shops into exhibition spaces, even in convenient places.

The current state of online shopping is far from optimal. The normal components of the structure and design used by the majority of online shops include a series of market price lists, five or six pictures, and a brief product description. We can expect that e-commerce will result in a more interesting online experience for the end user thanks to technological developments that allow a better look and feel. The only problem that affects all e-commerce installations is the fear of losing user control; customer support centers and contact centers are the perfect solution. E-commerce companies would be smart to establish dedicated customer support offices in order to ensure that their clients have a point of contact at all times. Customer lifetime value is linked to Internet Company and individual income. In summation, the Internet of Things can increase information usability so that anyone can obtain it from anywhere in the world. It is accessible to any business or service at any moment or location.

The Internet of Things enhances our quality of life through some really fascinating applications in the industries of healthcare, transit, and agribusiness. However, a number of issues, such as security, privacy, and data storage, need to be considered as a disadvantage of the Internet of Things. The internet-connected expansion of more devices may lead to job losses. Furthermore, there is a good possibility that hackers will get access to it, some companies might not want to share their data, and some individuals might object to having no privacy at all. These issues indicate that it might take the internet of things a while to gain traction with customers and some industries.

### **Advantages of IoT**

Manufacturers and businesspeople in every sector have a sizable open door within reach where they may screen as well as automate a sizable portion of complicated processes brought in with crowding. Although there are structures that can support plant advancement, the mechanical IoT development provides the directors with definitely ongoing astounding nuances. The benefit is that mechanical assembly using IoT may provide operational information to helpers like architects and designers of unique equipment. Action managers and generation line leaders will be brought in to remotely control the components of the assembly line and attempt process robotization and advancement. The application of IoT sensors in collection

equipment allows for condition-based assistance alerts in relation to the office the board. Several necessary machine devices are designed to operate within certain temperature and vibration ranges. IoT When the rigging deviates from its intended specifications, sensors may successfully filter machines and deliver a predetermined response. By tracking materials, tools, and other objects as they move through the manufacturing process, the Industrial IoT may provide access to continuous stock system information. This information will enable decision-makers to foresee problems, decrease stock, and maybe minimize the need for financing.

### **The negative effects of mobile commerce**

The focus on portable business by such a sizable number of firms is understandable. A few obstacles for companies to survive in the portable market have been created by this deluge. The first drawback that is evident is competition. Companies across industries are shifting their focus toward the mobile commercial center. It means that although there may be a sizable number of customers traveling along this path, there are also sizable numbers of competitors doing the same. In order to get the upper hand, brands must choose a niche or market to focus on. Second, marketers are largely unprepared to handle the significant risk of extortion in flexible advertising. In one study, more than 60% of marketers admitted that their flexible advertising wasn't set up to prevent deception.

Companies should make sure their partners adhere to TAG and MRC standards since this shows these organizations are aware of extortion in portable ads and are taking precautions to prevent it. Businesses now have a greater need to protect customer data as a result of the increased access to it. In order for customers to understand exactly how their information is being gathered and shared, brands and retailers should make sure that any selling partners they engage with have a clear set of user terms. The simplest way to overcome issues with mobile commerce is to think of it as an addition to rather than a substitute for the regular looking trip. Using this approach, firms may provide mobile-friendly design to consumers who want it without offending long-standing clients who choose traditional design. The way that the internet of things and mobile commerce will change business in the future [10].

The "Internet of Things" (IOT) technology increases visibility throughout the fulfillment process, enabling businesses to better appeal to today's customers who make more online purchases. Companies may monitor orders using this technology from the time they are placed to the second it arrives at the customer's door. Via a management system, every item of inventory may be monitored in this manner. The ordering procedure may be automated since many durable items, such as detergents, fabric softeners, and printer ink, need to be continuously refilled. By tracking how often a family purchased certain things from a shop, subscription services started to expedite this procedure. More accurate consumption measurement could be made feasible via the "internet of things". These days, manufacturers create refrigerators or washing machines with 15 or 20-year life cycles, ending their ongoing interactions with their customer base. In order to maintain a product's life in the thoughts of customers, a connection might be formed via a linked appliance or car. Manufacturers of printers, for instance, may enable cartridge replacement. The "Internet of Things" network might take use of various connections close to a person to provide more individualized information and activities beyond just more data bytes. Each household's and each member's experience might be further personalized by tying together all the acquired data with additional individualized

information. For instance, any member of the family may interact with an intelligent fridge in a household. With a connected automobile, an experience may be customized to your tastes or offers can be personalized for the driver. While there will be obstacles to trade development in the developing IoT sector, these five prospects make the ongoing struggle worthwhile. The advent of personal computers, which gradually exposed customers to the concept of digital commerce, or more recently, cellphones, which brought consumers to the concept of anytime, is something that market participants must keep in mind. The introduction of a single item or gadget into any area of commerce does not define the "Internet of Things" ecosystem.

### **The M-commerce**

There are areas in the interior of the nation where it is just not profitable to operate a shop. The cost of the energy bill, maintenance personnel, and salespeople alone is substantial. In contrast, a team of committed online helpers may manage many websites simultaneously. E-commerce is also going to influence how consumers purchase, turning stores into demo areas, even in convenient locations. The present internet purchasing experience is far from ideal. A series of market pricing lists, five or six images, and a succinct product description are the typical elements of the structure and pattern used by most online shops. With technology advancements that provide a better look and feel, we may anticipate that e-commerce will produce a more immersive online experience for the end consumer. Fear of a loss of user control is the single issue that plagues all e-commerce settings; customer service desks and call centers are the ideal remedy. To guarantee that their customers have a point of contact at all times, e-commerce businesses would be well to set up specialized customer care desks. The success of online business and customers is correlated with customer lifetime value [11].

In conclusion, the Internet of Things may expand the accessibility of information so that everyone can access it anywhere in the globe. Any company or service may access it at any time or place. Internet of Things makes our life simpler with some really intriguing applications such as Healthcare, Transportation, and Agriculture. Yet, many aspects like security, privacy and data storage also need to be regarded as a downside of Internet of Things. More gadgets being connected to the internet may result in employment losses. Also, there is a significant chance that hackers may get access to it, some businesses might not want to share their information, and other consumers would object to having no privacy at all. This lead to a few drawbacks. The success of the internet of things among consumers and certain sectors may take some time.

For m-commerce, the m-commerce revolution has already started, it is easier to use and accessible anywhere. Wireless devices and m-commerce apps will advance one another as they both advance in terms of enabling creativity, power, and flexibility in them. Benefits might be anticipated after m-commerce concerns and obstacles have been included in a company's policy. Other than that, it's impossible to dismiss m-success commerce's and appeal. It could take some time ,maybe even years, but for sure high-tech m-commerce will make our living more easy and pleasant with accessibility of all products and services and provides total connection, at all times [12].

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## CHAPTER 13

### FUNDAMENTALS OF SOCIAL COMMERCE, SOCIAL MARKETING, AND ADVERTISING

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The products and services we offer in our product mix shouldn't support social injustice in any way. Commercial reasons cannot be attacked, but we must also ensure that social, cultural, and ethical principles are not compromised. We have no reason for encouraging the fast food business to increase fat content, especially in light of global studies showing that the bulk of foods sold by national and international firms have features that may harm teenagers and young people who get tempted by them. In the long term, the popularity of fast food, fried chicken, and hamburgers will hurt societal interests. Edible oils that are high in fat content raise cholesterol and make health issues worse. The industries that make skim milk and other types of milk do not seriously contribute to the health issue. When these sectors use aggressive marketing to promote their businesses, the situation becomes worse. The issue of environmental pollution is being made worse by the manufacturing of cars, leather, cement, steel, and practically all other businesses that produce smoke. Electronic waste and recycling processes are discovered to be underutilized on a massive scale. The process of servicing the low-income category is not significantly aided by financial institutions, including public sector commercial banks and insurance organizations in particular [1].

Social organizations, religious organizations, and even groups like the Red Cross Society often fall short in raising public awareness and advancing social causes. We must alter our mindsets sooner or later, whether it's now or tomorrow. Every thought we have for the society, every plan we make for the society, every product we make for the society, and every product we promote in the society must serve and advance societal interests. This calls for a thorough investigation of the society's multifaceted developments. We examine how the environment is changing, how social attitudes and behavioral patterns are changing, the hierarchy of demands and lifestyles, and we anticipate that corporate boardrooms and strategists will bring about a shift in attitude. Social interests must be given top priority if society is to be seen as a collection of its cultural outputs. Indeed, the nature of progress has changed drastically, especially in the twenty-first century. Customers nowadays are more organized and conscientious, and competition is at an all-time high. This has opened the door for the growth of marketing initiatives that will keep users and consumers happy. We find consumers the focal point around which all the marketing actions cluster. Almost every organization today follows the current marketing ideas. What about businesses that are profitable when even non-profit organizations are paving the way for the use of marketing principles? The policy and decision makers are shown to be influenced by the holistic management idea. Competition is considered to be strong.

During the epidemic, when people were perusing the internet more frequently, online purchasing experienced a meteoric rise in fame. Social commerce connects

with consumers on their preferred social media networks, where they are already active. People desire simplicity, a personalized purchasing experience, and the ability to complete purchases in the fewest number of stages feasible. Because the complete process takes place within the social media network, from product finding and study to the purchasing procedure, social buying satisfies all of these needs. No matter what sector or specialty your company operates in, you can succeed in social commerce by combining celebrity partnerships, customer calls to action (such as "swipe up to purchase"), and user-generated content.

The robot culture is paving the way for techniculture, and economic interests are beginning to take precedence over social interests. This calls for a strong basis to activate social interests, advance values, and solidify the framework for the growth of a value-based society. The marketing choices demand a fair synchronisation of profit, client and society which may sharpen the instrumentality of professional brilliance. The social approach to marketing has recently assumed a position of extraordinary relevance. To combat the negative impacts of efforts undertaken for socio-economic change, notably during the 20th century, the study of marketing from a comprehensive social systems viewpoint becomes important. It has been discovered that social marketing is a developing field not just in India but also globally. The management thinkers felt it was crucial to research how marketing affected life quality, community affairs, social problems, the invasion of poverty and backwardness, the opportunity to develop human capital, the development of value-oriented communities, the quality and protection of the environment, the expansion of job opportunities, and proper consideration for the weaker/ An expansion of the scope of social marketing beyond that of managerial marketing is made feasible by the usage of marketing knowledge, ideas, and procedures to safeguard and advance social purposes. This is the examination of markets and marketing practices as a whole social system [2].

The major subject of social marketing is the shift from a managerial to a social orientation, and it is against this backdrop that we see the necessity for the idea to be used by all sorts of organizations, regardless of whether they exist to make profits or to serve and subserve society. Since the existence and profitability of even profit-making organizations would be in doubt until we find society thriving, no organization can be exempt from the need to protect social interests. The primary goal of social marketing is to promote in order to advance social interests. Many experts, including Lazar and Kelley, Judith Graham, Pollay Richard W and Gallagher Katherine, Chan-Chifai, Kenneth M. Jennings, Richard P. Bagozzi and David Moor, Bob Garfield, and many others, are grappling with the issue of social marketing.

These experts see society as a focal point for the growth of an organization in the context of shifting perspectives. It is past time for businesses that produce things or provide services, whether they do so for the purpose of earning a profit or advancing social causes, to give social or societal marketing the consideration it deserves. Since they would be effective at defending their existence for the preservation and advancement of social causes, this would aid organizations in fulfilling their missions. There would be a construction of a society based on values, humanism, empathy, and personal charity, which would be successful in the preservation and promotion of organizational and social interests, in addition to the removal of any social ills we discover in the society. The modern business environment requires

marketing experts to perform two different roles. The first job at hand is to raise widespread awareness in order to make an assault on the social problems conceivable.

This emphasis on social advertising will be used by businesses generally and the top manufacturing companies in particular. The second responsibility they have is to seal the door on such marketing choices that either directly or indirectly harm the environment. The urgent necessity of the hour is to apply the same principles to management and policy choices. True administrative choices must have a clear connection to social orientation. A shift in perspective is required by a sizable number of service-generating organizations involved in the creation of social capital, including educational institutions, hospitals, health care facilities, political and religious organizations, non-governmental organizations, and civic and municipal bodies. They must promote their services through social marketing strategies [3].

Their vision determines how to create human capital. They must advertise their services inside the socioeconomic structures. We must generate and develop human resources in order to be internationally productive due to the rising dominance of globalization and liberalization as well as the growing effect of new generations of technology. The ethos and values are seen to be crucial for the development of a holistic personality capable of facing life as a whole. In light of this, non-profit organizations must ensure that their strategies for the development of human resources have been developed in response to changing conditions and difficulties.

### **A Theory Framework**

When we go through the challenge of social marketing; it is vital that from the very start, our attention is on the notion and perception of society. It is important to note that society's functional spheres cover issues affecting not only people but all living things. There are several levels of animal societies. The extraordinary social groups, including ants, bees, hornets, etc. Since life implies heredity<sup>1</sup> and can only exist in the presence of other life, there is society wherever there is life. The creation of a system that offers all living things a healthy environment to exist and prosper is therefore tied to how society perceives society. As life can only exist as an outgrowth of and in the presence of other life, we may live happily, enjoy life to the fullest, and leave the planet earth a secure and pleasant place for future generations. It is connected to the growth and prosperity of all living things when we consider social change, social development, and social welfare. In light of the fact that these advancements would aid in defending and advancing social interests, social issues also concentrate on ecological balance, the issue of environmental pollution, deforestation, the conservation of forests, and the promotion of afforestation programs.

### **New Social Problems**

We focus on the newly emerging social concerns after creating a conceptual framework for the society. Every one of us has been affected negatively by industrial revolution, which has simultaneously built a strong basis for the growth of the national economy and contributed to the spread of materialism. Some of the factors contributing to a rise in social ills include the breakdown of the social structure, the creation of the notion of the micro family, rising social friction and division, declining respect for senior members of a family, and deterioration in the standard of life. Many issues are being faced by the general population. Humanism has been

shown to be under assault by materialism, which will eventually lead to the breakdown of social systems. While social tension is discovered to be increasing even in the absence of a gap, we have failed to create a rule for controlling behavioral patterns and changing attitudes throughout the growth process. The process of producing good individuals is being hampered by the social values leaving the social context [4], [5].

The industries that produce smoke have accelerated industrial progress, but the negative repercussions are now outweighing the beneficial ones. The issue of environmental contamination is at its worst right now, and uncontrolled industrialization is a major factor in this. The degradation process has been proven to be significantly aided by the car leather, cement, glass, and plastic industries, among many others. Eco-unfriendly packing materials have further increased the severity of the issue. Since the ashes are not adequately controlled, using atomic energy for electricity is another significant issue. Building a solid basis for the gradual poisoning of the developing generations is where the issue of global warming is located. Scientists have made the highly worrying forecast that India may see a 6 cm drop in rainfall by the year 2040 AD, which would affect rice production.

Some of the serious issues facing the Indian subcontinent include malaria, cholera, dengue fever, a lack of rainfall, retreating glaciers, and inundation of coastal areas leading to an increase in brackish water, harm to fisheries, a decline in teak production, and the displacement of 7 million people as a result of inundation. A key factor in these unfavorable changes is the uncontrolled industrialization process. After a 3000 year agricultural revolution, there was a 300 year industrial revolution that is now going south. The planet Earth wouldn't be safe for all living things if we don't design our growth plans with the environment in mind, and our current way of life would be in jeopardy. Of course, an industrialized society begins the process of economic change, but the growing dominance of materialism, shifting views, and altering behavioral patterns pave the way for the emergence of several social ills. The impulse to embrace western culture is present in contemporary business culture [6].

Despite the items being proved to be harmful to customers, fast food is growing in popularity. Skin issues have been brought on by cosmetic usage. A lot of societal evils have been made possible by the emergence of TV culture and youths' growing obsession with cyberculture. The growing allure of corporate culture has been significantly contributing to the breakdown of the family. The burgeoning generation is discovered to be being derailed by the pub and the disco tidal wave. Deforestation has significantly increased, contributing to global warming. The issue of population growth has resulted in rising demand for wood. In order to combat the issue of environmental catastrophe, afforestation should be made more socially and commercially acceptable. The rising need for housing and fuel has us focused on afforestation. The reforestation would be effective in preserving the ecological balance in addition to solving complex difficulties. Population growth is becoming a significant societal issue. The intended outcome is not being achieved by the family welfare measures. Of sure, the mortality rate is under control, but the birth rate is not yet at its ideal. Our public relations efforts are getting less sensitive. One of the main causes of the population's rapid growth is said to be the low literacy rate.

Nevertheless, poverty and political factors are also seen to be contributing factors. Literate individuals are more inclined to employ family planning methods, while the masses of illiterate people seem uninterested since it will likely have an impact on their economic situation, which they may better with the assistance of their working children. The long-term effects of the trend's continuation are going to be concerning since uneducated and backward people would rule over the literate and academically competent. Inequality and backwardness would result in a vicious cycle that would raise crime rates. Several related issues are discovered to be attracted to the illiteracy issue. It is obvious that our approaches for combating illiteracy are out of step with the evolving situation given the rising dropout rate in rural schools. We must simplify the educational system so that, in addition to raising the literacy rate, we also succeed in producing a workforce that is responsive to the changing needs of the world. In order to improve the pace of human capital creation, which is necessary, a structural reform is necessary. To ensure that the government and private organizations hire qualified individuals, educational institutions must generally provide opportunities for the development of conceptually sound, personally devoted, human-oriented, and value-based individuals.

Basic public services and amenities like clean water to drink, sanitary facilities, healthcare, education, and transportation are inadequate to meet the rising demand. We cannot argue that the population growth rate is a significant factor in this imbalance, but we also cannot deny society the necessary civic amenities due to inept policy and strategic choices. Personal attention and professional quality are required in the operations of government agencies producing and providing municipal amenities. If we see society as a collection of all living things, it makes sense that we would explore new issues before not just humans but also insects and the birds that assist us in preserving the ecological balance. A worrisome scenario has been produced by the expanding deforestation. Because of the severe water pollution issue, it is difficult for many kinds of animals, fish, and birds to survive.

It is appropriate to point out that unplanned industrialization is a significant contributor to water pollution. The availability of drinkable water in society is crucial to addressing the issue of health risks since illnesses that are water-prone may be significantly reduced. We need to raise widespread awareness in addition to taking other measures to reduce water pollution. Political leaders are accountable for establishing policies that promote societal growth and wellbeing. It is crucial that political parties and leaders conduct an assessment of their ideology in light of this. The ethical components have significantly degenerated through time, and this has had a significant impact on welfare and development efforts. This makes us think about the politics of marketing. Professional quality is required of the political leaders who represent the political parties. A change is necessary from the commoditization and commercialization of politics. If political parties are not affected by political ethics, it would be extremely harder to promote social welfare initiatives [7].

Consumerism's growing influence is seen in people working hard to get conveniences and comforts. A decrease in the rate of tiny savings has been made feasible by this. Given that the goal is to reduce the pace of capital creation, we do not see this as a good indicator. Our domestic capital has to be balanced and rely on modest savings. This would create a feeling of popular engagement in the development process. We need to encourage tiny saves via the media and financial

agents. In recent years, marketing has also been used by religious organizations. This is mostly caused by the fact that the majority of us are dealing with various issues. Government agencies and nonprofit social organizations make major contributions to the process of social change, which would fall within their scope if they promoted social interests and provided aid in response to natural disasters.

The establishment of tiny wealthy islands around a vast sea of backwardness is not our goal, though we do appreciate the grandiose achievements of human resources in the field of scientific and technological innovations that have sped up industrialization, urbanization, the proliferation of consumer goods, and the opportunity to achieve materialistic gains. The masses are now dealing with enormous issues including the depletion of natural resources, water pollution, a lack of resources, and uncontrollable home waste from those resources that have been determined to be ecologically dangerous. We now really believe that the growth process is placing significant stress on nature, which is discovered to be slowing down development outcomes with a welfare orientation. In order to preserve the ecological equilibrium, we must contribute to the destitution of all living things, not just humans.

It is important to note that the application of marketing principles by non-profit organizations or the non-business sector does not have a purely altruistic or non-economic hidden motive because the conceptualization process aids the involved organizations in achieving their goals over the long term, which can then be redirected to advance societal interests. We cannot consider an organization's beneficial contributions to the welfare and advancement of society unless it is financially stable. Management theorists began conceptualizing marketing even in the non-business sphere essentially against this backdrop. We cannot deny that the core concern of marketing is customer happiness, which cannot be achieved without the use of contemporary marketing ideas. Nowadays, marketing must take into account a growing number of social factors, which has paved the way for the emergence of social marketing as a distinct field.

It is challenging for an organization or a person to flourish and survive when they are dealing with an image issue. Recently, the majority of non-profit organizations have been struggling with an image issue that is hurting their potential. The quality of services would increase as marketing was conceptualized. The work of growing the happy group would logically get simpler as the generating process would improve in the face of rising levels of user expectation. Long-term, this would boost the potential of non-profit organizations, enhancing their capacity to serve and support societal interests. They must engage the services of marketing experts with a reputation for competence since the majority of them have been struggling with professional deficiencies. The management gurus believe that conceptualizing marketing will allow them to contribute more to the process of social change. Also, the procedure would make the organizations financially solid and maybe ready to serve the general public. This would make the damaged reputation fair [7].

We discover that third sector organizations, which are non-profit or non-commercial organizations, conceptualize marketing. Marketing is a necessary skill for organizations that support social causes, such as those that are religious, social, cultural, educational, protective, and charitable. The goal is to raise service standards in an effort to combat the image issue. Whereas non-profit organizations see marketing as a tool for advancing and defending social values, corporate

organizations use it to generate profits. While practicing marketing in both types of organizations, marketing professionals require a fresh perspective since even for businesses, profit is not the primary goal. The use of marketing concepts aids professionals in making better choices, which both facilitates social orientation and simplifies the process of generating profit. The business sector as a whole needs a shift in mentality. They are not allowed to create or market products or services that will directly or indirectly conflict with societal interests. Moreover, they must provide avenues for the channeling of welfare via the establishment of educational institutions, healthcare facilities, and hospitals as well as charities, donation centers, and hospitals for natural disasters. Their social involvement will be increased since it is thought to be important for social orientation.

Social media is used by consumers to interact with companies, learn about goods, compare costs, and complete transactions. This is known as social commerce. For many years, brands have used social media marketing to spread knowledge and boost customer devotion. But a new age of social shopping has emerged as a result of the current tendency of tech-savvy consumers. Brands' social commerce marketing strategies are rapidly changing in 2023. You need a strong plan that takes into account the intricacies of your brand and intended consumer group if you want to thrive in this changing climate. You can successfully market your goods while preserving your brand identification and adhering to your mission statement with the aid of a social commerce marketing strategy.

For many years, brands have used native advertising as a social commerce marketing tactic. However, native advertising will become even more important as companies and consumers get used to the new social shopping environment. Native advertising is a type of sponsored media in which an advertisement is incorporated into the other material of a medium while concealing the promotion's business goal. The time when customers would click on an advertisement, visit a different home page, and then quickly choose a product is long gone. Customers are currently browsing streams and tapping on content that piques their interest. Brands are now a part of the stream, and native advertising can help you stand out from the competition and draw in new clients.

### **Protection and consumer instruction**

The danger of hacking is expanding along with social business. You must monitor security protocols carefully and think about spending in teaching your consumers about how to remain safe online if you want to keep your clients secure. Customers today expect companies to take precautions to safeguard their data and want to maintain control over it. Offering safe payment choices, using powerful verification, employing dependable privacy settings, and following sound data management procedures are all necessary to uphold customer confidence and boost sales. While it is crucial to safeguard your customers from scams and identity theft, you must be cautious not to frighten off prospective customers with excessively ominous cautions. To assist consumers in making educated decisions, you can provide instructional tools.

### **Maximization of mobile**

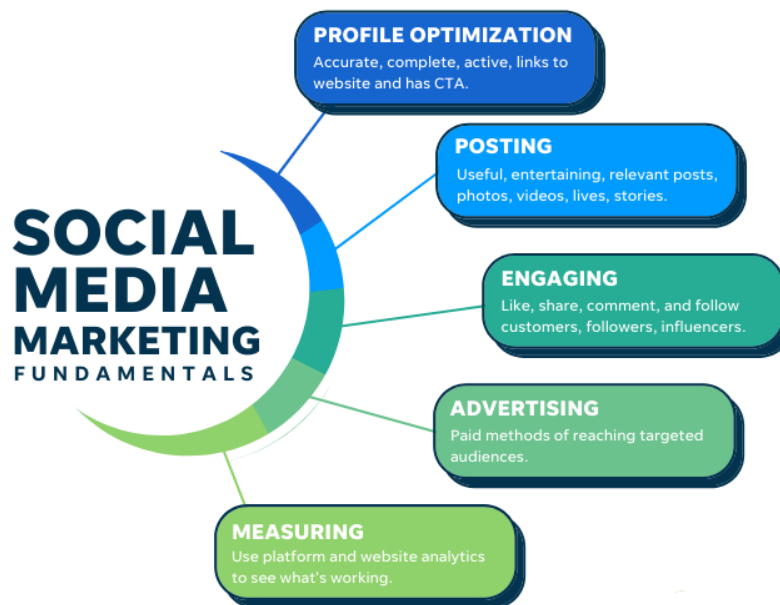
Brands must make sure their webpages and marketing documents are mobile-friendly as the demand for mobile transactions increases. Your client base is smaller and you are missing out on revenue if your website is not mobile-friendly. When

developing your social commerce marketing plan, keep in mind that many people will reach your material via mobile devices. Make sure your website is simple to use on a mobile device and that the pictures are crisp and appropriate for the content. Additionally, you can use flexible design to make it simple for users to browse your site on any platform.

Social media marketing is a type of digital marketing that makes use of the strength of well-known social media platforms to meet your identity and marketing objectives. However, it goes beyond simply setting up company profiles and sharing whenever you feel like it. A dynamic plan with quantifiable objectives is needed for social media marketing and includes:

1. Preserving and improving your accounts.
2. Posting content that promotes your business and draws in the right audience, such as images, videos, tales, and live recordings.
3. Addressing remarks, retweets, and favorites while keeping an eye on your image.
4. To create a business community, follow and interact with your fans, clients, and leaders.

Paid social media advertising is another form of social media marketing where you can pay to have people who are specifically interested in your company see your brand, as shown in Figure 1.



**Figure 1: Illustrate the Social media Marketing Fundamentals.**

### **Social media business advantages**

Social media is one of the most effective free marketing platforms available today due to its broad utilization and adaptability. The following are some particular advantages of social media marketing:



1. **Humanize your company:** By using social media, you can make your company a market player. Your viewers can get to know, trust, and engage with you through your biography, messages, and exchanges with other users.
2. **Drive traffic:** Social media is a top avenue for boosting traffic to your website, where you can turn users into clients, thanks to the link in your biography, blog post connections in your posts, and your advertising. Social cues are also a side effect of SEO.
3. **Create prospects and customers:** These platforms also allow you to do so by using tools like Instagram and Facebook stores, direct messaging, call-to-action icons on personal pages, and the ability to schedule appointments.
4. **Boost brand recognition:** The graphic character of social media platforms gives you the opportunity to develop your visual personality among huge crowds and boost brand recognition. Additionally, increased brand recognition will improve the outcomes of all your other initiatives.
5. **Build connections:** By using these platforms, you can connect with people directly and establish direct and secondary channels of contact with your fans. This allows you to network, get input, hold conversations, and make direct personal connections.

### **Increasing client satisfaction**

Customers desire both confidence in their transactions and a sense of your concern for their experience. Because social commerce is all about building relationships with consumers and encouraging brand devotion, you must make sure your social media platforms are interesting and welcoming. When developing your social commerce marketing plan, make sure your identity is uniform across all of your social media platforms. Additionally, you ought to adapt your material to your intended community and reply to queries and remarks as soon as possible.

### **Increasing commitment and devotion**

Customers are choosing products with greater knowledge thanks to the growth of social shopping and the attention being paid to security. Social marketing tactics will be used by successful companies to increase interaction and trust. These techniques can also be used to promote your business and boost website traffic. Social media competitions, surveys, and questions can help you involve your community and increase participation and interaction. Influencer marketing is another tool you can use to increase website traffic and company recognition.

Businesses must adjust to the changing social networking environment if they want to remain profitable and important. Brands can benefit from these shifts by using social commerce marketing techniques. You need a solid plan that takes into account the specifics of your business and target market if you want to thrive in this changing climate. You can successfully market your goods while preserving your brand identification and adhering to your mission statement with the aid of a social commerce marketing strategy.

We applaud the communication breakthroughs that are helping to create a global superhighway and turn the world into a community. The advanced communication technologies have undoubtedly helped various facets of society, but at the same time, socio-cultural and ethical degradation appears to be an unwelcome trend. To be more precise, it is determined that the broadcast media, and particularly the commercial TV networks, are to blame for exacerbating these societal ills. This calls our

attention to the promotion of mass media so that television, radio, print, and journal publishers make genuine attempts to put the social order back on track. As soon as social advertising is brought up, it becomes clear that it plays a small part in raising public consciousness and inspiring potential customers. We observe business ads invading our society in the same context.

The current work attempts to conceptualize the fundamentals of social marketing in virtually every type of organization. The organizations have no choice but to make it feasible for an attitude shift in response to developing detrimental business trends. In their policy and decision-making procedures, the government and commercial organizations are expected to give societal concerns the highest precedence possible. In order to create a strong center for defending the survival of an organization in the current unstable social environment, an equitable merging of three motives profit production, customer happiness, and social orientation appears important. This is an effort to create a document in some of the vulnerable important areas to start the societal change process.

Excellence in the workplace paves the way for favorable advancements. Since the decision-makers of today are found to be effective in advancing organizational interests, we cannot dispute that professional education has been successful in fostering management brilliance throughout the globe. They have also been discovered to be genuine about looking into options for the users' or clients' happiness, whether voluntarily or reluctantly. At the same time, it hurts to say that virtually every organization has failed badly in advancing societal goals. The current educational system is a significant contributor to decline in almost all fields, in addition to other variables.

The process of value adding is clearly under danger as a result of the overall failure of educational establishments to instill ethical principles. Given this context, it is imperative that we synchronize work success and principles. Such an activity would prevent harmful developments and pave the way for the defense of societal interests. In this context, the focus of the current work is on social, cultural, ethical, and environmental issues that are thought to be crucial for managing an organization in relation to properly conceptualizing social orientation. Given how challenging the business climate seems to be, the job is challenging.

The ongoing adjustments have a big impact on the political marketing story. In order to convert prospective voters into devoted supporters and to continue advancing the process of converting even non-voters into real supporters, political parties must employ the services of marketing experts. The errors we made in the past, such as suboptimal industrialization, blind deforestation, unplanned afforestation, population explosion, noise pollution, social tension and dissensions, war and warlike situations, lay the groundwork for natural and man-made disasters, necessitating the assistance of the Red Cross and marketing specialists. Of course, social elites make up the bulk of NGOs, and we support them because it serves our own interests. The tenets of social marketing would strongly advocate for serving social interests, but they would also support self-supporting NGOs to prevent growing abuses of government funding and growing political and bureaucratic interference.

The products and services we include in our product blend shouldn't support societal injustice in any way. Commercial concerns cannot be attacked, but we must also

ensure that social, cultural, and ethical principles are not compromised. We have no justification for encouraging the fast food industry to increase fat content, especially in light of global studies showing that the majority of foods served by national and multinational corporations have properties that can harm teens and young people who become tempted by them. In the long term, the appeal of fast cuisine, grilled poultry, and hamburgers will damage societal values. Edible oils with fat composition raise triglycerides and exacerbate health issues. The businesses that make condensed milk and other types of milk do not seriously contribute to the health issue. When these sectors use forceful marketing to push their businesses, the issue gets worse.

The issue of air pollution is being made worse by the manufacturing of cars, leather, cement, steel, and almost all other sectors that produce smog. Electronic wave and reprocessing processes are discovered to be underutilized on a big basis. The process of servicing the low-income group is not significantly aided by financial organizations, including public sector commercial banks and insurance companies in particular. Social organizations, church organizations, and even groups like the Red Cross Society frequently fall short in raising public consciousness and advancing social causes.

We must alter our views sooner or later, whether it's today or tomorrow. Every thought we have for the society, every plan we make for the society, every product we make for the society, and every product we sell in the society must serve and advance societal goals. This calls for a thorough investigation of the society's multifaceted changes. We examine how the natural world is changing, how societal attitudes and behavioral patterns are changing, the order of requirements and habits, and we anticipate that corporate boardrooms and managers will bring about a shift in mindset. Social concerns must be given top priority if society is to be understood as a collection of its cultural outputs. Undoubtedly, the nature of growth has changed drastically, especially in the twenty-first century.

Customers today are more orderly and conscientious, and rivalry is at an all-time high. This has opened the door for the growth of marketing initiatives that will keep users and clients happy. Customers are the center of attention around which all marketing efforts revolve. Nearly every organization now follows the contemporary marketing concepts. What about businesses that are profitable when even non-profit organizations are paving the way for the application of marketing principles? The policy and decision makers are influenced by the comprehensive management idea.

Professional greatness is a powerful remedy for the organizational issue of management weakness. It is the State Government's duty under the Constitution to defend and secure a person or an organization. The Police Department has a reputation issue, just like other government agencies. The expanding Kidnapping, narcotic dealing, housebreaking, larceny, burglary, and sexual abuse cases etc., demonstrates that the Police Department has not been operating effectively. The conceptualization of social marketing principles can address the issues impeding their effective performance of their functional duties. We need the correct understanding of faith in today's worldly world because its incorrect understanding has been proven to damage society and humankind in numerous ways. For religion to be effective in advancing humanity, morality, brotherhood, and societal wealth, religious organizations must play a pivotal role. It is necessary for temples, mosques, gurudwaras, and churches to raise the general public's consciousness so that new

religious events can be found to be effective at halting the many-sided societal ills. The conceptualization of social marketing principles would create a wealth of opportunities for qualitative and numeric reform in response to ongoing challenges, changes, and dangers to the sociocultural and economic systems in India and around the world.

### **Social Marketing: An Approach to Planned Social Transformation**

If the development outcomes do not significantly contribute to the process of social change, the processes of economic transformation are meaningless. We cannot deny that the social ills that have developed as a result of our economic reform programs have a strong basis. In this setting, we see social system dysfunction and a decline in the standard of the natural environment. In a genuine sense, we see the planet earth growing inhospitable to the living organisms in general. Due to the errors made by the boardrooms and strategists, it is crucial that our development planners and decision-makers give the conceptualization of social marketing concepts the attention it deserves in order for the social transformation programs to take off quickly. Industries that provide products and services must ensure that their development-focused initiatives do not jeopardize societal interests. They must safeguard and advance social interests while creating, packaging, and marketing. G.D.

Wiebe first posed the question, "Why can't you sell brotherhood like you sell soap?" back in 1952. Such an issue arose from the fact that although we are able to sell communities well, we are less successful in selling social reasons. Once again, Job's best-selling book McGinnis' 1968 paper, *The Selling of the President*, explored issues pertaining to social marketing and argued vehemently that you may promote a presidential candidate similarly to how you advertise soap. Nixon's declaration that the entire campaign would be centered around television with the assistance and collaboration of advertising experts, public relations specialists, copywriters, makeup artists, photographers, and others who would make the task of image projection and the aura easier and more effective would make this man America's favorite brand. Indeed, social marketing offers a viable framework for organizing and enacting social change, but the success of such efforts depends on the high caliber of the executives who conceptualize and execute them [8].

By encouraging institutions like educational institutions, hospitals, and health care organizations to be crucial to social growth, businesses that produce commodities also play a significant part in the process of social change. Moreover, they are not giving social advertising the credit it deserves for reducing population issues including alcoholism, smoking, drug addiction, risky sexual conduct, nutritional deficiencies, child care, environmental degradation, and water contamination. Also, we see those making significant contributions to sponsorship and cause-related heads for addressing both natural and man-made issues. Contributions to the process of financial resource mobilization create an atmosphere that is favorable for social development in terms of the creation of human capital. They must conceptualize contemporary marketing ideas in this particular setting, not just to address the image issue but also to create social overheads.

Organizations that generate services and either have a legal right to profit or operate on the guiding principle of helping society are effective at hastening the development of human capital. While they do not have the legal right to make

profits, political organizations, religious organizations, and governmental or private departments for social welfare all play a significant role in the process of social change. They are able to solve the issues preventing the realization of their development and welfare-oriented strategies thanks to the conceptualization of marketing concepts. The procedure also makes it easier to create and project a favorable image, which benefits the process of mobilizing resources via contributions and charitable causes. Given the above, it is accurate to state that social marketing contributes to social change so long as the holistic notion of management is properly conceptualized. The effectiveness of shouldering societal expenses relies on an organization's management prowess. The role of social marketers may be made easier if they are required to serve and support social interests.

### **Building Relationships in Social Marketing**

Relationship marketing is becoming more and more prominent lately in practically all organizations. The establishment of a personal contact with the prospective and existing users gives the transformation process life and vitality, and it is regarded necessary for activating the transformation process to influence the impulse of potential users. In light of this, both commercial and nonprofit organizations are putting in professionalized efforts to foster relationships. Relationship building experts believe that creating rapport with the existing and future beneficiaries is crucial. The marketing experts choose a delicate market, locate the devoted customers, and utilize their experiences to influence the impulse of others. It simply seems sense that widespread usage of the transformation process would aid in picture creation and image projection in addition to giving specialists a market.

The marketing experts in the modern business world are expected to perform two roles. The first job at hand is to raise widespread consciousness in order to enable an assault on the societal ills feasible. This emphasis on social advertising will be used by businesses generally and the top industrial companies in specific. The second job they have is to shut the door on such business choices that either directly or tangentially harm the environment. The urgent need of the hour is to apply the same principles to management and policy choices.

True management choices must have a clear connection to societal attitude. A shift in perspective is required by a sizable number of service-generating organizations involved in the creation of social capital, including educational institutions, hospitals, health care facilities, political and religious organizations, non-governmental organizations, and public and local authorities. They must promote their services using internet marketing strategies. Their strategy determines how to create human capital. They must advertise their services within the socioeconomic structures. We must create and develop human resources in order to be internationally effective due to the rising dominance of globalization and liberalization as well as the growing influence of new generations of technology. The ideals and beliefs are thought to be crucial for the growth of a complete mentality capable of facing life as a whole. In light of this, non-profit organizations must ensure that their strategies for the growth of human resources have been developed in response to changing conditions and difficulties. We observe a high level of insensitivity toward the handling of industrial refuse in emerging nations like our own.

## New Social Problems

We focus on the newly rising societal problems after creating a philosophical foundation for the community. Each of us has been affected negatively by industrial change, which has simultaneously built a strong basis for the growth of the national economy and contributed to the spread of consumerism. Some of the factors contributing to an increase in social ills include the breakdown of the social system, the rise of the idea of the micro family, rising social conflict and discord, declining regard for senior members of a family, and deterioration in the standard of living. Numerous issues are being faced by the general population. Humanism has been discovered to be under assault by consumerism, which will eventually lead to the breakdown of societal systems. As social conflict is found to be increasing even in the absence of a divide, we have failed to embrace a rule for controlling behavioral patterns and changing attitudes during the growth process. The process of producing good individuals is being hampered by the societal ideals leaving the social setting.

The sectors that produce pollution have accelerated economic growth, but the negative impacts are now outweighing the positive ones. The issue of environmental contamination is at its worst right now, and uncontrolled industrialization is a major factor in this. The deterioration process has been found to be significantly aided by the car upholstery, cement, glass, and plastic sectors, among many others. Eco-unfriendly packing products have also increased the severity of the issue. Because the remains are not correctly handled, using atomic energy for electricity is another significant issue. Engineering a solid basis for the gradual pollution of the developing generations is where the issue of global warming is located. Scientists have made the very worrying forecast that India may experience a 6 centimeter drop in rainfall by the year 2040 AD, which will affect paddy production. Some of the severe issues facing the Indian peninsula include malaria, cholera, dengue fever, a lack of rainfall, retreating mountains, flooding of coastal areas that results in an increase in saline water, harms fishing, a decline in timber output, and the displacement of 7 million people as a result of flooding.

An essential factor in these unfavorable changes is the uncontrolled industrialization process. Due to the established social marketing principles, it is crucial for organizations to remember the issue of trash management when creating and advertising their products. Recycling packing materials seems to be a serious issue that needs to be addressed right away. The hospital and health care facilities are not genuine or concerned about the issue of medical and bio-medical garbage in the framework of service-generating organizations. Government or commercial hospitals and institutions should be able to handle their garbage scientifically, in line with the social business principles. Because we observe a clear assault of our society, the marketing of the communication services requires careful consideration. Advertising that encourages ethnic appropriation cannot be wholesome

We cannot deny the reality that a number of things have emerged as a result of unexpected growth. We recognize the good benefits the industrial economy has made to the change of the national economy, but we also need to examine the negative impacts. The negative impacts would be offset by the professionalized implementation of social marketing concepts. The general public learns about the good contributions made by organizations in promoting and advancing social objectives thanks to the marketing professionals' innovative efforts. There is a lot of disagreement on the relationship marketing idea. That is a paradigm change in

marketing, in our opinion. Several detractors contend that it is really just about tried-and-true commercial methods that have been dressed up as something innovative. Conceptually, we find it to be a group of marketing strategies in which every association between buyers and sellers is also referred to as database marketing. We also refer to it as the outcome of dedication, dependency, and trust. The commercial entities that support social marketing rely on cause-related and sponsored marketing. The organizations gain from this in two ways. On the one hand, they are successful in raising public awareness, and on the other, their promotional activities are successful. We discover that the advertising and promotional methods have a significant influence, therefore they reach out to the public by sponsoring events and mobilizing charities and contributions.

The organizations may demonstrate their contributions to social welfare activities with a sufficient number of instances. The efforts undertaken for social advertising also benefit those societal groups that are determined to be indifferent to the new social ills. The channeling of social or social welfare initiatives gives marketing professionals the chance to build relationships with the vocal and sensitive sectors. The power of word-of-mouth advertising is recognized. The job of completing the objective by justifying their presence in the community assists accelerate the social change process. The participating corporate organizations get significant advantages from the process. The non-profit organizations rely on holistic marketing for assistance. They make an attempt to produce surpluses and motivate charitable giving while balancing organizational and societal issues. Also, they work hard to get donations from public or private institutions. They put in varied efforts that provide the organizations prospective soundness [9].

Deforestation has significantly increased, contributing to global warming. The issue of population growth has resulted in rising demand for wood. In order to combat the issue of environmental catastrophe, afforestation should be made more socially and commercially acceptable. The greater need for housing and gasoline has us focused on afforestation. The afforestation would be effective in preserving the natural equilibrium in addition to solving complex issues.

Population growth is becoming a significant societal issue. The intended outcome is not being achieved by the family assistance policies. Of course, the mortality rate is under control, but the fertility rate is not yet at its ideal. Our public relations efforts are becoming less delicate. One of the main causes of the population's rapid growth is thought to be the low literacy rate. However, poverty and governmental factors are also thought to be contributing factors. Literate people are more likely to use family planning methods, while the bulk of uneducated people seem uninterested because it will likely have an impact on their fiscal situation, which they can better with the aid of their working children. The long-term effects of the trend's continuation are going to be concerning because ignorant and primitive people would rule over the literary and intellectually competent. Inequality and backwardness would result in a violent cycle that would raise crime rates.

Numerous related issues are discovered to be attracted to the illiteracy issue. It is obvious that our strategies for combating ignorance are out of step with the evolving situation given the rising failure rate in remote institutions. We must simplify the educational system so that, in addition to raising the reading rate, we also achieve in producing a workforce that is responsive to the shifting needs of the world. In order to raise the rate of human capital creation, which is necessary, a systemic change is

necessary. To ensure that the government and private organizations hire qualified individuals, educational schools must generally create opportunities for the development of conceptually solid, personally dedicated, human-oriented, and value-based individuals.

Basic public services and conveniences like clean water to consume, sanitary buildings, healthcare, education, and transit are inadequate to meet the rising demand. We cannot argue that the population growth rate is a significant factor in this disparity, but we also cannot refuse the society the necessary public facilities due to sloppy policy and strategy choices. Personal attention and expert competence are required in the operations of government agencies producing and providing municipal facilities. If we view society as a collection of all living things, it makes sense that we would examine new issues before not only humans but also invertebrates and the animals that assist us in preserving the biological equilibrium. A worrisome scenario has been produced by the expanding destruction. Because of the severe water pollution issue, it is difficult for many kinds of creatures, seafood, and wildlife to survive. It is appropriate to point out that uncontrolled industrialization is a significant contributor to water pollution. The supply of clean water in society is crucial to addressing the issue of health risks because illnesses that are water-prone can be significantly reduced. We need to raise widespread knowledge in addition to taking other measures to contain water pollution.

Political leaders are accountable for establishing policies that promote societal growth and wellbeing. It is crucial that political groups and officials conduct an assessment of their beliefs in light of this. The social aspects have significantly degenerated over time, and this has had a significant impact on welfare and development efforts. This makes us think about the ethics of selling. Professional competence is required of the political officials who serve the political groups. A change is necessary from the commoditization and commercialization of politics. If political organizations are not affected by political principles, it would be much more challenging to promote social assistance initiatives.

It is determined that a significant rise in the number of recipients is feasible. The pace of production of human capital is observed to be increased since the bulk of the services provided by non-business organizations are active in improving human and humane behavior. The majority of people have an optimistic outlook. Significant advancements in healthcare and education have aided non-profit organizations in conceptualizing and advancing social marketing. The two main pillars of non-business organizations are hospitals and health care facilities, as well as educational institutions. The process of establishing relationships is discovered to be simpler for them since we find that both of them considerably contribute to the mass welfare activities. In a similar manner, political and religious organizations support widespread charitable endeavors. The work of establishing relationships is made simpler if we see that everyone is making regular and coordinated efforts to benefit society. The task of establishing relationships is made simpler for them by the educational institutions that provide quality educational aid at an affordable cost, the hospitals and health care facilities that serve even the poorest of the poor without deteriorating in quality, the political parties or organizations that protect and promote public interests, and the religious organizations that serve humanity and mankind. The welfare departments run by the state are also given the chance to build mass interaction. If we see everyone going in the correct direction and succeeding



in completing the purpose, the beneficiaries form a good view, and the process of relationship development is made easier by word-of-mouth advertising [10].

The aforementioned facts provide strong support for the idea that long-standing societal structures are disintegrating. We strongly advocate for social marketing in light of this situation. To address the societal issues, a study of business from the viewpoint of the entire social structure is necessary. The impact of marketing on social issues, community issues, poverty, and backwardness must be increased, as must the opportunity for developing human capital, the provision of high-quality healthcare facilities, traditional education and training, and the expansion of employment opportunities. This calls for a shift in attitude. It is important to give proper consideration to how marketing concepts, knowledge, and methods can be used to safeguard and advance societal goals. The primary motif in social marketing is a shift away from a management approach toward a social orientation. The social marketing concepts would be helpful to all organizations whose mission is to maximize earnings or advance social causes. If the concepts of social marketing are understood, it would be feasible for the positive effects of economic change to create an advantage over the bad effects.

### **Expanding the Marketing Concept**

The era in which marketing's sole purpose was to further the growth and success of for-profit businesses is long gone. The patterns of growth have experienced significant shifts over time. The practical nature of almost all types of organizations has changed, and regular discoveries and breakthroughs in the areas of transit and communication have created new opportunities for a rise in user and client standards. This opened up opportunities for expanding the idea of marketing, giving both the company and non-business sectors a chance to enhance the caliber of services. It was only normal for the non-business sector to adopt contemporary marketing principles once the organizations developing and supporting them began to gain an advantage over those administered and promoted conventionally. The conceptualization process has already been given top precedence in established nations, which has aided them in growing the number of happy user groups. It is past time for emerging nations like ours to also expand the marketing idea.

There is a global movement away from management and profit-oriented thinking and toward societal purpose. Because it was realized that unless professionals kept marketing practices moving throughout society, the task of increasing the number of satisfied groups of customers and users would remain unfulfilled, the holistic concept of management made ways for protecting and promoting the social interests. During the 1960s, there was a significant shift in the outlook and course of the growth of the marketing discipline. The management drive is the only direction we observe during the 1940s and 1950s. The growing emphasis on sales and earnings led to the evolution of the field of marketing management.

### **Mass Campaigns for Social Marketing Planning**

A campaign is what we refer to as a planned course of action to accomplish a goal. Our emphasis during mass campaigns is on the course of action that will most benefit the broader populace. The coordinated course of action begun and activated by the business sector to benefit disadvantaged segments and boost the social overheads to serve and subserve social interests has been observed grabbing a primary focus of social marketers. The burden of conceptualizing the established social marketing

concepts falls on both company and non-business organizations. Naturally, this aids them in accomplishing their goal since it puts them in a position to defend their place in society in a variety of ways. By engaging in social advertising, they are able to detect and educate the public about the negative impacts of societal ills. When the consequences of natural disasters make life harder, they offer a huge contribution to helping humanity and mankind by taking part in the process of cause-related marketing.

Currently, a new business viewpoint is emerging. Nowadays, societal as well as business contexts are used to justify marketing. The use of marketing specialists in fields such as urban development, education and training, health and welfare, quality of life, pollution reduction, civil rights, the role of political parties, non-governmental organizations, the government police department, trade unions, and even religious organizations is becoming more and more popular around the world. It is important to note that the application of marketing principles by non-profit organizations or the non-business sector does not have a purely altruistic or non-economic hidden motive because the conceptualization process aids the involved organizations in achieving their goals over the long term, which can then be redirected to advance societal interests. We cannot consider an organization's beneficial benefits to the wellbeing and advancement of society unless it is fiscally stable. Management theorists began conceptualizing marketing even in the non-business sphere essentially against this backdrop. We cannot deny that the central concern of marketing is customer happiness, which cannot be achieved without the use of contemporary marketing principles. Nowadays, marketing must take into account a growing number of social factors, which has paved the way for the emergence of social marketing as a distinct field.

It is challenging for an organization or a person to flourish and live when they are dealing with a reputation issue. Recently, the majority of non-profit organizations have been struggling with an image issue that is hurting their potential. The standard of services would increase as marketing was conceptualized. The job of growing the pleased group would logically become simpler as the production process would better in the face of rising levels of user anticipation. Long-term, this would improve the ability of non-profit organizations, enhancing their capacity to serve and support societal goals. They must use the services of marketing experts with a reputation for brilliance because the majority of them have been struggling with professional deficiencies. The management experts believe that conceptualizing marketing would allow them to contribute more to the process of societal change. Additionally, the procedure would make the organizations fiscally solid and possibly ready to service the general public. This would make the damaged reputation equitable.

Marketing is a necessary skill for organizations that support societal causes, such as those that are religious, social, cultural, educational, defensive, and charitable. The goal is to raise service standards in an effort to combat the reputation issue. While non-profit organizations conceptualize marketing as a tool for advancing and defending societal values, business organizations use it to generate profits. When practicing marketing in both types of organizations, marketing experts need a fresh perspective because even for businesses, profit is not the only goal. The application of marketing principles aids pros in making better choices, which both facilitates societal direction and simplifies the process of generating profit.

The business industry as a whole requires a shift in mentality. They are not allowed to create or market products or services that would directly or tangentially conflict with societal values. Additionally, they must create avenues for the channeling of assistance through the establishment of educational institutions, healthcare facilities, and hospitals as well as nonprofits, contribution centers, and clinics for natural disasters. Their social involvement will be increased because it is thought to be important for social direction.

By enhancing social assets like hospitals, clinics, and educational facilities, they contribute to the process of enhancing human resources. Business organizations' ability to serve and support social interests in a variety of ways helps them accomplish their objective. Similar to this, non-profit or non-business organizations also participate in the process of social transformation. The only difference is in the degree and intensity of their involvement, as non-profit or non-business organizations are expected to focus on enhancing social welfare activities rather than on making profits. Regardless of whether we are dealing with for-profit or nonprofit organizations, management as a whole creates techniques for striking a balance between organizational and social factors. As corporate managers' responsibilities are growing rapidly, it is crucial that they develop a practical plan of action to hasten the process of social change. We discuss the issue of widespread social marketing initiatives against this background. The business managers must have the proper perspective on the issue in order to come up with a workable solution to address the complaints of the underprivileged and underdeveloped areas. The several actions that must be completed in this specific scenario include:

1. **Determining the vulnerable populations and pressing issues:** Prior to developing a workable strategy, corporate decision-makers must identify the populations and pressing social issues within a certain command area. This will enable them to calculate the necessary funding for budgetary assistance.
2. **Creating a financial allocation:** They must create the budgetary provisions in light of the expected financial needs. The financial health of an organization must be taken into account while making budgetary arrangements. The non-profit organizations must mobilize donations and charity to strengthen their financial situation. Moreover, they should work to get financial aid from governments and international social welfare organizations.
3. **Choosing who will participate:** Both company and non-business organizations must give proper consideration to choosing who will be used to activate and promote social welfare activities. The individuals to be part in the process must be true, honest, efficient, personally devoted and value-based. It must be ensured that money raised in the names of patients and underprivileged groups is not wasted. The business management must assemble a group of committed, like-minded individuals [11].

### **Program to Contact Beneficiaries**

An extensive beneficiary analysis is required when marketing social services. Because of this, it is crucial that marketing experts have a proper understanding of the behavioral profile of beneficiaries, who may or may not be the services' final consumers. For instance, when selling educational services, students are obviously the beneficiaries since they are the end users, but we also find that parents and other family members have a significant position on the list of beneficiaries. In addition,

the community as a whole is discovered benefiting as educated individuals give useful services to the country and world. In a similar way, when we discuss the advantages of hospitals and health care facilities, we discover that in addition to patients, family members and the country as a whole also benefit since a healthy body of people paves the way for the growth of a sound mind. Many individuals who may or may not be the direct consumers gain from the services provided by political and religious organizations. There is a fairly long list of people who benefit from social services provided by government welfare agencies and organizations. These facts demonstrate the need for behavioral research to take into account the interests of everyone who benefits, whether directly or indirectly, from the services, not just the end users. To adapt or advertise resources in a way that aligns with organizational and societal goals, developing contact with recipients calls for a high level of professional quality. As today's prospective users will be tomorrow's real users, coordinated and methodical efforts are needed to build a contact program.

The marketing mix must be created in a manner that makes the process of providing services cost-effective. A greater range of services should be included in the service mix, as well as long-lasting multipliers. The time spent on promotional activities should be as short as feasible while providing the services. There must be a connection built between promises and actual delivery of products. The individuals involved in the delivery of the services must stand out by being distinctive in order to be noticed. They want to have a distinctive personality to bring more attractions. The marketing personnel participating in the process must be socially conscious, personally devoted, and conceptually sound. The beneficiaries could then be identified and understood by marketers, and only then would their expectations be met.

The marketing experts in this specific situation need to act gradually. They must ensure that policy decision-makers become aware of the needs and specifications of beneficiaries from the very beginning. Marketing experts should be aware of the anticipated social issues and the potentials for contracting organizations as the services are discovered to be connected with the process of social change and suppliers come from both the public and private sectors. An organization's ability to perform at a high level relies on how well it contributes to the process of socioeconomic transition without introducing cultural pollution. We cannot deny that the negative repercussions of the development planners' economic transformation programs throughout earlier decades were not taken into account. In light of this, economic reform programs are opening up more opportunities for sociocultural contamination. The management thinkers have been seen making real and honest attempts for management in its whole, based on the holistic idea of management and significantly affected by holistic marketing, as issues are societal in nature.

Government and marketing interactions the government-marketing interactions have recently undergone substantial alterations. The sheer number of restrictions shows how much the government affects marketing. Governmental decisions regarding safety standards, methods for reducing air pollution, implied product warranties, rules and regulations relating to packaging, pricing and fee practices, advertising and promotional measures, credit arrangements, information about mergers and conglomerates, water pollution, and noise pollution have all been made during the previous decades, making it challenging for marketing professionals to

make decisions about policy. Government intervention has led to the new issues. This needs development of theoretical grounds and models for more responsive marketing systems. It is imperative that marketing experts pave the road for an attitude shift given the enormous role played by the government in contemporary society as a regulator, arbiter, stimulant, customer, and even as a partner.

A breach of antitrust rules may come from the socially responsible conduct, which often necessitates intense collaboration from competing businesses. We may interpret it as meaning that upholding social duties may make illegal activities easier. Reformulating public-private connection is regarded vital in the changing situations. These days, economists and lawyers are interested in public concerns. In reality, things are becoming considerably more complex as society's expectations for the business sector's social responsibility continue to grow daily, yet the competitive market environment has been making it difficult to fulfill social commitments. Yet, the corporate social responsibility agenda would get a respectable standing. This is also a result of the increasing intensity of rivalry, which will make it crucial for businesses interested in winning to succeed in creating an image that is distinct from that of their competitors. It may be important to note that some governmental policies and activities may not encourage marketers to assume social responsibility.

For instance, a socially responsible initiative calls for the collaboration of rival businesses, which they may or may not get. As a result, experts would need to give the marketing-government interfaces their full focus since changing policy decision-making procedures, especially from an Indian viewpoint, would involve a variety of alterations. The commercial climate would undoubtedly become much more unstable as liberalism gained pace. The decision-making process would eventually be governed by an attitude shift. Hence, there are sufficient grounds in favor of corporate self-regulation. In order to strike a balance between social and financial factors, they must see marketing differently. People need to adopt a different mentality, and policymakers must encourage compassion and self-giving.

Even today, the majority of us believe that marketing is solely for businesses that want to make money, and that any attempts to extend responsibilities will kill off marketing in our society. Nonetheless, this school believes that marketing is a social institution that must pay careful attention to social concerns and significantly contribute to society's well-being, contradicting the altruistic idea of selfless conduct.

Economic limitations are inapplicable since marketing operations are discovered to be rising quickly in pace when society is found to be thriving. We cannot deny that marketing management is dependent on societal resources, such as air, water, communication infrastructure, transportation, and so on, as well as societal expenditures. Two schools of thought exist about the development of marketing's social aspects or contributions to the growth and welfare of society as a result of the resources they employed to conceptualize the social duties of marketing. The first is an organization's self-interest, which establishes a need for social orientation to support its continued existence in society. Moreover, we cannot assume that society will not respond in any way if returns are not received. The second school of thought strongly advocates for marketing's involvement in the process of social development because marketing decisions cause and exacerbate a number of issues, including pollution, consumer unhappiness, quality of life, environmental degradation,

unemployment, and the need for better products, and as a result, marketing concepts and approaches should be used to address these issues [12].

### **Managemental Marketing Vs. Social Marketing**

Here, the two terms need explanation. We are well aware that management marketing places a strong emphasis on combining organizational expertise, assets, and marketing possibilities. The experts at this company evaluate the marketing potential, energize and momentize planning and programming, clear the way for marketing organization and leadership, and become involved in marketing, auditing, and controlling. Because of this, all administrative tasks are of a conventional character, and marketing experts demonstrate their managerial competence by defending and advancing the interests of the organization. In carrying out their functional tasks, they work to create a strong marketing mix and by doing so, they serve and subserve the organization's interests in relation to the users/consumers. If they make professional efforts, they will be able to reach the goal. Yet, this is just one side of the story or one aspect of the whole organizational viewpoint.

Any organization cannot or should not neglect social interests since doing so may call into question their continued existence in society. When we discuss social marketing, we must concentrate on societal requirements and how those needs affect the organization. In this situation, it is the marketers' obligation to evaluate the social possibilities, and as a result, they may create a strategy for the actions that will contribute to society. They are expected to strongly advocate for corporate social responsibility in the given setting and to assess their contribution to the shift in viewpoint. As a social marketer, it is feasible to create a strong blend when social, cultural, and natural factors are determined to be important. The aforementioned facts demonstrate that marketing professionals' roles are inadequate if they do not take into account their function in the face of increasing societal issues in the modern world, where we find organizations generally dealing with a number of challenges.

It is crucial that marketing specialists working for a company make provisions for an attitude shift since a lot of prior errors have resulted in an invasion of social, cultural, and natural interests. The necessity for synchronizing organizational and societal goals is urgent given the rapid rise in social, cultural, and ecological threats. Opening new avenues for the development and prosperity of a prosperous society would benefit an organisation in many ways as the organisation would not only be successful in protecting and promoting the organisational interests but in addition would also make new ways for opening of new opportunities, new customers and new markets.

It has been discovered that the implementation of social marketing concepts has not been given the proper attention by organizations that manufacture products, hindering the progress of social change. The social advertising that organizations use to help the process of public sensitization must be the main topic of discussion when discussing the corporate social responsibility of an organization. The problem of the environment has been worse due to the increased usage of "use-and-throw" products, especially after globalization, yet organizations are generally becoming less concerned with the issue of handling industrial wastes. We respect the contributions of electronics to the development process but keep ourselves oblivious of the management of electronics trash. The established social marketing principles make it necessary for the involved organizations to assume responsibility for

managing the industrial wastes and even educate the public about the risks of wastes that may become harmful. Just a small number of organizations are involved in creating parks, helping to provide healthcare to the most vulnerable members of society, or showing a strong commitment to reducing illiteracy. Even when using packing materials, they are not being truthful. Due to their untreated discharge of filthy water into the sea and rivers, they are not being honest about the environmental issue. They promote afforestation while spewing smoke from their chimneys, but they don't seem serious about it. What to say about other factors when we discover that they are dishonest, even while calculating expenses and producing profits.

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## CHAPTER 14

### SOCIAL MEDIA AND SOCIAL BUSINESS

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In general, a social network is thought of as a network of social actors, such as people, groups, and organizations. A social network's users often have similar interests and maintain personal connections to discuss events, views, and ideas. Social networking refers to interactions between users of social networks. Web-based social networking currently enables users of social media ubiquity connection thanks to the Internet era. People may quickly communicate with their family, friends, acquaintances, coworkers, customers, and clients via cellphones and laptops. Social commerce refers to the purchasing and selling of goods using social media or social networks. This chapter will first go over several social commerce ideas that use social networks. In essence, social commerce and e-commerce are similar in that both require using the internet to conduct economic transactions. Yet social commerce differs from e-commerce in a number of distinctive ways. As a result, the chapter will go into more detail on social commerce's major traits and describe how it differs from e-commerce. This comes after a discussion of cross-border social commerce and some of its unique characteristics. Cross-border social commerce has greatly benefited from social media's quick development. The chapter looks at the benefits and problems associated with enterprises promoting international sales by using cross-border social commerce trends [1].

#### **A Strategy for Planned Social Transformation Using Social Marketing**

If the growth outcomes do not significantly contribute to the process of social transformation, the processes of economic transformation are meaningless. We cannot deny that the societal ills that have developed as a result of our economic reform programs have a strong basis. In this setting, we observe social system dysfunction and a decline in the standard of the natural world. In a real sense, we see that the world is becoming hostile to all living things. Due to the errors made by the boardrooms and managers, it is crucial that our development planners and decision-makers give the conceptualization of social marketing principles the precedence it deserves in order for the social change programs to take off quickly. Industries that produce products and services must ensure that their development-focused initiatives do not jeopardize societal interests. They must safeguard and advance societal values while creating, selling, and marketing. G.D. Wiebe first posed the query, "Why can't you sell brotherhood like you sell soap?" back in 1952. Such an issue arose from the reality that while we are able to market neighborhoods effectively, we are less successful at selling societal reasons. Once more, Job McGinnis' best-selling novel is named.

The *Selling of the President*, published in 1968, brought up issues with social marketing and argued vehemently that you could market a presidential contender similarly to how you would market detergent. Nixon's declaration that the entire campaign would be centered around television with the assistance and collaboration of advertising experts, public relations specialists, copywriters, makeup artists,



photographers, and others who would make the task of image projection and the aura easier and more effective would make this man America's favorite brand. Undoubtedly, social marketing offers a viable paradigm for organizing and enacting social change, but the success of such efforts depends on the high caliber of the leaders who conceptualize and execute them. Unplanned industrialization not only contributes to the growth of "effluent islands" in the vast "sea of backwardness," but also creates opportunities for environmental contamination. The fact that societal and biological inequality is on the rise is strong evidence that we are not going in the correct path. According to the established social marketing principles, it is important for development managers to first predict the benefits and drawbacks of development-oriented programs before starting the conceptualization process. This aids them in controlling the negative impacts. The entire goal of social marketing is to advance societal causes, which can be done by both types of organizations, whether they produce products or provide services, whether they operate for profit or not, or both.

By encouraging entities like educational institutions, hospitals, and health care organizations to be crucial to social development, businesses that produce products also play a significant part in the process of social change. Furthermore, they are discovered giving social advertising the credit it deserves for reducing population issues like alcoholism, smoking, drug addiction, risky sexual behavior, nutritional deficiencies, child care, environmental pollution, water contamination, and other related issues. Additionally, we observe them making significant contributions to funding and cause-related organizations for addressing both natural and man-made issues. Contributions to the process of financial resource mobilization create an atmosphere that is favorable for societal growth in terms of the creation of human capital. They must conceptualize contemporary marketing principles in this very context, not only to address the image issue but also to create societal overheads. Organizations that generate services and either have a legal right to profit or operate under the guiding principle of helping society are effective at hastening the development of human capital.

Although they do not have the legal right to make earnings, political organizations, religious organizations, and public or private agencies for social assistance all play a significant role in the process of societal change. They are able to solve the issues preventing the realization of their growth and welfare-oriented plans thanks to the conceptualization of marketing principles. The procedure also makes it easier to create and project a favorable image, which benefits the process of mobilizing resources through contributions and charitable causes. Given the foregoing, it is accurate to state that social marketing contributes to social change so long as the comprehensive idea of management is properly conceptualized. The effectiveness of shouldering societal expenses relies on an organization's management prowess. The job of social marketers can be made easier if they are required to service and support societal objectives.

You might be losing out on important advantages for your company if your small business isn't active on social media. Through social media, you can attract new clients and communicate with existing ones more intelligently. Utilizing social media to connect with consumers can be very affordable, customized, and useful for learning more about your business. Abdul Muhammad, chief digital officer and partner at RBB Communications, stated that social media offers tailoring capacity,

as well as reach and size, at a lower cost than nearly all other marketing platforms. "People use social media 24 hours a day. Brands need to go where the customers are. We'll look at the best practices for a social media marketing plan, how to assess social media ROI, and how to choose the best social network for your company. We'll also look at the most practical applications of social media for businesses.

### **Make use of social media for promotion**

You can reach clients and leads where they are when you include a successful social media presence in your small company marketing strategy. The following are some pointers and best practices for building an effective social media profile to promote your brand:

1. Come up with a social media marketing plan: A strategy is the best method to guarantee success on social media. Creating a social media marketing approach that incorporates each site you intend to use is required.
2. Post frequently: Maintain a regular publishing plan because your fans value a constant presence. Consistently publish, but try to limit how frequently you do so as to not annoy your fans.
3. Create a distinct style: In order to impact how your audience perceives your business, develop a constant style and tone for your social media profile. Find methods to connect to them without appearing forced by paying attention to your audience. Above all, don't be embarrassed to display a little individuality. This presents your company as flexible, approachable, and pertinent.
4. Enjoy yourself on social media. By holding social media competitions, including a link to your website or exclusive deals in your profile description, and having live videos with thrilling developments or news, you can increase your lead generation and client engagement.
5. Know your target market: In order to improve your content, use you're tracking tools to see demographic data, consumer activity, and social media patterns. Your interaction rates can be greatly increased by being aware of what your audience desires to see from you and reacting in line with their preferences.

The knowledge of the customer is a valuable organizational resource. For businesses to be able to provide the proper goods, create an efficient marketing plan, and increase customer purchase and retention, a better knowledge of consumers is crucial. The chapter discusses how social networks may be used to analyze the behavior of international consumers participating in social commerce. Due to their restricted access to worldwide distribution channels and lack of market understanding, SMEs and born global companies often struggle to find success abroad. The chapter illustrates how social commerce may notably aid SMEs and emerging global enterprises to attract greater audiences in other nations. Several worldwide enterprises may already have been motivated to further investigate the ideal social commerce strategy by the social networks' continued expansion and the inspiring success stories of businesses employing social commerce. As a result, a discussion of international social commerce strategy for company is also included in this chapter [2].

Positive aspects of social commerce Social commerce has become a crucial component of our online purchasing experience with the development of internet

technology. Customers like to read product evaluations on an e-commerce website that have originated from social networking sites like Facebook before making a purchase. Businesses work to meet the needs of their customers by maintaining the quality of their goods or services, offering a reasonable price, and ensuring post-purchase support if necessary to ensure that their goods or services receive positive reviews on social networking sites and that sales are satisfied or grow. The following is a quick discussion of the four main benefits of social commerce for businesses:

1. Enhanced involvement Businesses promote consumer participation with their own online community by enabling customers to rate and evaluate their products on social networking sites. This enables companies to better understand their clientele's needs, enhance their customers' buying experiences, and improve their marketing and promotional efforts.
2. Establishing trust Building trust with prospective clients is a constant struggle for internet companies. As prospective buyers may read evaluations from other customers who have purchased the same goods, marketing becomes somewhat simpler in the social commerce environment.

Considering that unfavorable evaluations would have a damaging impact on future consumers, organizations need to make sure that they deliver their commitments to their clients, particularly in terms of the quality and pricing of goods or services. Broader reach Social media sharing by consumers after making a purchase helps businesses to reach a wider audience of prospective clients. They can reach a huge number of individuals with relatively less work and in a shorter amount of time, which is more cost-effective. A prospective client is more likely to become a satisfied customer if the sharing includes a customer recommendation. More search engine exposure every online company has to be easily discovered by prospective clients when they use a search engine. A better search engine exposure is essential in this respect. Social media makes it simple for consumers to write testimonials, suggestions, and reviews about businesses as well as exchange information with one another, which helps social commerce companies by making them more visible to search engines [3].

There are many instances of social commerce when enterprises effectively address client wants, expand their market share, and generate profits. A very vast Facebook user base has been the impetus for the success of both existing and new companies, even though numerous social media platforms like Facebook, Instagram, and Pinterest have pushed social commerce and allowed it to achieve its exponential expansion. In actuality, Facebook was the first social commerce platform to enable companies to sell their goods on Facebook by setting up a personal store. Instagram gives businesses the ability to quickly engage young consumers with compelling visual material. On the other hand, Pinterest enables users to purchase goods directly from pins on its platform without visiting the product's original website. According to academics, Pinterest has not been as successful as Facebook and Instagram in providing shopping options to users, but users who, in particular, utilize mobile devices to conduct online shopping, prefer Pinterest over other platforms of a similar nature [4].

The Usage of Social Networks to Analyze and Influence Cross-Cultural Consumer Behaviour in Social Commerce Companies must have a better grasp of customer behavior in many nations if they want to gain a competitive advantage in the global

market. Yet, the ultimate goal of this is to enhance conversion rates and change customer behavior by creating workable marketing tactics. Social networks may help businesses participating in social commerce understand the variations and similarities between customers in other nations in terms of their interests, demands, and purchasing habits. Social networks and other forms of social media may be used to do cross-cultural analyses that show the demographic, geographic, psychographic, and behavioral profiles of individuals from other cultures. Companies embracing social commerce may use the information to target the most relevant market, choose the best distribution channels, and create an efficient marketing plan.

Selecting the right social media Selecting right media is crucial to being able to develop connections and creating and keeping relationships with clients across nations. The following are some well-liked social networking platforms that are reasonably priced for most businesses: o Since Facebook is the most commonly utilized social media platform with a sizable readership, businesses use it often to increase their worldwide audience. Facebook features simple, built-in capabilities that may be used for event marketing, highly targeted advertising, and sending consumers to the product page. For the purpose of raising awareness, establishing connections, interacting with consumers, and developing relationships, social commerce enterprises must have an active Facebook presence. Facebook users come from all age groups, socioeconomic levels, and geographic locations, thus it may help businesses build a sizable following as their most valuable marketing asset. Similar to this, Facebook makes it easier to find and work with influential brand ambassadors throughout the world. Facebook is a good choice for social media competitions because of its minimal entry requirements, ease of use, and widespread availability [5].

Twitter is a rapidly expanding microblogging site. It's interesting how much easier it is to obtain followers than it is on Facebook. Without becoming friends with your followers, you may still communicate with them in real time. Since Twitter users can quickly follow businesses, brands, products, and services on social networks, Twitter is frequently utilized by businesses throughout the globe as a crucial marketing tool. Because of its features, such as real-time information sharing by users, active customer engagement with company products and brands, and open access to information, views, and suggestions from users, Twitter is frequently regarded as being superior to other Web 2.0 technologies in terms of enabling businesses to communicate and engage with customers and suppliers as well as supporting business operations. Twitter also permits targeted advertising based on user-related demographic and geographic data, such as language and country/region. Users may post pictures, videos, and Graphics Interchange Format on Pinterest.

It mostly includes of pins and boards with diverse topics including travel, quotes, home ideas, recipes, and fashion inspiration. Pinterest is especially well-liked by businesses that market goods with outstanding aesthetic appeal. Although it is regarded a useful source of referral traffic, in compared with Facebook and Twitter, it has limits in reference to conversion rates. Nevertheless, Pinterest has lately added a number of new features, including more areas for online purchasing, more browsable sections, personalized suggestions for style and home décor boards, and in-stock items from businesses across the world. Pinterest is a key source of referral traffic for social commerce enterprises because to several of these capabilities. Instagram is a social media platform for sharing photos and videos. That is

Facebook's property. Before sharing with pre-approved followers or the general public, users may modify material using filters and arrange it using tags and geographical data. Instagram users may follow other users by like their submitted images and videos [6].

An individual's post will show up in the feeds of their followers. According to some, Instagram's high engagement rates are caused by a variety of distinctive characteristics, such as the following: emphasis on using high-quality visual content; availability of customer service; ability for businesses to create a free Instagram business profile; ease of establishing relationships with customers by responding to comments or direct messages; availability of stories, going live, using informal language, humanizing the online store; facilitation of influence marketing; and seven. Utilizing content with a gate this proactive strategy involves engaging in social media on sites like Facebook, Twitter, and LinkedIn to actively generate leads or pique the interest of strangers in the firm and its goods. In the form of online papers, ebooks, videos, or product demonstrations, the target audience is provided with potentially useful information. They must first fill out a form and provide personal information, like their name, phone number, and email address, in order to access the documents. Some companies distribute ungated material as a tactic to increase brand recognition since some consumers are reluctant to give their personal information. Yet, using gated content is a successful technique to gather detailed data on the target market that can be utilized to develop customer profiles based on their geographic and demographic traits.

In conclusion, businesses involved in cross-border social commerce must provide increased levels of visibility and client interaction. They should also leverage gated content, rely on trustworthy brand influencers and brand ambassadors from many nations and regions, plan social media competitions, and make sure their landing pages are attractively built. The discussion in this chapter suggests that social networks have been the driving force behind social commerce's success in both local and international settings. Social networks have greatly helped social commerce companies communicate with more current and future consumers, which has boosted customer retention, brand perception, sales, and profitability. Likewise, several businesses have benefited immensely from the strategic use of social networks for their worldwide branding. As said in this chapter, every organization, including SMEs and BGFs, needs a well-planned social media strategy in order to create a successful social commerce platform and launch their company in a highly efficient and lucrative way [7], [8].

These organizations would be able to effectively connect with their consumers and stakeholders, near and far, in mutually beneficial interactions with the use of Web.2 technologies and cooperative social networks. Value exchanges facilitated by social media platforms would help develop a digital consumer and entrepreneurial culture that is really viable. Like in the instance of Accessory Concierge, social commerce may also assist SMEs and BGFs in broadening their business opportunities into e-commerce and physical retail locations. Yet, social networking sites need to concentrate more on protecting users' privacy in order to ensure the sustainability of social commerce. In the past, social networking sites have come under fire for allegedly violating users' privacy. Cross-border social commerce presents a variety of difficulties when taken as a whole because of regional, cultural, and customer distinctions [9]. Yet with a stronger focus on knowledge and information as a

strategic resource and a set of smart social commerce tactics, those difficulties may be turned into chances. The competitive advantage of businesses involved in social commerce will specifically depend on a better understanding of the three broad aspects, namely:

- 1) The efficient use of Web 2.0 technology, social media platforms, and social networks in the promotion, buying, and selling of goods and services in the international market;
- 2) Mutually beneficial relationships with customers, influencers, and suppliers from various cultures; and
- 3) Understanding of the regulations and payment sys.

### **Social media advantages for businesses**

You may interact with your consumers on social media and see what others are saying about your company. Social media may also be used for mobile apps, freebies, and advertising [10].

Your company can benefit from social media if:

1. Entice clients, solicit their input, and foster their loyalty
2. Expand your business reach to include global markets
3. Minimize marketing expenses by doing market research
4. Establishing customer networks and advertising to boost sales

Create your brand, share ideas to enhance your company's operations, hire qualified workers, for instance via job networking sites like LinkedIn, raise website traffic and search engine rankings, and keep a watch on your rivals [11], [12].

### **What advantages does social media offer your company?**

There are many benefits to using social media for company. Here are eight advantages social media has for businesses:

1. **Brand awareness:** Considering the daily use of social media by billions of people around the globe, it makes sense to locate your company there. For instance, according to Facebook, 60% of Instagram users use the site to discover new goods. Social media is a crucial instrument for creating a brand and increasing company recognition.
2. **Brand personality:** It's more important than ever for companies to speak with a unique style and connect with clients on a personal level. Social media offers a simple way to build a visible brand, giving you the chance to establish a personality and a voice to communicate your brand's values and interact with fans.
3. **Thought leadership:** Social media enables businesses to differentiate themselves from their rivals and position themselves as experts in their industries through interesting and timely content. You can accomplish this by posting original content on Instagram, creating insightful blog entries for LinkedIn, or tweeting with a unique viewpoint.
4. **Increased website traffic:** If your fans find you're social media material engaging, they will become curious about you and visit your company website to find out more. This translates to increased website traffic and possible growth in your revenue.

5. **Management of reputation:** Maintaining a positive reputation is crucial, and social media provides the ideal platform for doing so. To guarantee that the appropriate people see a query or gripe, you can even design a special name that your fans can use. Use social media to draw attention to remarks or evaluations that are favorable.
6. **Metrics and insights:** The majority of social media sites offer metrics tools that let you keep tabs on subscriber numbers, interaction levels, and click-through rates. By using these statistics, you can adjust your marketing strategy based on the types of material that your fans react to the most favorably.
7. **Targeted advertising:** Social media sites make it simple to produce ads, and the advantage is that you can tailor them to your community. According to research, users react better to advertisements that are personalized for them, which frequently boosts interaction.

Competitor research In addition to interacting with consumers, social media enables you to keep an eye on your rivals. Follow your rivals and take notice of what works and doesn't for them. Consider including those findings in your social media marketing plan.

### **Dimensions of Social Marketing**

Social marketing is becoming a significant subject in the industrial economy of contemporary business. This is because the bulk of organizations have not given public or societal concerns the weight they deserve. It has been discovered that industries that produce products or provide services, make money or are nonprofits, undermine societal values. The lack of consideration for societal interests by the boardrooms and decision-makers when developing policies and strategies paves the way for the development of new aspects in the field of marketing.

It is determined that a shift in attitude is required to enhance an organization's inputs to the process of societal reform. The marketing experts must ensure that, when making decisions, they do not in any way contribute to the encroachment of societal interests and instead safeguard and advance those interests. The product/service combination that an expert develops is a crucial component. It is only normal that profit-making organizations give the process of profit creation the weight it deserves, but it must also be ensured that organizational interests do not get in the way of advancing societal interests. How well a marketer balances the three factors, such as wealth creation, client happiness, and societal attitude, will determine how effective they are. The two key areas where we have enough room to serve and subserve societal objectives are products and advertising activities.

The industries of the car, leather, cement, glass, plastic, steel, and many others fail to give society and the environment the precedence they deserve. The fact that environmental, air, water, sound, and cultural pollution instances are on the rise is unmistakable evidence that, at least up to this point, policymakers have shown little interest in addressing societal issues. We cannot deny that organizations have been considering the issue in recent years, and it is because of this that social marketing has become more and more popular. But it's still in its very early stages when we discover it. If we speak about societal concerns, the two globally recognized companies, McDonald's and Coca-Cola, are not as honest as we would like. McDonald's hamburgers are delicious, of course, but the fried chicken and other

foods contain unhealthy amounts of fat, according to research. Coca-Cola has also come under fire for using an excessive amount of chemicals in their soft beverages, especially in emerging nations like our own.

Even the sectors that generate services are involved in the process, in addition to those that produce products. When it comes to providing customers with high-quality services, educational institutions, hospitals, health care facilities, political groups, government assistance agencies, and religious organizations frequently fall short. Additionally, it has been discovered that organizations like banks, insurance firms, transportation agencies, communication agencies, etc. are postponing the conceptualization of social marketing. Environmentally favorable products must be used for packing. The vast bulk of the time, packing causes pollution issues. Both the organizations and the citizens' and governmental agencies' management of the recycling process is lacking. Numerous issues are being raised by the use of plastic containers. It is past time for policymakers to give packing materials top precedence while also making plans for recycling or refuse management. As a result, we consider wrapping to be a crucial aspect of social marketing.

It has been determined that the advertising choices are invading our society. The statements, banners, and ads must honor societal trends in accordance with the social marketing principles as they have been established. Celebrities should keep in mind societal norms when advertising products, commodities, or services. It is the duty of the lawmakers to use the marketing instruments in a way that makes it challenging for advertising firms to support cultural contamination. We believe that the most effective tool for assisting marketing and advertising experts in their work is self-regulation. Products like cigarettes, booze, plastic, etc., require slightly different marketing strategies. The social marketing principles strongly support a strict control of advertising that is either implemented by a company or the government. Only a written notice is insufficient to accomplish our goals. Promoting the proper cause in the proper manner would be effective in controlling the process of societal decline. It is crucial to note that the printing and publication sectors require self-regulation in order to stop the invading process. Thus, it is discovered that promotion is a crucial aspect of social marketing. The businesses that produce products and provide services must also consider the benefits of social promotion.

It is not enough for them to merely run ads for their goods. Additionally, it is crucial that they promote phrases with a societal purpose, such as the population growth issue, substance abuse, and alcohol usage, so that the general public is made aware of their negative impacts. The companies must exercise social duty in accordance with the social marketing guidelines. Social media ads need to be much more imaginative. As a result, we consider social advertising to be a crucial aspect of social marketing.

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