

E-commerce Platform of Online Shopping Consumers

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ABSTRACT

E-commerce platforms have mushroomed in recent years, with the high-end international markets served by Amazon and eBay, the high-end Chinese markets served by Tmall and JD.com, and the low-end markets served by Pinduoduo and Taobao. It is not that difficult for multiple businesses to split the online retail market. However, finding appropriate e-commerce platforms might be challenging for consumers with specialised purchasing demands due to the extreme uniformity of online shopping platforms. At the same time, the user stickiness for various products varies across various e-commerce platforms. Investigating the buying patterns and motivations of consumers for various platforms. Sales are impacted differently by reviews and comments for various online review platforms. The overall number of reviews and the amount of favourable comments have a considerable beneficial impact on sales under the categorised assessment method. Sales are significantly harmed by unfavourable reviews or comments [1]. In order to determine whether the four platforms are effective at marketing to various consumer groups and to determine the factors that influence which consumer groups are drawn to these four platforms, the author of this experiment wants to gather consumer input. The poll found that consumers frequently make clear preferences while selecting various products. For example, they tend to choose JD.com when buying electronic products, while they tend to choose Taobao and Pinduoduo when buying low-priced daily necessities. At the same time, the author will also classify the consumers participating in the survey according to age and gender in order to analyze the impact of these factors on the choice of purchasing platform.

Keywords: E-commerce, marketing strategy, consumer segmentation, collection of comments from consumers, business analysis.

INTRODUCTION

In recent 20 years, the way people live has changed radically. According to A New Marketing Paradigm for Electronic Commerce, Hoffman, Novak and Chatterjee suggested that a fundamental lack of faith between most online stores and consumers has prevented people from shopping online or even providing information to web providers in exchange for access to information [2]. The price of online shopping is more transparent, and the usage is easier. With the update of smart phones, people can completely buy any products they want at home. However, as in other industries, user stickiness remains one of the most important factors for e-commerce companies. The tweaks and changes that shopping platforms make to user usability and stickiness are long-term process. Moreover, they still have a lot of space for improvement. A company never wants to see that it limit itself to some consumers or certain products. Therefore, all e-commerce platforms are working hard to find and broaden their user groups and find appropriate marketing methods. Consumption is a two-way behavior.

On the one hand, e-commerce platforms will select some consumers and market the products they want to sell to them. On the other hand, consumers have their own preferences for different platforms. Many aspects of human life and activities have undergone rapid and radical changes in the past months, and these changes have been accelerated due to the Covid-19 pandemic. These changes may continue to exist and undergo further changes in future. These changes have been led by increased digitalisation and immediate implementation of previously predicted trends over many years. These possible technological advances have been discussed for many years in information management literature. The “new normal” so established has affected the areas of our work, education, healthcare, entertainment and leisure and online commerce. This paper attempts to review the last said aspect, specifically, identify the trends in e-commerce in 2020 (Barnes, 2020). Furthermore, the review will synthesise any learnings for e-commerce system development from a quality perspective. The term 'online commerce' or 'e-commerce' has been defined in many ways, all giving more or less the same sense. Wilkins, Swatman, and Castleman (2000) cited many definitions from different

sources (as cited by the authors) as follows and then discussed the merits and demerits of each definition below it. 'For those companies that fully exploit its potential, electronic commerce offers the possibility of breakpoint changes - changes that so radically alter customer expectations that they redefine the market or create entirely new markets.' (EU) 'In the broadest sense, "electronic commerce" can be used to refer to any information exchange which occurs over the superhighway (i.e. by wire or over-the-air transmission or a combination of the two) and encompasses not only commercial transactions, but also all forms of social intercourse that may take place via the medium of the superhighway; that is, "commerce" in its broadest sense.

In a strictly commercial setting, it would encompass all the steps involved in negotiating, confirming and performing commercial transactions electronically and include both the contractual relationships formed in those transactions and the regulatory or administrative steps necessary to the conduct of those transactions.' (Australian government) 'Electronic commerce is usefully defined as the conduct of commerce in goods and services, with the assistance of telecommunications and telecommunications based tool. I use two basic models of the electronic commerce process, which I call 'deliberative purchasing' and 'spontaneous purchasing'. (Thompson EC Resources) 'Electronic commerce – or e-commerce – is the automation of commercial transactions using a computer and communications technologies.' E-commerce is concerned explicitly with commerce occurring over networks which use non-proprietary protocols that are established through an open standard-setting the Internet'.

'Electronic Commerce involves the undertaking of regular commercial, government or personal activities using computers and telecommunications networks and includes a wide variety of activities involving the exchange of information, data, or value-based exchanges between two or more parties. Electronic commerce refers to how the internet and the world wide web and Internet converging technologies like Electronic Data Interchange (EDI) and national intranets like the French Minitel and Singapore One, are being used to process and transmit digitised data. This includes text, sound and visual images to complete business-to-business and business-to-consumer transactions'. However, the author does not propose their own definition. In an OECD workshop, Elmer (1999) presented definitions of various types of e-commerce through charts. Thus, there are three main parts of ecommerce. The customer can be individual consumers (B2C) or business organisations (B2B). Within B2B, it could be raw materials for some processes or final products and services.

Using an instrumental variable (IV) strategy to minimise potential endogeneity bias, in which the distance from Wuhan was the instrumental variable, Gao, Shi, Guo, and Liu (2020) noted increased online purchase behaviour as confirmed cases increased. Younger people living in large cities with lower perceived risk tended to show this behaviour to a greater extent. Thus, the current crisis has promoted online commerce very significantly. Some trends in China indicates its continuation even after the Covid-19 ceases to be a pandemic (Stewart, 2020). More advanced technological methods of delivery of products and services may be desired by customers using virtual or augmented reality (de Regt, Barnes, & Plangger, 2020). The points highlighted in these works are further elaborated below using more literature. 3.1 Customer side

The changes required in many aspects of life now and later are not devoid of challenges and problems. Issues related to blockchains, gig economy, internet governance, digital payments, privacy and security in online transactions were highlighted by Pandey and Pal (2020). While observing that restrictions need not be imposed for consumers and businesses to practise social-distancing to avoid the potential for infection and on their own, they can practise them, Ungerer, Portugal, Molinuevo, and Rovo (2020) highlighted the fact that only essential activities like grocery shopping and visits to health facilities are the remaining sources of possible new infections. The concept and application of e-commerce are relevant in this context. Some factors leading to online sales of specific product categories were researched in some countries due to their specific relevance to those countries. Thus, in Germany, online retail in other sectors had a significant turnover even before the COVID- 19 crisis, but online food retail had remained in a niche. Low.

These general observations of the effect of the changing economic and social situation on online business and purchase behaviour were applied to Islamic business by El Junusi (2020). The Islamic perspective can be termed as Sharia marketing. The definition of Shariah marketing by Alom and Haque (2011) is that "The process and strategy (Hikmah) of fulfilling need through Halal (Tayyibat) products and services with the mutual consent and welfare (Falah) of both parties, i.e. buyers and sellers to achieve material and spiritual wellbeing in the world here and the hereafter." (El Junusi cited both the reference and definition erroneously). Thus, essentially, it becomes strongly ethical marketing and may conflict with some of the traditional commercial concepts of marketing. In Islamic marketing, religious philosophy regulates the process. There is an insistence on a physical meeting between the seller and buyer, leading to concrete transactions.

Therefore, traditional e-commerce does not apply in the case of Islamic marketing. Although several Muslims buy online, they are not aware of the extent to which Islamic laws apply to these activities. Hence, to implement e-commerce in Islamic marketing, it is essential to know the halal, legal and branding issues. Offer halal products as a part of the total product range (including non Halal ones) is illegal as per Islamic laws. Hence, the online traders of

halal products need to be exclusive. This may present commercial difficulties for regular traders. Rules and regulations of Islamic marketing are based on morality and honesty, which is observed more in violation than compliance in the normal commercial world. However, some modern marketing aspects are also applicable to Islamic marketing. In summary, certain Islamic marketing concepts can be integrated into online marketing, although online marketing itself is not in accordance with Islamic laws. Due to lack of capabilities and resources, SMEs may be at a disadvantage when online sales become a forced need of circumstances like pandemics. SMEs in different sectors reported different experiences with ecommerce in Malaysia.

A rapid increase in the adoption of e-commerce has been noted. However, some SMEs earned lesser from online business. Especially, SMEs in Food & Beverages sector could not exploit the situation of higher profit margins from beverage and dessert sales. On the other hand, SMEs in other sectors fared well as they could obtain higher earnings due to the more extensive exposure they were able to establish in the online environment (Yi, 2020). It was pointed out by Seetharaman (2020) that agile firms adapted to the opportunities offered by Covid-19 to increasingly digitalise towards increasing information intensity of both products/services and process and value chain and essential nature of particular products or services. These developments led to the offer of products and services online to the customers.

In the absence of possibilities of direct access of customers due to lockdowns, the home business owners in Kuwait are using WhatsApp, Snapchat, email and websites to communicate with customers, suppliers and partners. For business-related payments, they are using bank apps like Edfali. Factors like passion for the business, independence, additional source of income, succeeding in a family business, hobby or not finding a right job in other companies motivate them to continue with the business even during the restrictions imposed by the pandemic (Saleh, 2020). Franchisees of retail and service sectors, consisting of food service, education, retail, and business-to-business sectors adopted ecommerce along with other business strategies to overcome the problems in continuing their business viably in the context of the Covid-19 pandemic, according to the results obtained by Bretas (2020) in Brazil. Increasing e-commerce, especially of grocery and food items, was also reported by Nagasudha, Shruthi, and Raj (2020). The article was based on a content analysis of a few research papers.

Although the title conveyed the idea that the paper will discuss how the pandemic influenced digital marketing in India, it contained nothing about India. Applying institutional theory to understand how business firms dealt with past pandemics and significant natural disasters, Mishra (2020) proposed that in the context of Covid19 pandemic also similar strategies can be adopted for business resilience and sustenance. This can be achieved primarily by service firms using social connections with customers to gain legitimacy rapidly towards the time when the pandemic ends. Social connections of involvement with local communities create lasting embeddedness, customer loyalty and reputation. These advantages can be leveraged for e-commerce during the pandemic. The term 'modern economy' is practically synonymous with 'digital economy'. With the rapid expansion and success of e-commerce, the changing economic realities in 2020 have already had an impact on how digital products can influence e-commerce as a manifestation of the modern economy.

The importance of timing and speed to achieve positive results in this respect was highlighted by Delaney (2020). Various business models of e-commerce, which are being practised across the world for consideration by small business, were discussed by Nuru (2020). These include drop shipping, wholesaling and warehousing, private labelling and manufacturing, white labelling and subscription. Based on these discussions and analyses, the author proposed a framework for e-commerce for the small business community. Attempts made, being made or to be made by retailers to survive and flourish in the current economically stressful time, were explored and discussed in a McKinsey report by Briedis, Kronschnabl, Rodriguez, and Ungerman (2020). Quick response to meet the new challenges is critical. Those retailers operating an omnichannel business need to enhance the distinct online customer experience. Customers have consolidated shopping into fewer frequencies. There is significant switching from the primary store to online also. Online buying and pickup in stores (BOPIS) and home deliveries have also grown considerably. A majority of consumers find the new ways of buying very convenient and hence would continue even after the pandemic is over. In these contexts, setting the North Star towards accelerating on digital, infusing innovation into omnichannel, drastically changing store operations, pacing up on the "SafeX," reconstructing the physical network and making the operations more agile, are essential strategies. Use of a variety of online store and sales platforms were reported by businesses in Poland as was reported by Niewiadomski (2020).

In this experiment, the author randomly selected different types of respondents. There should be no limitations in the analysis of consumers on e-commerce platforms. Online shopping is not only the choice of young people, but also middle-aged and old people with higher purchasing power. According to research provided by iMedia Data Center, 58 percent of Internet users shop online multiple times a month, and more than 40 percent of this group are middle-aged users. From 2013 to 2018, the amount of online shopping transactions in China increased from 2,679 hospitals to 5,737 billion yuan, with a compound growth rate of 84.6%. Moreover, in 2020, the number of online shopping users in China reached 782 million, accounting for 79.1% of the total Internet users [5]. Whether or not the percentage of middle-aged and older users continues to grow, with such a large population base, the survey must include as many different types of users as possible to ensure diversity and credibility of the survey. Through the research on the service industry,

McDougall found that customer value-perceiving (i.e., transferred value) can promote the formation of service industry loyalty. The standard legal framework for electronic commerce in the entire European Community is regulated by Directive 2000/31 / EC and is also followed in Bulgaria. The four elements of e-commerce are e-commerce sites, e-commerce entities and e-business and technology. E-commerce can occur as B2B, B2C C2C, C2B or B2G (B-Business, CCustomer, G-Government). Pandemic has led to an increase in sales of both B2B and B2C platforms. The increase in B2C sales is based on online sales of medical supplies, household fundamentals, and basic food products. The COVID-19 pandemic has deeply altered supply and demand and has changed the way transactions occur and services are provided. This new reality has made it clear that e-commerce can be an essential tool for consumers. E-commerce can support small businesses and, by making economies more competitive, be an economic driver for both domestic growth and international trade. Consumers are saying they will keep their new habits after the crisis. This presents new e-commerce opportunities for international trade. Creation of an ecommerce website implies compliance with legal obligations, in particular at the level of the order process, consumer information and customer data protection. Irrespective of countries, the scope of different e-commerce scenarios in 2020 was discussed by Bakalis, et al. (2020) Apart from the obvious factors promoting e-commerce, online ordering and delivery are the most drastic changes happening.

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