



E-Commerce study: Exploring modern online business dynamics

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ABSTRACT :

This study explores modern e-commerce dynamics, blending qualitative insights from diverse platforms with quantitative analysis. Qualitative findings reveal strategies for customer attraction, adaptation to market shifts, and innovation through interviews and case studies. Quantitative analysis uncovers correlations between market trends, consumer behavior, and business performance metrics. Together, these insights deepen our understanding of ecommerce, offering valuable guidance for entrepreneurs, marketers, and policymakers. The study underscores the pivotal role of agility, innovation, and customer-centric approaches in navigating the competitive online landscape.

Keywords: E-commerce dynamics, Qualitative insights, Market shifts, Innovation, Consumer behavior, Business performance

INTRODUCTION :

In the contemporary business landscape, E-commerce has revolutionized commerce, reshaping traditional models and consumer behavior. This report explores the intricacies of E-commerce, from its humble beginnings to its current status as a multi-trillion-dollar industry. It aims to unravel complexities, analyze impacts on traditional models, and anticipate future trends by examining technology, consumer behavior, and market dynamics. E-commerce offers businesses, from retail giants to startups, unprecedented access to global markets. Yet, challenges like competition, cybersecurity, and regulations persist. Integration of online and offline channels blurs boundaries, prompting businesses to adopt omni-channel strategies for seamless customer experiences. This requires aligning digital initiatives with strategic goals for sustainable growth and enhanced engagement.

REVIEW OF LITERATURE :

1. **Wu and Hisa (2008)**, found that the shift from I-commerce to M-commerce represents a radical innovation, resulting in significant changes to the business model. Conversely, the transition from M-commerce to U-commerce entails disruptive changes across both technological and business model dimensions. The study identifies a range of critical dynamic capabilities associated with each innovation. These findings offer valuable insights for practitioners and scholars seeking to deepen their comprehension of Ecommerce innovation. Additionally, they provide practical guidelines to aid practitioners in transitioning between different types of innovation.
2. **Rosário and Raimundo (2021)** conducted a Systematic Bibliometric Literature Review (LRSB) to examine research trends in the field of marketing strategy for ecommerce. Their analysis involved 66 articles sourced from the Scopus® database, offering comprehensive insights into contemporary knowledge within this domain. The review synthesized findings across various subthemes prevalent in current research, thereby providing a comprehensive overview of the subject matter.
3. **Chen, J., Tang, Y., & Yang, J. (2018)**. This paper aims Fierce competition in electronic commerce, especially Business-to-Customer (B2C) in mainland China, has fostered the need of research on business model. This paper is to rule out the research line on B2C business model. For static model, three phases, conceptualization, elementalization, and modeling of Business Models, are abstracted. The dynamic evolution of business model research and the introduction of system dynamics in the field of business model research are discussed in particular in the paper, including several mainstream models, such as EBMO, e3-value, and business model canvas, are selectively analyzed. On the basis of that, B2C e-commerce business shows its distinct characteristics. The paper concludes that next stage of the research will focus on quantitative analysis and dynamic model.
4. **Lim, S. F. W., Jin, X., & Srail, J. S. (2018)**. The purpose of this paper is to re-examine the extant research on last-mile logistics (LML) models and consider LML's diverse roots in city logistics, home delivery and business-to-consumer distribution, and more recent developments within the e-commerce digital supply chain context. The review offers a structured approach to what is currently a disparate and fractured field in logistics.

5. **Colla, E., & Lapoule, P. (2012).** The objective of this piece of qualitative research is to identify the key success factors (KSFs) of the grocery “click and drive” (or drive or drive-in) model developed by French grocery retail companies and to understand the basis of their competitive advantage
6. **Guthrie, C., Fosso-Wamba, S., & Arnaud, J. B. (2021).** The objective is to better understand how consumers use e-commerce to react to, cope with and adapt to periods of environmentally imposed constraints. Based on multiple sources including transaction and search data from a major French online retailer, we describe how consumer behavior evolves during such stressful life events as COVID-19. Our results support the usefulness of the multi-perspective react-cope-adapt framework of constrained consumer behavior in an online environment.
7. **Chen, Pan, and Ouyang (2014)** explore the concept of "routine as trajectory," which conceptualizes routines as interconnected actions enabling organizations to achieve their objectives. They delve into the interactions among trajectory components, including trajectory projection, trajectory scheme, and trajectory action. Through a case study on China's largest home appliance manufacturer in developing e-commerce capabilities, the study identifies three roles of routine reconfiguration and their underlying mechanisms. The paper discusses the theoretical significance, practical implications, and suggests future research directions stemming from the findings.
8. **Abed, S. S., Dwivedi, Y. K., & Williams, M. D. (2015).** Through the analysis of a number of previous studies this article aims to present an overview of extant literature on the adoption of e-commerce by Small- and Medium-sized Enterprises (SMEs) using social media. Firstly, to offer some background, the study provides an overview of ecommerce definitions and benefits, SMEs' characteristics, the opportunities and challenges of e-commerce adoption by SMEs, and social media and e-commerce adoption. Secondly, studies that identify factors that influence SMEs to use social media to adopt e-commerce are highlighted. Finally, current gaps in knowledge are identified and future research recommendations are made.
9. **Hua (2016)** endeavours to scrutinize existing literature on E-commerce performance with the objective of establishing a cohesive framework to enhance comprehension, pinpoint research voids, and propose potential avenues for future investigation.
10. **Behl, A., Dutta, P., Lessmann, S., Dwivedi, Y. K., & Kar, S. (2019)** The results indicate that access to relevant data forms the base of the framework and would act as the strongest enabler in the adoption process while the company rates technical skillset of employees as the most important enabler. It was also found that there is a positive correlation between the ranking of enablers emerging out of ISM and ANP. The framework helps in simplifying the strategies any e-commerce company would follow to adopt BDA in future.
11. **Urdea, A. M., & Constantin, C. P. (2021).** research presented in this paper is based on the literature review. Subsequently, a conceptual model was proposed as the intersection of the online customer experience dimensions with the concept of customer loyalty, which, in turn, includes consumer's attitudes and behaviors toward an online business. The purpose of this study is twofold: (1) to offer an outline of opportunities to use customer experience for increasing customer loyalty and (2) to provide managerial implications and guides future research opportunities to empirically measure the impact of online customer experience components on customer loyalty
12. **Kumar, KM. Krishna (2006)** studied consumer perceptions of promotional strategies adopted by FMCG retailers in Kerala. Some of the concerns discussed included consumer understanding of various sales promotion techniques, their attraction to consumers, and their success in raising brand awareness, encouraging brand trial purchases, repeat purchases, and brand loyalty. 300 customers from various regions of the state provided the data
13. **Priya, Raghubir (2005)** ran two lab tests to find out how consumers reacted to goods that were given away for free with the purchase of another good. According to the findings of the first study, consumers are prepared to pay less for a product that is supplied "for free" when it is presented as a joint package instead of a "Buy one, get one free" deal. The second study found that consumers are less eager to pay for a product when it is given away "for free," particularly when the original promotional offer does not include the cost of the gift.
14. **Vyas, H. Preeta (2005)** attempted to study consumer preferences with respect to sales promotion in the FMCG category. Sales promotion offerings that stand out and provide an immediate reward, preferably in the form of a price decrease, have been proven to be more likely to appeal to all consumer segments.
15. **Laroche, Michel et al. (2005)** Chinese fast-food businesses were used to study the impact of coupons on consumers' brand categorisation and decision-making processes. Based on the findings, there are both direct and indirect effects, implying that the presence of a coupon for a focal brand affects customers' views and intentions toward that brand.
16. **Alvarez, Begofia, Rodolfo, Va`zquez, Casielles (2005)** research on how brand choosing behaviour is affected by sales promotion. The data required for the study was gathered via a local consumer panel. According to the writers, marketing is a tool that can assist retailers and/or manufacturers in achieving their objectives Additionally, price-based promotions are most effective.
17. **Lewis, Michel (2004)** devised a method to assess the effects of both conventional shortterm promotions and dynamic loyalty programmes at

the same time. They contend that thoroughly studied loyalty initiatives successfully alter behaviour and boost retention rates. Shipping costs, general pricing ranges, and email coupons all have a big impact on what customers decide to buy.

18. **Anderson, T. Eric, and Simester, I. Duncan (2004)** based on three extensive field trials with consumer durables offered through a direct mail catalogue, explored how the depth of a current price promotion influences future purchases by new and returning customers. The results show that the impact differs for new and seasoned clients. Deeper price cuts in the current period enhanced first-time purchasers' future purchases (a positive long-term effect), but diminished established customers' future purchases (a negative long-run effect)
19. **In Dawes's study (2004)**, the investigation delves into the effects of an immensely successful price campaign within the consumer goods sector. The primary aim was to determine whether this notable price offer had any enduring effects on brand value, immediate impacts on the retailer's overall category volume, enduring effects on rival retailers, and sustained effects on the hosting retailer's category sales. The findings revealed that while an exceptionally effective promotion temporarily boosted the retailer's total category volume, it did not have any long-term repercussions, either positive or negative, on the brand.
20. In their research (**Oliver & Mikhael, 2003**), the focus was on assessing the influence of digital discounts on shoppers' perceptions and behaviors, including phenomena such as cart abandonment, by requiring them to input a promotional code. By comparing these outcomes to traditional couponing methods, the findings shed light on... [end of text provided]

Statement of Problem :

1. **Competition:** Nykaa and Myntra face intense competition in the e-commerce space, both from established players and emerging startups, challenging their market share and relevance.
2. **Customer Experience:** Ensuring seamless product delivery, returns, and customer service remains a challenge for Nykaa and Myntra, particularly compared to offline stores.
3. **Supply Chain Management:** Managing complex supply chains, including inventory and logistics, is crucial for meeting customer demand and ensuring timely delivery for Nykaa and Myntra.
4. **Brand Trust:** Building and maintaining trust regarding product authenticity and quality is essential for Nykaa and Myntra, especially in sectors like beauty and fashion where counterfeit products are prevalent.

Objectives for the study on E-commerce:

1. **Understand Consumer Behavior:** Analyze online shoppers' preferences and habits to tailor offerings and marketing strategies effectively.
2. **Assess Technological Impact:** Evaluate how advancements in technology like AI and data analytics enhance E-commerce operations and innovation.
3. **Identify Regulatory Challenges:** Explore the impact of regulations on E-commerce businesses, focusing on data privacy and consumer protection laws.
4. **Investigate Market Trends:** Examine emerging trends such as mobile shopping and sustainability initiatives to identify opportunities for innovation.

Research Methodology:

Research Design: This study adopts a descriptive research approach utilizing the survey method. It aims to gather factual information with appropriate interpretation, focusing on specific features or dimensions of identified problems. The study's objective is to collect descriptive data, which will be obtained through a questionnaire. Data analysis will employ statistical procedures aligned with the study's goals.

Collection of Data and Data Sources:

- **Primary Data:** Obtained through a questionnaire administered to convenience respondents.
- **Secondary Data:** Derived from diverse sources such as books, reputable journals, newspaper articles, government publications, websites, and Google.
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Study Population:

- **Target Population:** Users of E-commerce platforms engaged in purchasing products.
- **Scope:** Focuses on understanding the behaviors and preferences of this demographic within the e-commerce landscape

DATA ANALYSIS :

Table 1.1

ENGAGEMENT

Metric	Nykaa.com	Myntra.com
Monthly visits	12.00M	80.93M
Monthly unique visitors	6.223M	34.56M
Visits/unique visitors	1.93	2.34
Visits duration	00 : 02 : 05	00 : 04 : 30
Page per visit	5.68	5.85
Bounce rate	57.05%	52.85%
Page view	68.16M	473.7M

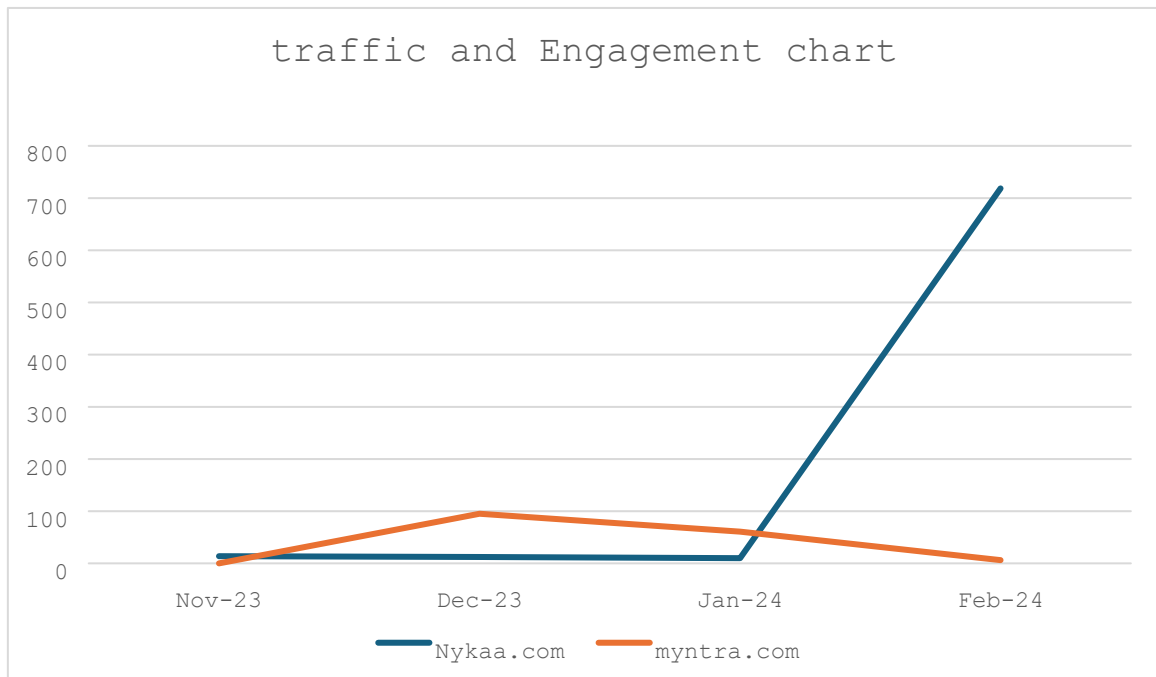


TABLE 1.2

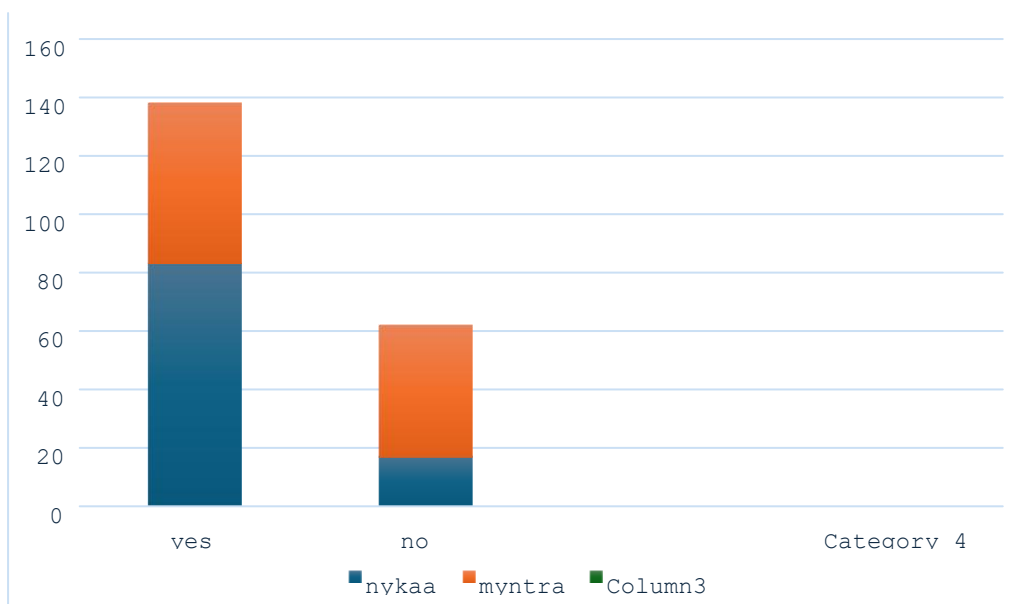
GENDER	FREQUENCY	PERCENTAGE
MALE	35	35
FEMALE	65	65
TOTAL	100	100



Interpretation: Table No 1.2 shows that female responses outnumbered male responses. Female responses being 65% and male responses being 35%.

Table 1.3
Online preference of beauty products

Beauty products	Nykaa	Myntra
Yes	83	55
No	17	45
Total	100	100



The interpretation of the provided information from Table 43 is as follows:

Out of 100 respondents, 83% prefer to purchase beauty products online from Nykaa, while 17% do not prefer to do so.

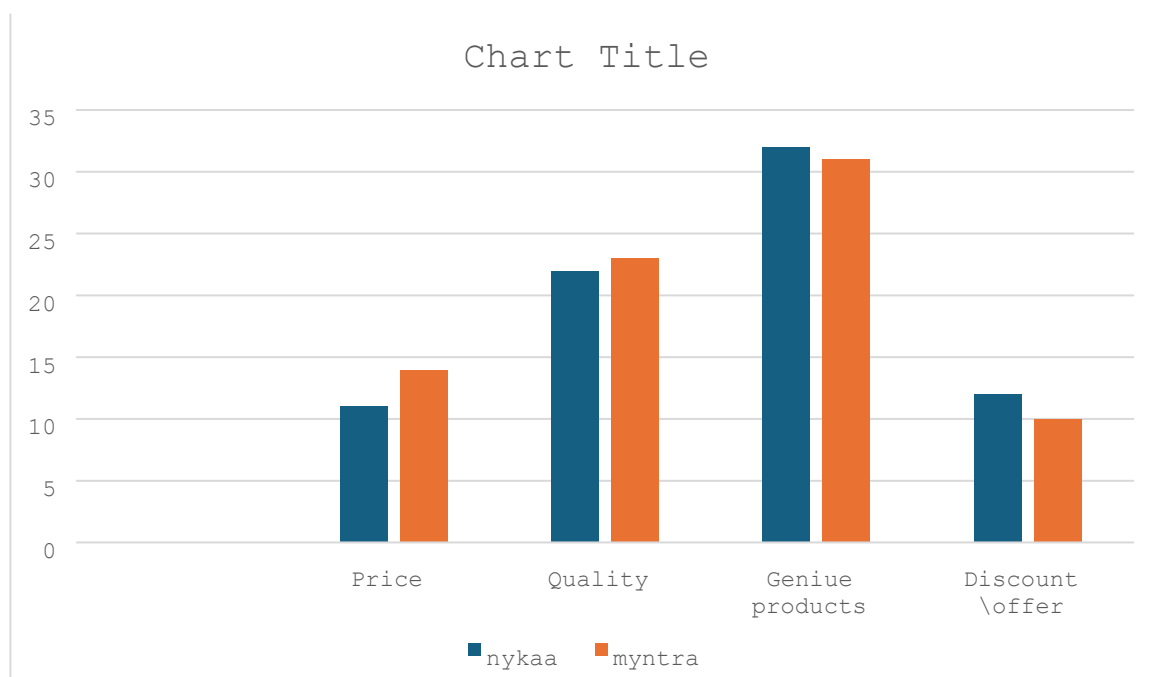
Additionally, out of 100 respondents, 55% prefer to purchase beauty products online from Myntra, while 45% do not prefer to do so. This indicates a higher preference for online purchase of beauty products from Nykaa compared to Myntra among the respondents surveyed.

Table 1.4

Respondents' opinion on Uniqueness of nykaa and myntra

Uniqueness	Nykaa	Myntra
Price	11	14
Quality	22	23
Geniue products	32	31
Discount \offer	12	10
Wide ranges of proctuds	23	22

Total	100	100
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interpretation Based on the provided information from the two tables:

For Nykaa:

32% of respondents prefer quality as the uniqueness of Nykaa.

24% of respondents prefer genuine products as the uniqueness of Nykaa.

21% of respondents prefer the wide range of products as the uniqueness of Nykaa. 12% of respondents prefer discounts as the uniqueness of Nykaa.

11% of respondents prefer price as the uniqueness of Nykaa. For Myntra:

23% of respondents prefer quality as the uniqueness of Myntra.

31% of respondents prefer genuine products as the uniqueness of Myntra.

23% of respondents prefer the wide range of products as the uniqueness of Myntra.

10% of respondents prefer discounts as the uniqueness of Myntra. 14% of respondents prefer price as the uniqueness of Myntra.

These interpretations highlight the various factors that respondents consider as unique or important when choosing Nykaa or Myntra for purchasing beauty products. Both Nykaa and Myntra have different strengths in the eyes of the respondents, such as quality, genuine products, product range, discounts, and pricing.

A comparative study between Nykaa and Myntra :

can be conducted based on various factors such as product offerings, customer service, user experience, pricing, brand reputation, and unique selling propositions. Here's a breakdown of how such a study might look:

Product Offerings:

- Nykaa: Beauty and cosmetic products like makeup, skincare, haircare, fragrances, and wellness items.
- Myntra: Fashion and lifestyle products including clothing, accessories, footwear, and home decor.

Customer Service:

- Nykaa: Responsive service aiding with product selection, order tracking, and returns.
- Myntra: Support for order queries, returns, and exchanges through chat and helpline.

User Experience:

- Nykaa: User-friendly interface with product reviews and recommendations.
- Myntra: Visually appealing platform with personalized suggestions and multiple payment options.

Pricing:

- Nykaa: Competitive prices with occasional discounts and promotions.
- Myntra: Various price ranges with frequent sales and discounts.

Brand Reputation:

- Nykaa: Trusted for beauty products, offering authentic items from renowned brands.
- Myntra: Leading fashion platform with partnerships with national and international brands.

Customer Reviews and Ratings :

- Nykaa: Received mixed reviews, with some dissatisfaction related to delivery and customer service.
- Myntra: Specific customer review information is unavailable

In conclusion :

the shift of industries like beauty and personal care to digital platforms like

Nykaa and Myntra signifies a significant change in consumer behavior. These platforms offer convenience, efficiency, and a wide range of choices, revolutionizing how consumers shop for such products.

The rise of e-commerce in beauty highlights the importance of understanding consumer behavior for marketers. By analyzing preferences and purchasing patterns, marketers can tailor strategies to meet evolving demands, bridging the gap between consumers and products and identifying trends. Nykaa's success stems from its direct-to-consumer model and strong digital marketing. By curating products and engaging with its audience digitally, Nykaa leads in beauty and fashion.

Embracing digital transformation is crucial for companies to thrive in this competitive market milieu.

Limitation :

1. - **Sample Bias:** Findings may lack generalizability due to non-representative selection of e-commerce businesses for analysis.
2. **Data Availability:** Privacy concerns or proprietary constraints may limit access to comprehensive data, impacting the depth of analysis.
3. **Time Constraints:** Rapid evolution of e-commerce may render study timeframe outdated, affecting relevance.
4. **Research Bias:** Researchers' perspectives may influence data interpretation despite efforts to mitigate bias.
5. **External Factors:** Economic, regulatory, and technological influences may not be fully considered, limiting broader contextual understanding.
6. **Scope Limitations:** Focus on specific aspects of e-commerce dynamics may overlook other relevant factors, setting boundaries for the study's findings.

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