



stores can only be accessed over the internet. This indicates that the expansion of the e-commerce market requires a higher level of access to the Internet in general. Most emerging market e-commerce markets are smaller than those in developed countries. This is largely due to the level of Internet penetration and technology acceptance in these economies. However, the e-commerce market is expected to grow faster in emerging markets than in developed countries. Most of these countries are characterized by relatively large population. This shows they have a large customer base. E-commerce is expected to grow in popularity in these countries as the Internet spreads. China is recognized as one of the countries with the highest growth potential for e-commerce. However, their internet regulation policies may act as a barrier to achieving that success. China's total population is well over 1 billion. This shows that brick and mortar stores in this country cannot meet the needs of all customers. As you know, the internet and e-commerce target all developed countries. However, even if the ideal business objective can be achieved, I believe it is achievable and can bring enormous benefits to developing countries. You spoke clearly about the Noting that e-commerce is a revolution and turning point in online business practices and can make a significant contribution to the economy, e-commerce organizations are now becoming a fundamental part of business strategy, A powerful catalyst for economic development. A large amount of research has been done on e-commerce, which is essentially about online shopping. Many groups of researchers have discovered and demonstrated the necessity and potential of online shopping. On the other hand, the limitations of electronic commerce were also pointed out, and at the same time, essential proposals and predictions were made to make online shopping more convenient for consumers. However, the contribution of traditional marketing is inevitable, but we believe it is less effective than online shopping. So, based on this, we've come up with a way to differentiate between online marketing and traditional marketing. Most people in Bangladesh, especially in rural areas, cannot use the internet to conduct online business. For this reason, they have to rely on traditional marketing. For example, Amazon.com uses this tactic to draw consumers away from traditional stores. These cheap online retailers offer a large consumer surplus.

III. UNDERLYING FACTOR IN E-COMMERCE

ASSOCHAM's survey (2015) found that the apparel segment had the highest growth rate, up about 69.5% compared to 2014, electronics up 62%, baby care products up 53%, beauty and personal 52% increase in care products. percent and home textiles at 49%. The rapid growth of digital commerce in India is mainly due to the increasing use of smartphones. According to the study, mobile phones and mobile phone accessories account for the largest share of the digital commerce market in India. Additionally, nearly 45% of online shoppers reportedly prefer cash on delivery payments over credit cards (16%) and debit cards (21%). Only 10% chose internet banking, and just under 7% chose debit cards, mobile wallets and similar payment methods. The 18–25-year-old group is the fastest growing age group on the internet, with both male and female segments contributing to user growth. According to the survey, 38% of patrons are from the 18-25 age group, 52% from the 26-35 age group, 8% from the 36-45 age group, and 2% from the 45-60 age group. Nearly 57% of online shoppers are men and 43% are women.

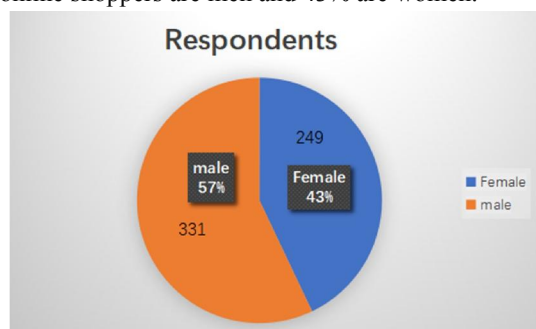


Figure 2: Respondents



IV. PAYMENT GATEWAY

Payment gateways are e-commerce transaction service providers that authorize e-businesses, online retailers, brick-and-mortar clicks, or traditional brick-and-mortar payments by credit card. Payment methods, consisting of credit cards, debit cards, online banking transfers, and electronic money transfers, are the lifeblood of any online business. The environment is changing from cash to digital money and future sustainable e-commerce requires payment gateways.



Figure 3: Payment Gateway

V. PROPOSED SYSTEM

The web App Engineer store will help Various people buy their favourite product for themselves or someone's special. This will help users save time and get the work done immediately whenever needed. Users get their products updated when orders are delivered.

The proposed software includes the following features:

- 1. Login/Signup
2. Order details
3. Add to Cart
4. Payment Gateway
5. Add Product
6. Check Customer Details
7. Feedback

VI. E-COMMERCE TRENDS

E-commerce is booming in the modern business world this is a paradigm shift that affects both marketers and customers in fact e-commerce is more than just another way to promote existing business practices this will completely change the traditional way of doing business this radical change in business model has resulted in phenomenal growth around the world and India is no exception in addition e-commerce presents a full range of opportunities to curb pollution and have a significant impact on the environment purchasing goods and services through e-commerce gives consumers the freedom to choose when and where they shop allowing them to research products sellers and other options available shopping has been revolutionized by the availability of online information most of what you can buy at grocery stores even perishable items like groceries can be purchased through e-commerce and consumers around the world are embracing these opportunities.

VII. DRAWBACKS

The analysis of specific gender and age groups is more subjective. The author did not do more detailed research on the specific products such as phone or beauty products In order to better understand what factors drive consumers to buy. The factors are internal or external? How internal and external factors interact with each other. On the other hand, all my data are obtained based on WeChat. Some middle-aged and elderly people may not use WeChat, which leads to a low proportion of elderly people in the survey. Another limitation is that there are only single choice questions for respondents to choose. It is possible that some respondents may have more than one positive response to their platform which may leading to a bias in the data. What is more, these evaluation options for the platform are selected by my



subjective consideration. Respondents may have different reasons to choose their favourite platform. The conclusions about consumer might be biased.

VIII. CONCLUSION

In general today's businesses must constantly strive to come up with the next best thing that consumers want their products and services to be continuously better faster and cheaper in this new world of technology. businesses must adapt to the needs and trends of new types of consumers this is because it proves essential to the success and survival of the business as e-commerce continues to advance and technology continues to advance. it is becoming more and more important to businesses and must be leveraged and implemented since the dawn of the internet and e-commerce businesses the possibilities for both you and the consumer are now endless increase opportunities for businesses to win and progress and increase consumer choice however like everything else e-commerce has its downsides such as consumer uncertainty but there is nothing that good decisions and business practices cannot solve or avoid there are several factors and variables to consider when deciding to start some of these are e-commerce types marketing strategies and the list goes on and on if the right methods and practices are followed businesses can thrive in the e-commerce environment and achieve great success and profitability.

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