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## Growth and Development of E-Commerce, M-Commerce and Social Commerce

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### Abstract

In today's Era E-Commerce M-Commerce and social commerce play a very important role in our daily life these has become the fastest growing sector within the economy. Rapid change in technology and internet, the way people buy and sell online has completely changed in few years. Internet play a very important role due to this people are able to buy and sell the goods and services making these activities fasters and convenient. Hence internet has become backbone. In this lesson we will study the evolution of e-commerce, m-commerce and social commerce which have developed.

**Keywords:** E-Commerce M-Commerce, Technology, Internet, Social Commerce.

### Introduction

#### E-Commerce

Now the question arises what is e-commerce?

The answer is e-commerce is also known as Electronic commerce which means buying and selling of goods and services through or with help of internet.

E-Commerce involved multimedia advertising product information customer support on worldwide web.

Many companies create a website to provide details about their product and service and provide information about their product on this website and users buyers and sellers can purchase goods piping through credit card debit card and net banking.

#### Growth of E-commerce

This bar graph shows that how much E-Commerce sale has taken place from 2019 to 2025.



#### Growth analysis of E-commerce (<https://www.smartinsights.com>)

This bar graph shows that from 2019 to 2025 how E-commerce sales is increasing worldwide. In 2019 total retail sale was 13.8% of \$3.351, 2020 sale increase to 17.8% \$4.213, 2021 sale increase to 19.6% of \$4.921, in year 2022 sale increase to 21.0% of \$5.545, in year 2023 sale increase to 22.3% of \$6.160, 2024 sale 23.4% of \$6.773 and last 2025 sale became 24.5% \$7.385.

- 1969 compulsory founded: ohio, with the launch of compu serve first E-Commerce company. Because of no internet the company provided computer sharing service to business by sending data through phone line known electronic data interchange or EDI.
- 1976 online transaction were introduced: Atalla technovation and Bunker Ramo corporation introduced product for securing online transaction.
- 1979 electronic shopping invented: 10 years after founding of compu serve, British inventor Michael Aldrich demonstrated how electronic shopping would work via telephone line.
- 1982 the launch of the first E-Commerce company: Boston computer exchange (BCE) mark the launch of the world's first E-Commerce company. BCE unable to people to buy and sell used computer.
- 1983 Electronic commerce act knowledge: the California State assembly held its first hearing on "Electronic commerce". MCI Mail, prodigy, compu serve wireless telephone. Year later California Electronic commerce act would pass imposing certain requirement on system design.

- 1990 worldwide web launched: the first web browser launch, which would be the catalyst for online shopping so internet user could quickly find what they were looking for.
- E-Commerce that integral part of a daily life of American. In the third quarter of 2023 15.6% of sale in US were to dollar 284.1 billion from inception with compu serve in 1969 to the innovation creation by Michael Aldrich and 1979 E-Commerce evaluation retail transforming it from local store to global market place.

### Features of E-Commerce

- Product and service can be purchased and sell over the internet anytime anywhere.
- E-Commerce stores are open for 24 hours in a day 7 days in a week and 365 days in a year.
- Goods and services can be reach to customer worldwide.
- It also provide multiple payment option like credit/ debit Card, UPI, net banking and cash on delivery.
- Large variety of goods are available at any time.

### Scope of E-Commerce

- **B2B (Business to Business)**

Business to Business E-Commerce describe a business whose client or customers are other businesses rather than the consumer . B2B to be trading partners conduct business and provide customer service over the web. Handling invoice billing and payment processing in same fashion be to be trading partner have a specific motivation for online billing because builders reserve payment faster with less processing. In a B2B transaction, the interface is between business two businesses institution perform their work on extranet.

- **B2C (Business to Consumer)**

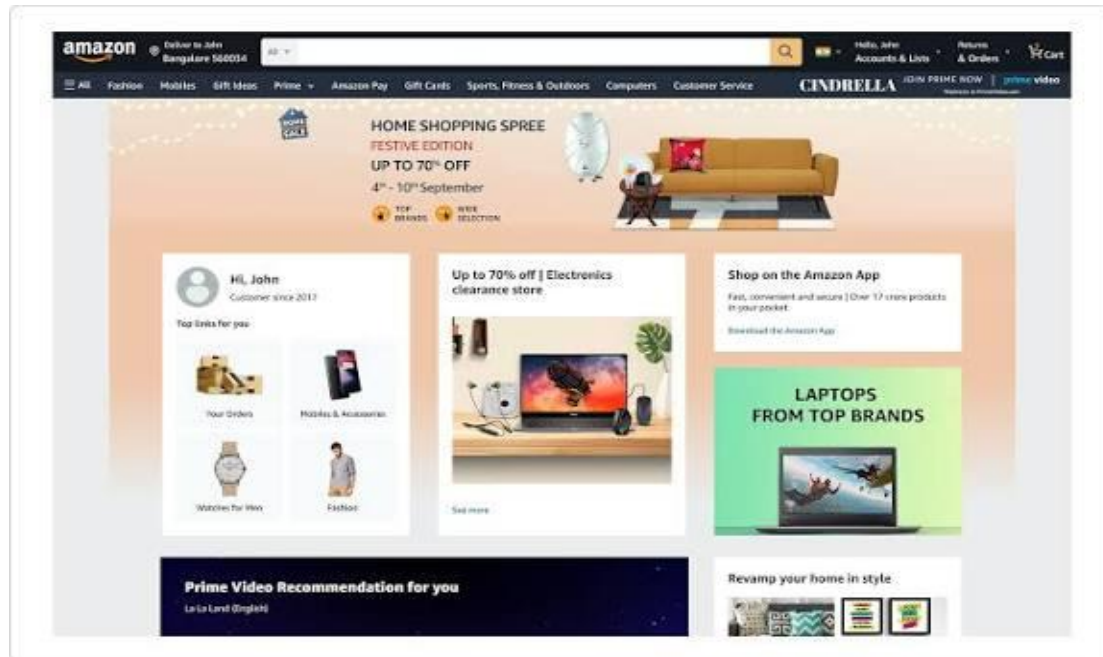
It is a short form of Business to Consumer, the exchange of services, information and or products from a business to a consumer. B2C is a form of electronic commerce in which products or services are sold from a firm to a consumer. Companies provide product and supply to customer directly. In this products are delivered to the customer directly from the firm.

- **B2G (Business to Government )**

Any electronic exchange between government and business. Suppliers of goods and services register online to have access to an enormous market of government buyers. Business-to-Government e-commerce or B2G is generally defined as commerce between companies and the public sector.

## Site study

- **Amazon.com**



<https://www.amazon.in>

Amazon is the leading B2C e-commerce destination on internet world wide. A company has developed a platform which allows it to move quickly into new commerce category, expanding it's sector internationally there by increasing target market. Amazon launched its website in July 1995 to sell books online and by 2020 it has grown to become a digital giant with over \$280 billion in annual sales. A large part of its growth came from expanding into a variety of businesses that some see as unrelated. February 2021, Amazon announced 2020 operating profits of \$22,899 million, up from \$2,233 million in 2015, on sales of \$386 billion, up from \$107 billion five years earlier.

- **American Online**

America Online is a global leader in interactive services, Web brands, Internet technologies, and e-commerce services. The company operates two global Internet service brands, America Online, with over 22 million subscribers and CompuServe, with over 25 million subscribers. In addition, the company operates several leading Web brands, such as ICQ, AOL Instant Messenger, Digital City, Netscape Netcenter, and AOL.COM. Also under the agreement, the companies will co-develop future technologies and business exchanges to better enable businesses of all sizes and across all industries to increase sales and reduce supply costs. AOL and PurchasePro. Com will blend a team of product engineers to lead the effort.

**Importance of E-commerce**

- This time doesn't matter in carrying out the trade it can be reach the world at any time.
- Unlike the motor Store, and online store work for 24 hours in a day, 7 days in a week, 365 day a year.
- More flexibility in a website to add and remove a product at any time.
- Compare to retail outlet setting of online website costs less
- Automation of business process lead to increase in efficiency.
- Orders can be placed within a second hence consumes less time.
- Why did choice and no wastage of time because customer has to not go anywhere they can switch on computer and Converse through thousands of store online.
- Can away service like financial service legal service and medical advice etc.
- Large variety of goods are available easily no need of spending time and money by physical visit.

**Limitation of E-commerce**

- One of the major problem is security of transaction. Spice or hackers can Steal and misuse credit card numbers if not careful.
- EDI standard have to be in place before starting a business. Small business may find it difficult to confirm to the standards.
- From the Indian context internet access is not available in some of the areas at present.
- Portals have to be protected from virus attacks and other electronic vandalism.
- Computer system will never be 100% safe hackers intercept money transaction and cause problems for both consumer and companies that operate on the internet.

**M-Commerce**

What is M. Commerce?

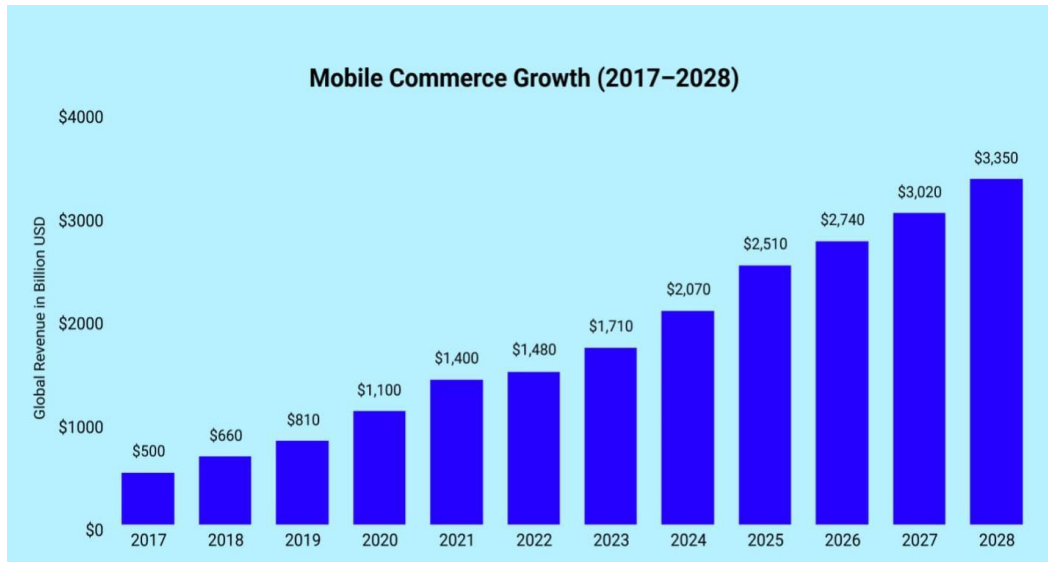
M. Commerce is also known as mobile commerce

Mobile commerce means doing daily transaction to get product and service using mobile. Mobile commerce is the buying and selling of good and services true wireless handheld device such as mobile phone, telephone etc.

Many companies created website to provide details about their products and services and provide information about their products on this website. Users can purchase goods by paying through credit card, debit card and net banking etc.

### Growth of M-Commerce

This bar graph shows that how much M commerce growth has taken place from 2017 to 2025 and how much it will grow by 2028 in future.



#### Growth analysis of M-Commerce (<https://www.oberlo.com>)

This bar graph shows the growth of Mobile commerce 2017-2028 in future in the year 2017 the growth was up to \$500 then it got increase in 2018 with \$660 later in 2019 the growth was of \$810 growth in 2020 it got increase to \$1,100, in 2021 it was \$1400 after 2021 in the year 2023 the amount increased to \$1,710, in 2024 it was \$2,070, and in 2025 it has become \$2,510, the growth in future by 2028 might increase to \$3,350.

Mobile Commerce was originally introduced in year 1997 by Kevin duffly. It was introduced on 10th November 1997 of global mobile commerce forum in which 100 organisations were include.

1997 the first browsing like mobile applications will introduced in Japan.

From the end of 20th century mobile commerce have involved from a simple and convenient way for users to make purchase using their mobile device. M commerce is emerging in industries where recent year as mobile devices have become more popular. The number of mobile phone users worldwide reach 3 billion in 2012 up from 200 million in 2000's. This growth has become easy for companies to reach customers with their phone. M commerce will evolve in new and exciting ways in the coming year. Hence it is important to keep an eye on new trends and statistics pertaining to mobile commerce. While there are many different channel for shopping online including desktop computers, laptop, tablets and even smart watches.

**Facts**

- Recent report from Google shows that nearly 60% of all online services are done via mobile, and this continues to grow early.
- 6.378 billion people in world own a smartphone.
- 96% of Americans have a cell phone.
- 80% of Americans shop on their mobile.
- There has been a whopping jump in the mobile wallet market from \$1.65 trillion to \$5.3 trillion between 2013 and 2020 and will grow at a faster rate in the future.
- New contenders will emerge between 2020 and 2025 in the m-commerce market other than existing leaders like PayPal, Google, Apple, and SAP.

**Features of M Commerce**

- Day-to-day transactions are done using smartphones, PDAs.
- With advanced 5G technology, downloading has become easier, and larger files can be downloaded within minutes.
- Location can be accessed easily through mobile phones; live locations can be used to track, which has become easier.
- Various digital content can be purchased through mobile phones like wallpaper, ringtones, video players, MP3 files available for sale.
- Booking tickets has become easier now; anyone can book a ticket for bus, air, or train by using a mobile phone.

**Mobile Commerce products and services**

- **Mobile ticketing:** tickets for air, train, bus, and movie can be easily booked and purchased using a mobile phone from the concerned authority. The purchase details can be sent to customers' mobile in document form using a mobile device, and the purchase ticket can be cancelled through mobile anytime.
- **Mobile voucher and coupons:** mobile phones are also used in distributing work in the form of coupons to customers, and these vouchers and coupons in the form of digital tokens are sent to customers' mobile phones. Customers having the digital token (real coupon and voucher) can avail the benefits.
- **Content purchase and delivery:** various digital content such as mobile ringtones, wallpaper, themes, games are available for sale through mobile phones. Not only these but MP3 players and video players are also available for sale on the mobile phone. With advanced 5G technology, now movies and documents can be downloaded easily within a few minutes.
- **Location-based service:** the location of a user can be tracked using mobile technology.

- Local map display
- Local weather updates
- Tracking the location of criminal

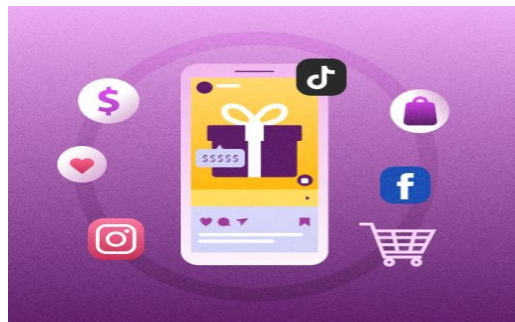
### Importance of M-Commerce

- Mobile apps can offer personalised experience based on user's reference and behaviour leading to customer satisfaction.
- Transactions are faster on mobile devices providing quick and efficient services to users
- With increase in number of smartphone users business can reach to the larger audience.
- With advanced 5G technology Large files and movies can download within a minute.
- Mobile technology can monitor the location of users. Knowledge of The user's location maybe used to deliver content on time such as product information. It is also useful in tracking the location of criminal, the location of mobile users is monitor and recorded as a part of investigation process.
- M-Commerce helps the users to buy and sell good and services anytime and anywhere.

### Limitations of M-Commerce

- User may face technical issues like app crashes slow loading time.
- Collecting and storing user data on mobile devices raises privacy concern.
- Mobile commerce rely on internet connectivity which can be limitation in areas with poor internet access.
- Mobile devices has smallest screen size which make it difficult to browser enter data using mobile keypad.
- Most of the mobile devices use low power processor with low processing speed.

### Social Commerce



(<https://sproutsocial.com>)

Social commerce is a subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services.

### **Features of Social Commerce**

- Social commerce integrates shopping functionalities directly within social media platform.
- Social commerce platforms often offer in-app purchasing options, allowing users to buy products without leaving the social media platform.
- Social commerce relies on algorithms and user interactions within social media feeds for product discovery.
- Social commerce emphasizes user engagement and interaction, leveraging features like user-generated content, influencer endorsements. And interactive features such as live streaming and polls.
- Social commerce may prioritize user-generated content and influencer endorsements.
- Social commerce focuses more on leveraging social media engagement and user-generated content to influence purchasing decisions.

### **Importance of Social Commerce**

- Social commerce reach wider audience because of constantly use of social media users are more aware but the products and service.
- It increase or improves the reviews and the recommendations from the users because while shopping online users cannot test the products and which builds trust.
- It provides low cost product which leads to high sale opportunity.

### **Limitations of Social Commerce**

- Online transaction brings Higher risk of fraud and privacy.
- Increase in competition also makes challenging for new business.
- Some of the social media platform has limitation for customisation making challenging for business with unique ideas.

### **Conclusion**

According to this E-commerce M-commerce and Social commerce worldwide has increased significantly. Now the role of internet has also become very important in this time. However data security and fraud are the major concern. Many people hesitate to send important or sensitive data. E-commerce has become the key component of many organisations in daily running business. M-commerce have become most rapidly development type of interactive media in wireless communication.

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