



## **A STUDY ON ECOMMERCE GROWTH AND IMPACT OF INDIAN ECONOMIC DEVELOPMENT**

<sup>1</sup>Dr. S. Maria Antonyraj, <sup>2</sup>Mr. Neeraj Saraf

<sup>1</sup>Supervisor & Associate professor of the Commerce and Finance, Nims Business Studies School, The NIMS University Jaipur, Rajasthan- 303121 India

<sup>2</sup>Research Scholar, Section of Commerce, Nims Business Studies School, NIMS University Jaipur, Rajasthan- 303121 (INDIA)

Email-id: [nsaraf5@gmail.com](mailto:nsaraf5@gmail.com)

**Abstract:** It underscores significance of ‘E-Business’ and its impact on the Indian economy. It also emphasizes the contribution of ‘E-Business’ to ‘Indian economic development’, along with the opportunities and challenges present in the country. ‘E-Business’ has revolutionized in the way in which it has facilitated individuals in minimizing physical labor and conserving time. Nowadays, ‘E-Business’ has integrated into the daily lives of people. Currently, ‘E-Business’ serves as a substantial platform for both social and economic advancement within the ‘India economy’. ‘India is recognized as the economy with the fastest growth in the world’. the ‘E-Business’ market in India is projected to reach the US\$ 112 billion by the year 2024, with expectations growing to US\$ 189 billion by the year 2025, and the US\$ 355 billion by the year 2030. This serves as an indication that India is the most rapidly changing market, exhibiting a yearly complex increment rate of 53%. It’s instigating a whole transformation in the conventional business practices. These notable shift in business models which is experiencing remarkable expansion globally, with India being no exception. ‘The extensive penetration of the online’ have contribute to the expansion of ‘E-Business’, particularly as start-ups increasingly adopt this model as a means of differentiation. Furthermore, ‘E-Business’ has considerable impacts on this environment. This type of Model is widely utilized for the current enterprise landscape; it has not been fully explored. The present research aims to outline the state of ‘E-Business’ and analyzes the trend. Additionally, the study researches the key factor essential for the accomplishment of ‘E- Business’ business models.

**Keywords** –E-Business, Development of the Economy, Investment made abroad, The Gross Domestic Product, India Digital.

### **1. Introduction**

India is now the main economy with the quickest rate of growth. Abstract of Business-to-Business globally and is projected to rank among the world's top three economic powers within next 10-16 years, supported through its strong democracy along with solid partnerships. E- Business’ has transformed the purchasing experience for Indian consumers. The term 'E- Business’ refers to conducting business online using computers, faxes, emails, and phones. Over the decade of past, the ways by which goods and services are being purchased and sold have been significantly changed through internet platforms [1]. The preface of interchange of electronic information has expanded into various sectors including manufacturing, retail trading, stock market operations, and travel reservations, contributing to a substantial economic boom. The term E-Business originated from the concept of email, which IBM first utilized in 1972. E-Business’ represents a significant advancement



in modern of business practices signifies a shift of paradigm that impacts in the both consumers and marketers [2]. 'E-Business' is not merely an additional method to enhance practice of existing business; it's Business' a completely transformation in traditionally business operations. In a notable business shift models are experiences the remarkable growth of worldwide, with an India being nothing exceptionally. Furthermore, 'E-Business' possesses the potential to reduction of pollution, thereby exerting a considerable influence in environment. Purchasing services and goods through E-Business' grants clients the flexibility for choosing where and when to shop, as well as the opportunities of research products, sellers, and the availability of other options [3]. The purchasing landscape have been revolutionizing by accessibility of internet information. Almost nothing available in the physical stores also purchased through E- Business', including perishable items like groceries. Consumers around the world have embraced these new possibilities. The impacts of E-Business' are already evident cross all business sectors, from design of new product to services of customer. This enables an innovative process of business-based information for engaging and interacting the clients, such as internet advertising. Areas that Typically Incur Significant Overhead Costs for Services and Products in Developed Country Such as the India [4]. E-Business Presents a Substantial Opportunities. In the India, It Remains Its Infancy; However, the most Pessimistic Projections Suggest a Boom. There Has Been an Increase in the number of Companies Embracing E-business In Recent Times. Sites of larger Indian Portal transitioned E-Business Instead of relying Solely on a revenue advertising. Websites Offers many varied selections of Products and services, including flowers, card of greetings, Ticket of Movie, Grocery, Devices of Electronics and computer, among others (Abhijit Mitra, 2013). E-Business has advanced where cow dungs patties are selling extremely well online in India [5]. The growth of the internet and mobile penetration has led to an increased acceptance of online payments. The first transaction involving computers occurred between the European Union and a USA In year 1973. By the year 2020, India has data of over 750 million online Users Nationwide. This Number is Expected to rise to over record of the data 1.5 billion Users By the year 2040, signifying a Potential of Market [6].

In India, delivery on cash is most payment preferred method. In a year 2017, the leading e-business companies of the countries included The Flipkart, The Amazon, The Myntra, The Paytm, and a Snap Deal. By the year 2018, The Amazon surpassed Flipkart, becoming the most significant e-business platform in the revenue of terms in an India [7]. According to Mobile and Internet Association of India, the Indian market of online retail is projected to grow at a rate of 52 percent, potentially reach USD 36.7 billion by 2020. There has been a significant increase in retail e-business sales from 2017 to the 2023, with E-Marketer predicting that sells of retail e-business will exceed \$7 trillion by 2023. This trend indicates how rapidly and unexpectedly sales patterns are changing globally, as all the larger economy are transitioning to a e-business sell [8].



Figure 1. The global supply chain integrating e-commerce players [33]

Figure 1 illustrates the structure of an e-business supply chain ecosystem, showing how goods move from suppliers to manufacturers, then to wholesalers, retail stores, and finally to customers through both traditional and digital channels. It highlights multiple business models operating simultaneously, including B2B pure players (marketplaces facilitating transactions between businesses), manufacturer-owned e-commerce websites, click-and-mortar models (physical stores integrated with online platforms), and direct manufacturer stores or franchises. The arrows indicate various distribution pathways, demonstrating that products can reach customers either through conventional retail networks or directly via online platforms, thereby reducing intermediaries and increasing efficiency. Overall, the figure explains how digital integration transforms traditional supply chains into multi-channel e-business systems connecting suppliers, businesses, and consumers seamlessly.

### 1.1 Categorization of the E-Business

#### A. Customer-to-Customer (C2C)

Customer-to-Customer (C2C) is a business model in which individual consumers directly interact with one another to buy, sell, or exchange products and services. This model is typically enabled through digital platforms or online marketplaces that provide the infrastructure for listing items, communicating, negotiating prices, and completing transactions securely [19]. C2C commerce eliminates the need for a traditional business intermediary, thereby reducing operational costs and expanding opportunities for individuals to monetize unused goods or personal skills. It promotes peer-to-peer engagement, encourages entrepreneurship at the individual level, and supports the growth of second-hand markets and shared economy systems. Trust mechanisms such as ratings, reviews, and payment gateways further enhance transparency and reliability in C2C transactions [20].

#### B. Business-to-Customer (B2C)

Business-to-Customer (B2C) refers to the commercial relationship in which businesses sell products or services directly to individual consumers. This model is widely used in e-commerce, retail, and service industries, where companies utilize websites, mobile applications, and digital marketing strategies to attract and retain customers [21]. B2C transactions are generally characterized by shorter sales cycles, standardized pricing, and high transaction volumes. Businesses in this model focus heavily on customer satisfaction, brand reputation, personalized marketing, and efficient delivery systems to gain competitive advantage. The growth of digital technology, online payment systems,

and logistics networks has significantly expanded the reach and scalability of B2C operations worldwide [22].



### **C. Business-to-Business (B2B)**

Business-to-Business (B2B) represents a model in which commercial transactions occur between two or more businesses rather than between a business and an individual consumer. In this structure, one company provides goods, services, raw materials, or technological solutions to another enterprise as part of a broader supply chain or operational requirement [23]. B2B transactions often involve bulk purchasing, customized solutions, negotiated contracts, and long-term strategic partnerships. Decision-making processes in B2B are typically more complex and involve multiple stakeholders. This model plays a crucial role in supporting industrial production, wholesale trade, manufacturing, and corporate services, forming the foundation of economic activity across various sectors [24].

### **D. Customer-to-Business (C2B)**

Customer-to-Business (C2B) is a reverse business model in which individual consumers offer products, services, or value to businesses in exchange for monetary compensation or other benefits. In this arrangement, customers act as service providers, freelancers, content creators, influencers, or contributors of ideas and innovations [25]. For example, individuals may sell photographs, provide consultancy services, participate in online surveys, or create promotional content for brands. This model empowers customers by giving them active roles in value creation and shifts the traditional power dynamic of commerce. With the rise of digital platforms, social media, and gig economy systems, C2B interactions have become increasingly common and significant in modern business environments [26].

## **1.2 Objectives of Study**

Indian country ranks among world's larger and fastest-growing of economy. This internet is the widely utilized by Indian citizens.

The primary fundamental goals of this study include

1. It examines current state of E-Business in India.
2. It examines effects of E-Business on the Economy of India.
3. It examines governmental endeavors aimed at enhancing E-Business.
4. It explores potential of E-Business in India.
5. It examines different difficulties encountered by E-Business Program.

## **2. Review of Literature**

Sarode Madhukar, (2015) determined that e-business represents the shopping of the future, and gaps between manufacturers, customers has diminished as a result of e-business. Is There significant potential for India e-business; however, due to the inadequate laws of cyber, individuals encountering difficulties in the country.

Saaxena, (2015) determined that e-business holds crucial position in the society of India. It significantly contributes to the enhancement and development of the financial system of India. Furthermore, they offer assistance to medium and small sized business, enabling them for growing



the business. However, e-business also encounters several difficulties, such as the absence of laws of cyber and insufficient education of computer, among others.”

Abheejit, (2013) expressed the view that e-business has initiated a new revolution, transforming the manner in which Indian entrepreneurs conduct their enterprises. With their advancement of 3G and 4G communication of wireless technologies, the geographical barriers to establish their business relationships have been diminished”.

McGregor & Elizabeth (2000) examined effects of e-business on customers, businesses, and the education. A conversation was provided regarding policies of public, initiative, inquiries of research, suggestions for research future.

Ramchandani.H, (2016) concluded that retail e-business sales in 2015 represented approximately 1 % of total retail sales in India. But this number is anticipated as an increase in the for seeable future. E-business has significantly influenced retailers’ operation, particularly in the small business. International merchants are posing fierce rivalry with domestic ones. Nevertheless, physical merchants maintain a robust presence in the market of Indian, as Indian customer is typically preferr as examine products before making any purchases”.

Panga & Raghunath, (2013) determined that at first, internet of new users would be hesitated to engage in the any form of internet business, primarily due to concerns of security. The paper also indicated that to enhance consumer acceptance of e-services, it is essential to identify, comprehend, and address the sources of consumer confusion, apprehension, and perceived risk. E-business offers significant opportunities across various sectors; however, it necessitates meticulous implementation to address issues of customer protection.

### **3. Research Methodology**

The Methods of research refers to the methodical and theoretical examination of these methods utilized within this specific study of field. In this type of research paper, a analysis of Secondary data is performed to achieve a comprehensive comprehension of the e-business landscape in India. This paper relies on the details obtained by way of various online sources, including journals, research papers, and reports pertaining to the Indian e-business industry.

#### **3.1 An Influence of E-Business on the Economy**

E-business enhances the economy by elevating productivity, fostering innovation, and facilitating improved shopping experiences. E-business has enabled individuals to engage in online shopping on a worldwide level. Moreover, e-commerce generates opportunities for environmental protection, benefiting both progressive sellers and environmentally aware customers.

1. Continuous growth fosters enhanced innovation - E-Business is expanding rapidly. The present state of e-business is fostering entrepreneurship and motivating businesses of various scales to engage in competition. This ongoing growth and activity result in enhanced for all experiences to online consumers. A rise in internet purchasing stimulates innovation and economic growth prompting to the identify the unique aspects of their products and develop an engaging experience that aids in customer retention. Ecommerce has gained traction due to the value, convenience and variety it provides to customers.



2. An Influence of E-business on B2B to B2C Sellers - The expansion of Business-to-Business ecommerce and its associated technologies has led to an increase in volume of order, enhanced efficiency in supply chains, and reduced costs related to distributors, manufacturers and wholesalers' management order. Furthermore, E-business has significantly influenced B2C sales. Notably, numerous startups, native-digital brands and established company has achieved remarkable success through to the direct customer model. Additionally, the rise of e-business has created more career advantages within the e-business sector, encompassing roles in web development, design, marketing, sales and IT.
3. E-Business Foster More Informed Customer- Shoppers could be exploring a vast array of products and compare easily companies features prices, brands. This convenience has resulted in customers becoming additionally adept, linked and involved. Additionally, a heightened emphasis on customer experience has prompted demands and regulations for improved online accessibility, fostering a community of shoppers who consistently return to their online stores.
4. E-commerce Provides Advantages for the Environment- In addition to enhancing a nation's economy, ecommerce also plays a significant role in minimizing its footprint of carbon. A globally study conducted by IM Generation indicates that ebusiness is the 17% carbon-efficiently more compared to retail traditional outlets. Efficiency of carbon encompasses various aspects of a business, including productive transportation, warehouses facilities, packaged and the manufacturing processes. As digital businesses depend less on the physical storefronts as they possess greater the flexibility in adopting strategies aimed at lowering their carbon emissions. With increasing awareness regarding environmental impacts, contemporary consumers are urging companies to adopt more sustainable and transparent practices, and they tend to favor brands of eco-friendly.
5. E-business benefits both an environment and economies- A swift transition by traditional retail towards sales of online exhibits No indications of a declaration. E-business enhances the economies by elevating production, fostering new, and facilitating improved purchasing an experience. Furthermore, e-business generates advantages for environmental protection, benefiting both progressive sellers and environmentally aware consumers. As e-business persists in its expansion, the associated economic and ecological advantages are certain to emerge.

### **3.2 Government Programs of Online Integration in the Economy of India**

Since 2014, the Indian Government has launched several endeavors, including Made in India, India Digital, Indias Start up, India skill programs, and Fund of Innovation, as well as e-administration. The prompt and beneficial execution of these programs is expected to significantly contribute to increment of e-business in the nation.

By enhancing the involvement of an international enterprises for e-business sector, the Government of India increased the direct investment of foreign in the e-business market place to a maximum of 100% (specifically in Business-to-Business models).

The one that substantial investment issued by the Indian Government in the deployment of fiber infrastructure for a 5G will contribute to expansion of online shopping in India.

The administration has allocated Rs. Eight Thousand crores for the Project of Bharat-Net, aimed at delivering services of broad band up to One Lakh Fifty Thousand panchayats of gram.

As part of the India Digital initiative, the administration has introduced various programs such as Udaan, Umang, and the Portal of Start-up India, among others.

Within the Framework of Online Saathi initiative, the authorities have impacted more like these 16 million multitudes of women in India and have reach up to the 166,000 of villages.

Udaan operates as an online platform tailored for business-to-business transactions for change that links small and medium-sized enterprises and online retailers with wholesalers. It also offers logistics, payment solutions, and technological support. The platform maintain partnership with dealers in more than a total of eighty urban centers across the 'India' and serves over Five Hundred Urban cities.

The Administration launched the Money for Bharat Interface; the straight forward platform designed for mobile use for online payments.

### 3.3 Advantages

- E-Business represents the retail future, and the divide between manufacturers and consumers has diminished as a result of e-business.
- It starts playing a significant part in enhancing and advancing the financial system of India.
- E-commerce has initiated the manner in which Indian entrepreneurs conduct their enterprises. Using the advancement of wireless communication technologies of 3G and 4G, the geographical barriers for establishing enterprises relationships have been diminished.
- E-Business offers outstanding prospects across various sectors; however, it necessitates meticulous implementation to address customer protection concerns.
- The benefit of primary e-business compared to conventional online shopping is that users explore internet stores, evaluate prices, and purchase products from the comfort of their homes. that users can explore online stores, evaluate costs and buy goods from the convenience of their homes.
- India on the internet seeks to produce 85 million indirect employment and 17 million direct jobs.
- Ensuring safety remains a significant difficulty for e-business today, despite the considerable advancements made in the security sector.
- The service Digi Locker has enabled all-encompassing access for people, facilitating the ability to obtain and distribute documents. At present, the following around 4 million users have signed up and 5.0 million uploaded documents to the locker digital facility.
- The hospital initiative is enhancing the speed of healthcare service delivery.

### 3.4 Obstacles

- There's significant potential for Indian E-Business; however, inadequate online laws, individuals encountering difficulties to the country, including a deficiency in computer education.
- Global online retailers are posing significant competition to local ones.
- New users of the internet may hesitate to engage in any form of online commerce, primarily due to concerns regarding security.
- To enhance consumer acceptance of e-services, it is essential to identify, comprehend, and address the sources of consumer confusion, apprehension, and perceived risk.
- Digital literacy in India remains low, even increasing with the penetration of mobile phones and the growing number of online users.
- A robust foundation of skills is essential to underpin the programs and services anticipated as



- For India's Digital future to succeed, it is essential for every segment for society of India to embrace electronic devices. The fact that adoption will not just generate need for Digital India but will additionally fulfill the goal of giving all citizens more power.
- Acceleration of information technology in isolated and rural areas. The pace at which information technology, particularly networks of fiber, is being developed must be enhanced to ensure the availability of digital services in remote locations.
- The primary obstacle impeding E Business advancement is that customers are solely dependent on their view and hearing to evaluate the item.
- The subsequent challenge that e-business encountered in recent years pertains to security. Conventional buyers and sellers remain apprehensive about engaging in online transactions.
- Despite the considerable buzz surrounding e-commerce, companies must still adhere towards their traditional business procedures: is the seller trustworthy? To Who I am engaging in business with? What's their trading history? I am complying with the legal requirements? I will receive the products advertised on the display, and should I will contact if an issue arises?

#### **4. Conclusion**

This paper concludes that the online retail sector has been significantly affecting little, Micro and medium sized business in India by offering access to funding, technology, and instruction, which in turn contains a positive ripple effect on other sectors moreover. The e-commerce industry in India has been seeing growth and is trajectory and is projected to outperform the United States, becoming the second biggest market for online shopping globally by 2034. As The emergence of this technological thing has also sparked increased curiosity about purchasing among younger populations, particularly millennials, specifically, transforming landscape of Business-to-Business E-Commerce influencing methods of online purchasing. Contemporary customers are progressively promoting environmentally friendly companies that enable want them to become more responsible merchants. Prominent businesses are reacting to this customer by demanding leveraging the impact on the adoption of more environmentally friendly corporate procedure and processes, thereby fostering greater confidence in their clients. Brands of E-business are actively implementing meaningful and effective changes to encourage sustainability, which will produce favorable long-term impact for the environment. In conclusion, in a market which is competitive sustainable initiatives can treat as a strategy for internet companies to attract merchants and distinguish themselves from their rivals. Internet retailers are creating new ideas for their operations by modifying their logistic networks or enhancing their wrapping to boost efficiency during minimizing the waste by reducing his environmental footprint. This will facilitate the transition of e-business towards a greener, faster, and more sustainable future.



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