



A Conceptual Study on Recent Trends in E-Commerce

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ABSTRACT:

E-commerce is also called as electronic commerce. It means buying and selling of goods or services using the internet. E-commerce is gaining massive attention of entrepreneurs due to its various advantages in terms of monetary and non-monetary gains. The web plays a vital role in e-commerce. The Web is also an interactive medium of human communication, often replacing, and traditional media. The nature of the Web, with the interlinking of multimedia, content/information available on globally distributed sites, enables creation of new types of media products. E-commerce has deeply affected everyday life and how trade and governments operate and administer. Due to e-commerce, the role of geographic distance in forming business relationships is reduced. Barriers to entry into many types of businesses are lower, as it is relatively inexpensive to start a retail Web site or a community of producers, wholesales, and retailers. E-commerce has changed the way of doing trade and commerce by creating virtual market place for both customers and businesses. It gives a potential to both buyers and sellers to buy and sell products and services. 24x7. The growth was driven by rapid technology change adoption led by the increasing use of devices such as mobile phones, tablets, access to the internet through broadband, 3G, 4G, 5G and credibility of E-commerce companies, etc., which led to an increased online consumer base and their community. E-commerce raises the need to understand customer's perception towards e-commerce. E-commerce also created a number of job opportunities, thereby contributing to a lower unemployment rate in the economy. This study aims at understanding various recent trends in e-commerce as it enables the growth and helps in identifying business opportunities. For this study, secondary data were used. Concepts of e-commerce like their models, roles, advantages, challenges, and recent trends are studied.

Keywords: e-commerce, online shopping, digital marketing, digital payments.

Introduction

The evolution of e-commerce has fundamentally transformed the global business landscape, reshaping how consumers and businesses interact in the digital age. As a dynamic and rapidly growing sector, e-commerce encompasses a broad range of activities, including online retail, digital payments, and even the emergence of entirely new business models. Over the past decade, technological advancements, changing consumer behaviors, and the proliferation of internet access have accelerated the growth of e-commerce, making it a critical area of study for understanding modern commerce.

Recent trends in e-commerce reflect the convergence of several forces, including the rise of mobile commerce (m-commerce), the increasing importance of social commerce, and the growing reliance on artificial intelligence

And data analytics to personalize the shopping experience. Additionally, the COVID-19 pandemic has acted as a catalyst, pushing more businesses and consumers online, thereby expanding the scope and scale of e-commerce operations globally.

This conceptual study aims to explore the recent trends in e-commerce, examining how these developments are shaping the future of online business. By analysing key trends such as the growth of Omni channel retailing, the adoption of sustainable practices, and the integration of cutting-edge technologies, this research will provide insights into the ongoing transformation of e-commerce. Understanding these trends is essential not only for academics and practitioners but also for policymakers who seek to foster innovation and competitiveness in the digital economy.

In the following sections, this study will delve into the specific trends driving e-commerce, assess their implications for businesses and consumers, and explore the challenges and opportunities that lie ahead in this dynamic field.

Literature review

1. **Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy- Abdul Gaffar Khan (2016):** This study was conducted to get a full acquaintance of the E-commerce in Bangladesh, to identify the benefits of E-commerce & to know the challenges in E-commerce.
2. **An Overview of Electronic Commerce (e-Commerce) - Vipin Jain, Bindoo Malviya, Satyendra Arya (2021):** This review article discussed the aspects of electronic commerce including its importance, facilitators, benefits, challenges and scope in the Indian market. And concluded that the industry of electronic commerce will be a one of the leading sector in the field of electronic business. The revolution in electronic commerce has huge positive impact on the transaction industry by fast offering new markets and crossing edges.
3. **E-Commerce: The Future of Business -K. V. Raaju (2015):** this study discussed the various examples or a detailed analysis about scope. EDI (Electronic Data Interchange), E-Business, CRM etc., are considered as concepts which evolve directly from E-commerce.

4. **E-Commerce: History and Impact on the Business and Consumers- Darwin L. Hermogenes (2019):** The main purpose of this paper is focused on the impact of E-commerce and how it was developed and evolved to change the way of doing transactions between consumers or customers and business firms. The advancements in Information Technology and the robust communication infrastructure worldwide, particularly the internet, have been instrumental in the promotion of E-commerce, and continuously establishing easier and efficient means of doing business, resulting to business profit and better customer satisfaction. Through E-commerce, new products have emerged and opportunities in business have expanded in such a way that business entities have already made consumers and customers much within the reach of the global market.
5. **E-Business and E-Commerce - Its Emerging Trends -Bhaskar P.K., Sinha N.K., Choudhary B.K. And Mishra S.K. (2012):** This article discussed how enterprises should gear up to adopt E-Business and E-commerce technologies solutions and what some of the current trends. This paper provided an overview of how businesses are using e-commerce analytics to deal with the problem of mounting data identifying the tools users want to employ to make information more accessible, consumable, and actionable.
6. **Analysis of E-Commerce and M-Commerce: Advantages, Limitations and Security issues -this Study was made to understand the overview of E-commerce and M-commerce, relationship between m-commerce and e-commerce, current advantages and disadvantages of Ecommerce and M-commerce, Analysis of Global e-commerce sales are growing, Analyze of Current Internet Retail Sales by Region: 2005-2015, Identify the M-Commerce Applications, Discuss M-Commerce Versus E-Commerce and Study of Security Issues in Online marketing.**
7. **E-Commerce: Problems and Prospects- Mahantesh Angadi (2017):** This paper reviewed the complexity of e-commerce emerging role and its many facets. This paper compared the traditional business and E-business. It identified benefits, recognize the limitations. Further, discussed its impact, the issues and constraints, challenges and opportunities in modern e-world.

Statement of the problem

As per the literature study, it is very evident that most of the authors have made an attempt to study various concepts with respect to benefits and challenges of e-commerce, overview of e-commerce, CRM, history and impact, technological solutions, and e-commerce problems and prospects are studies. But very rarely the research has been conducted on latest trends in e-commerce. This study has focused on finding out the latest changes, trends in selling goods on services on e-commerce platforms.

Objectives of the study

- To study latest changes in e-commerce
- To study the various marketing strategies adapted in e-commerce.

Research methodology

For studying the latest changes in e-commerce data has been sourced. To make the study more comprehensible various E-commerce websites from different sectors are studied. For effective results multiple articles and journals are referred.

Secondary Data sources:

For further analysis data was collected from:

- Newspapers
- Magazines
- Company websites
- Journals

Limitations of the study

- This study is based on secondary data.
- The study is restricted to the time period of past 3 months.
- Some of the findings cannot be generalized.

Findings

- **The Ecommerce After COVID-19:**

World is changing due to the adverse effect of covid. This becomes the opportunity for e-commerce models to attract a greater number of customer as they provide safety. Customers can avoid touching the products unnecessarily and this kind of buying behavior is booming

- **Contextual and Programmatic Advertising:**

These ads are shown to the target audience chosen on the basis of consumption and preferences. They are then retargeted after a period of time to generate higher span of attention.

- **Marketing Automation:**

Automated marketing helps in sending out tailored emails to customers, display new products as per visitor's shopping history and retarget them for necessary product sales.

- **Artificial Intelligence:**

Customer segmentation and identification of patterns based on customer's browsing history are massive challenges for ecommerce stores in terms of automation and store personalization.

- **Enhanced Shipping Options:**

Small improvements like free shipping, same day delivery, delivery within 2 hours has become mainstream in positioning. It is used as one of the important strategy to gain consumer confidence in buying the products and services.

- **Augmented Reality for Product Visualization:**

Augmented reality (AR) has become a game changer for retailers. With the help of this type of technology, shoppers can truly see the item they're shopping, which helps in buying decision. AR totally changes the shopping experience in certain industries, such as fashion and home decor because the customer can get a better feel and visualization before buying them.

- **Voice Search Will Take Lead:**

As usage of smart speakers increased, more consumer utilizes the voice search options while shopping online, place an order to get convenient search results. The rise of this type of search creates an opportunity for businesses in terms of keyword and content optimization.

- **Snap and Shop:**

Thanks to Google's Multitask Unified Model algorithm (MUM), customers can also search products just by uploading an image of their choice and search engine will present them with whole set of similar products and their websites for sale. It has created seamless shopping experience.

- **Chatbots as Personal Assistants:**

[Chatbots](#) interact with online clients much like an in-store sales assistant would do. It automatically answers most of the questions of consumers with a click of button and assist in solving the problems of shoppers.

- **Enhanced payment options:**

Social payments can satisfy the individual needs of customer when it comes to providing various methods of payments. It avoids the cancellation of purchase due to non-availability of multiple payment options thereby there are less chance to lose a sale. Storing their details on websites makes quicker checkouts and fast purchase.

- **Post Payments Will Boom:**

Customers often prefer this method over credit card payments, since BNPL agreements are typically interest-free and products can be consumed immediately.

- **Influencer Marketing Will Bring Sales:**

Another booming marketing strategy is influencer marketing, where their personal recommendations and reviews their audience is helping in conversion rates of visitors. Social commerce involves selling products directly through social media channels. Short videos, paid advertisements.

- **ROPO Will Rise:**

It means Research Online Purchase Offline. It is one of the significant habit of customers. Shoppers who are looking for great negotiations than provided will choose this kind of buying method. Additionally, consumers who want to examine the quality of products physically will go for this kind of purchase. Their greater search online helps the sellers to understand preferences and reasons for choosing offline purchase.

- **Subscription Based Models Will Rise:**

Subscription and loyalty points makes to customers to come back again and again to redeem the points earned, which creates customer retention to sellers.

- **Sustainability is becoming more important:**

Sustainability was never out of discussion as it is very crucial to think and contribute for sustainable development. Green shopping, green marketplace, green products, green delivery, sustainable packing are gaining massive attention due to their numerous benefits to both buyers and sellers.

Conclusion

Optimum utilization of digital tools, multiple channels of sales, understanding the growing competition can help in bringing flexibility to business which can create greater soothing shopping experiences. Change is an inevitable process; every business should change itself according to the changes in industry and consumer expectations. Implementing the latest trends makes the business to be modern and thereby helps in customer acquisitions. E-Commerce giants can give their consumer more offers and incentives on their marketplaces. Social media markets are also emerging and shift to such technologies makes the process must easier. The pressing need enables the organisations to adapt the latest technology as solution to their problems. To make e-commerce more viable companies should give much more importance to environmental protection measures and invest in sustainability which gains consumer reputation. Strategies related to sustainability makes the sellers to enjoy increased ROI in both short term and long term. The availability of interest speeds such as 4G/5G made the business to be more seamless. Evolution of smart cell phones made business to reach mass consumers.

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