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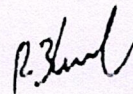
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A Study on Trends of E-Commerce

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Abstract: In this world of new technologies, businesses need to adapt various trends for various types of customers as this will be crucial for the success and sustainability of their business. The one of the examples of new technology is E-commerce. In which there are various trends are introduced for success of business as well as for customers while performing various operations E-commerce stands for "electronic commerce or internet commerce-commerce perform its functions online as well as electronically. E-commerce offers a wide variety Opportunities for wholesalers, retailers, manufacturers and individuals, customers'-commerce brought another revolution which has changed the way of business and changing the way of traditional commerce conducted. Now a day ecommerce Companies play the most important role in the world. The commercial e-commerce sector has made tremendous progress which increased in recent growth was driven rapidly by using adoption of technology due to increasing use of equipment Such as smart phones, tablets, internet access technologies With the reliability of broadband, 3G, 4G and e-commerce Companies, etc., which increased the number of online customers found. The main objective of this research paper is to understand the trends of E-commerce

Keywords - E-commerce, trends, technologies, operations, business, revolution

Introduction: E-Commerce is related to social media and other new online platforms as it uses the internet for marketing communication. E-commerce is the development and maintenance of a company's website and the ease of commerce on the website, such as the ability for customers to order products online, answer questions about products, and introduce new products and ideas to the company E-commerce pertains to trading in goods and services through the electronic medium, i.e., the I internet or phone. E-commerce is based on technologies like mobile commerce, electronic fund transfer,

B. Definition of E-Commerce

OECD (Organisation for Economic Co-Operation and Development) "An e-commerce transaction is the sale or purchase of goods or

C. Objectives Of The Study

1. To study the concept of E-commerce.

D. Methodology Of the Study In this study the secondary data is used. In this paper exploratory which means descriptive method is used. The

E. Significance Of The Study; The main significance of this study is to study the various trends of E-commerce which shows the detail

F. Limitation Of The Study Here, in this study only secondary data is used. Primary data is not

G. Trends Of E-Commerce: 2021 was a great year for the ecommerce industry. E-commerce worldwide revenue exceeds 3.53 trillion USD. It is projected to grow to 6.54 trillion by the end of 2023. These figures speak for themselves about the growth of global e-commerce. E-commerce industry emerge from various things from

supply chain management, internet marketing, online transaction processing, EDI, inventory Management systems and automated data collection systems. It refers to the process of trading goods and Services through electronic means like internet. With advances in technology. E-commerce is mainly used for purchase as well as sale of various products and services. There are availability of multiple players using various portals and websites for this purpose. The E-commerce trends is helpful for formulating strategies as well as for designing of E-commerce websites. services, conducted over computer networks by methods specially designed for the purpose of receiving or placing of order."

2. To study the definition of E-commerce.

3. To study the various trends of E-commerce data is collected from various magazines, journals, books, periodicals, newspapers, research papers, internet etc. information of E-commerce and useful for further research.

used in this study. Time constrain is one of the major limitations of this study.

various trends. There are various Ecommerce giants such as Amazon, Walmart, and Alibaba which have been at the forefront of adopting and benefiting such types of trends. Following are the various trends of E-commerce.

Social media connection: Social media has given a wide variety of preferences to the customers to choose the product online according to their interest. Social media is a medium which is used to give the detail

Chatbots: Chatbots are the small programs that help to automatically create interactions with customers based on predefined situations, triggers as well as a set of events. According to Gartner" By the year 2020 almost 85% of the business is done with the help of chatbots. There

Mobile Commerce: Mobile commerce, which is also called as m-commerce, includes any monetary transaction completed using a mobile device, such as a cell phone or tablet. It is an advanced technique of E-commerce. Mobile commerce plays an important role in day today world.

Contextual and programmatic advertising: New trends, labelled as programmatic ads, use datasets to determine the target audience. These ads are shown to a selected audience based on consumption. They are targeted again after some

Artificial Intelligence: Customer segmentation and the identification of patterns based on the customer's browsing history are major challenges for ecommerce stores in terms of automation and store personalization. Intelligent algorithms are now credited with tackling such challenges.

Voice searches: The E-commerce store should start optimizing content for voice search. According to Google's new guidelines, content for voice search should include more textual content. This will allow them to appear in rich snippets and knowledge graphs. Now a days most of the people adopt home speakers for online shopping, order food sand to live day

Ropo (Ropo Online Purchase Offline): OPO means Research Online Purchase Offline. It has been a noticeable customer shopping habit. Thrifty shoppers drive ROPO greatly. ROPO is the culmination of 15 years of online shopping.

Cognitive Supply Chain Management: Supply chain management plays an important role in E-commerce industry. As far as supply chain management is concerned, it's all about automation.Processintegration helps

Virtual payment optio: E-commerce plays an important role while introducing virtual payment options. The virtual payments options include digital payment methods as well as Crypto currencies. Ecommerce stores are now accepting

Brick and Mortar Model: In the year 2020 Brick and Mortar model come back with a bang. These new retail stores provide in-person digital

information of the product and services to the customers . It plays an important role to increase the sale of e-commerce companies as well as other companies also.

is a no need of human interaction. Customers expect to be able to find the information they are looking for at the click of a button and in the blink of an eye. Multiple social media channels are integrating chat functionality into their platforms - along with chatbot capabilities.

Online retailers around the world confirm that mobile transactions are growing every year. Especially during the holiday sales season. If you don't have a mobile responsive website - now is the time to respond!

time to generate high ROI. Audiences use traded target datasets as new programming ads, labels. Selected options are explored based on these ad subscriptions. They are re-targeted after some ROI to generate higher

Artificial intelligence (AI) and machine learning enable the customer to have an automated, personalized shopping experience. According to Business Insider, retailers that have implemented a personalization strategy have seen sales growth of 6% to 10%.

today life. The top brands such as Amazon, North Face etc have started designing E-commerce apps for voice assistance. It is very helpful to users to performed functions through their smart speakers. The one of the example of voice search which is more popular in now a days is is Alexa.

Consumers prefer to research online products before making any offline purchase. This enables them to get their hands on the products they want at the best possible price

entrepreneurs transmit crystal-clear unobtrusive shifts of information flow.

Details such as inventory availability, shipping as well as customer information. It should be management.

available at all stages of supply chain cryptocurrencies. Whereas Smartphone manufacturers are coming up with digital wallets. This makes payment processes simple for ecommerce.

experiences without storing any actual inventory. It gives the users a more welcoming experience.

Augmented Reality: Top companies are investing in AR, to create unique, useful customer experiences. Amazons AR mirror **Augmented Reality. Augmented reality are completely a game changer for E-commerce industry.**

Headless Commerce: Most of the E-commerce business **Headless commerce has adopted** because of its flexibility, plus the added SEO,

H Conclusion: E-commerce is constantly evolving and becoming more and more important for businesses for technology advancement. Now a days E-commerce plays a vital role in everyday life. The use of E-commerce services are not only privilege but rather a need for people. E-commerce creates new opportunities for every sector business, education and academics etc. E-commerce is

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virtually dresses users in the comfort of their homes, for instance, while E-commerce brands such as Gap, Adidas

content marketing and digital experience capabilities. Headless Commerce is a solution to the business that gives permission to the online store's to be completely decoupled from the **frontend presentation layer.**

changing the shape and the concepts of business. New technologies that could significantly bring paradigm shift .in the e-commerce. E-Commerce trends plays an important role which is helpful for customer to analyse new technology that gives the consumer access to business and companies all over the world.

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