

# An in-Depth Analysis of Emerging Trends in the Field of E-Commerce Changing the Landscape of Consumer Shopping Experience

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**Abstract:** *The objective of this study was to conduct a comprehensive review of the latest research on e-commerce and consolidate any findings for the improvement of e-commerce systems from a quality perspective. The audit revealed the following findings: The rapid growth of the internet business sector in 2020 is hard to ignore. As the situational necessities varied throughout countries, the demand for different commodities also varied. Several countries have been unable to successfully establish online businesses due to a lack of trust and confidence from customers in electronic transactions, as well as inadequate regulations to safeguard them. Several assumptions, such as Maslow's hierarchy of requirements and Ajzen's theory of planned behavior, can be applied to customer goals for online purchases, as evidenced by various outcomes. Various cutting-edge technologies have been employed by the supplier to enhance item displays, security information, e-ordering, and payment methods, with ongoing experimentation of new ways. Global consulting businesses such as McKinsey and EU organizations like WHO have disseminated studies and regulations in this fashion. One of my strong beliefs is that the epidemic will continue to establish a new normal in all areas of work and life even after the threat has subsided. From the perspective of internet business framework development, this research suggests that the system should possess the following characteristics: aligning the system with best practices for online transactions will enhance customer trust and confidence; employing appropriate digital technologies to streamline product presentation, security information, e-ordering, and payment processes; and ensuring sufficient availability of the offered products.*

**Keywords:** e-commerce, systems development, and quality trends, shopping experience