

A Study on the Systematic Review of Recent Trends in E -Commerce from a Quality Perspective

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Abstract: *The purpose of this paper was to conduct a systematic review of the newly emerging research on e-commerce and synthesise any learnings for e-commerce system development from a quality perspective. Using Google Scholar, a systematic review of 39 shortlisted papers was carried out. The review yielded the following findings: It is impossible to ignore the rapid expansion of the e-commerce sector in 2020. As situational requirements varied across nations, so did demand for various products. A few nations couldn't carry out internet business really because of absence of trust and certainty of clients on web-based exchanges and feeble regulations and guidelines to safeguard them. A few speculations like Maslow's various leveled needs and Ajzen's arranged contemplated activity and arranged conduct might apply to client goals for online buy as a couple of results demonstrate. On the supplier's side, a variety of digital technologies have been used to make product displays, safety information, e-ordering, and payment methods easier, and new methods are being tested. In this regard, reports and guidelines have been published by international consulting firms like McKinsey and EU organizations like WHO. One of my firm beliefs is that the pandemic will continue to establish a new normal in all aspects of work and life long after the threat has passed. From the perspective of the quality of e-commerce system development, this research has the implication that the system will need to have the following characteristics: aligning the system with best practices for online transactions will help you gain customers' trust and confidence; make use of the right digital technologies to make the display of products, safety information, e-ordering, and payment easier; and make sure the products offered are available in sufficient quantities.*

Keywords: E-commerce, systems, development, and quality trends are the key words.

I. INTRODUCTION

The Covid-19 pandemic has accelerated many of the rapid and profound changes that have occurred in human life and activities over the past few months. It's possible that these changes will continue and undergo additional changes in the future. Increased digitalization and the immediate implementation of predicted trends over many years have led to these changes. Information management literature has been discussing these potential technological advancements for many years. The established "new normal" has had an impact on our work, education, healthcare, leisure and entertainment, and online commerce. This paper endeavors to audit the last said viewpoint, explicitly, distinguish the patterns in online business in 2020 (Barnes, 2020). In addition, the review will combine any quality-related lessons learned for the development of e-commerce systems. The term 'online trade' or 'web based business' has been characterized in numerous ways, all giving pretty much a similar sense. According to the authors, Wilkins, Swatman, and Castleman (2000) cited a number of definitions from a variety of sources and then discussed the advantages and disadvantages of each definition below it.

"The possibility of breakpoint changes—changes that so radically alter customer expectations that they redefine the market or create entirely new markets—is offered by electronic commerce to those businesses that fully exploit its potential" EU) In its broadest sense, "electronic commerce" can refer to any information exchange that takes place over the superhighway (via wire, over-the-air transmission, or a combination of the two) and includes not only commercial transactions but also any social interactions that may take place over the superhighway; that is, the broadest definition of "commerce." It would include both the contractual relationships formed in those transactions and the regulatory or

administrative steps necessary to the conduct of those transactions, as well as all the steps involved in negotiating, confirming, and performing commercial transactions electronically in a strictly commercial setting. "Electronic commerce is usefully defined as the conduct of commerce in goods and services with the assistance of telecommunications and telecommunications based tool," according to the government of Australia. I use two fundamental models of the process of electronic commerce: "deliberative purchasing" and "spontaneous purchasing." Thompson EC Assets) 'Electronic business - or web based business - is the mechanization of business exchanges utilizing a PC and interchanges innovations.'

E-commerce is specifically concerned with transactions made over networks that employ non-proprietary protocols established by an open standard-setting network called the Internet. A wide range of activities that involve the exchange of information, data, or value-based exchanges between two or more parties are included in the term "electronic commerce," which refers to the practice of routine commercial, government, or personal activities that are carried out with the help of computers and telecommunications networks.

Electronic data interchange (EDI) and national intranets like Singapore One and the French Minitel are examples of Internet-converging technologies that are being utilized in electronic commerce to process and transmit digital data. This includes text, sound, and visual images to complete transactions between businesses and consumers.

E-commerce therefore has three main components. The client can be individual shoppers (B2C) or business associations (B2B). It could be raw materials for some processes or finished goods and services in B2B. Figure 2 provides a definition of e-commerce based on end-use. This definition explains how e-commerce is used by customers. The consumer decides to purchase the product after searching the internet. There are a variety of ways to pay and place orders online. Delivery is also done online if software is involved. For actual items, conveyance at objective location or through get stores occurs

Cycles can likewise characterize online business The cycles comprise of hierarchical connections between organizations, accomplices or inside the association. You can use either public or private networks. The person-to-person or computer-to-computer purchasing processes are two options. A portion of these parts of definitions will be examined in the survey that follows.

II. METHODOLOGY

A comprehensive literature search using the topic as the search term in the Google Scholar database produced 39 usable papers, including the ones mentioned above. As long as the text contained useful information about e-commerce, there was no selection made. There were full papers as well as abstracts. Abstracts were incorporated provided that they contained a few valuable focuses as an independent report without the requirement for the full text. We only took into account articles that were either translated into English or published in English. In addition to utilizing a wide range of papers to comprehend the fundamental ideas, an effort was made to include only the most recent studies examining e-commerce trends. This was done so that we could fully comprehend how the industry has evolved to accommodate shifting social and economic realities. The selected papers are discussed in the following sections.

III. RESULT

One of the most striking findings was that lockdown significantly and rapidly increased online sales (ACI, 2020). Online commerce has become the primary mode of transaction for many businesses. Additionally, there was a shift in the kinds of goods purchased. Masks and sanitizers, two types of protective gear, were in high demand, driving up prices and prompting numerous large and small businesses to manufacture and sell them online. Prices also fell quickly as soon as enough supplies became available. Online is the only option in situations of extreme social distance, when customers are always far from stores. Gao, Shi, Guo, and Liu (2020) observed increased online purchase behavior as confirmed cases increased using an instrumental variable (IV) strategy to minimize potential endogeneity bias. The distance from Wuhan was the instrumental variable. This tends to be more prevalent in younger people who live in big cities where there is less risk perceived. Consequently, the current crisis has significantly increased online commerce. Some patterns in China suggest that it will continue even after the Covid-19 pandemic ends (Stewart, 2020). Further developed innovative techniques for conveyance of items and administrations might be wanted by clients utilizing

virtual oaugmented reality (de Regt, Barnes, and Plangger, 2020). The focuses featured in these works are additionally expounded underneath utilizing more writing.

From the perspective of the customer The transformations that are required in many aspects of life now and in the future are not without difficulties. Pandey and Pal (2020) emphasized issues related to blockchains, the gig economy, internet governance, digital payments, privacy, and security in online transactions. Ungerer, Portugal, Molinuevo, and Rovo (2020) highlighted the fact that only essential activities like grocery shopping and visits to health facilities are the remaining sources of possible new infections. Despite the fact that Ungerer, Portugal, Molinuevo, and Rovo (2020) noted that restrictions on consumers and businesses practicing social-distancing do not need to be imposed in order for them to do so in order to avoid the possibility of infection and that they are free to do so on their own, E-commerce's concept and application are relevant in this setting. Due to their specific relevance to those nations, research was conducted on some factors that influence online sales of particular product categories. As a result, while online food retail had remained a niche in Germany prior to the COVID-19 crisis, online retail in other sectors had significant turnover. Low volume, availability and installment issues were the fundamental issues for its rustic spread. In any case, the impulse to remain at home and social removing added to the quick development of e-basic food item deal. Institutional setup shifts and a significant increase in demand were also to blame. However, the traders' preference for catching up with rising demand over attempting spatial expansion limited spatial diffusion. The new vulnerability brought about by lockdown didn't end up being a steady condition to depend on until the end of time. Additionally, digitalization was detrimental to expansion. The ongoing web-based pioneers just included staple into their rundown of business to satisfy developing need during the emergency. The restricted time accommodated social separating and remained at home (continuously eliminating impact) additionally made the development transitory and request based (Dannenber, Fuchs, Riedler, and Wiedemann

Dealer side -According to the merchants' perspective, many elements drove them to online business, regardless of whether they were at that point in and regardless of whether they preferred it. According to Indonesian traders, online selling allows for more flexibility in time, is simple to run and manage, is less expensive, has a wider customer base, and only requires a small investment. Online business is also thought to be a good way to build and keep customers' loyalty. During the current pandemic, the transition to online business was simple due to the availability of digital technology. During the pandemic, consumers may alter their purchasing habits. It might continue after the pandemic has ended. In order to survive the pandemic, the vast majority of consumers may reduce their spending in part as a result of job and compensation cuts by their employers. However, the high demand for particular categories, such as food and essentials for the grocery store, will direct more of the online sales to these offers. There will be fewer sales of automobiles or electronic goods. There is flightiness in regards to the degree to which business might get back to pre-pandemic levels and customer conduct when the pandemic danger dies down. The ongoing web based purchasing is regardless of age holes, as there is something in the web-based offer for all ages. People who had never done so before or who had never wanted to do so are switching to online shopping as a major effect of the pandemic. The adaptability of time, area and item decisions have drawn in individuals to online buy. However, there is still uncertainty regarding after-sales services, including solutions to service failure issues, the wait for delivery, and the received product quality in the absence of direct experience.

According to Niewiadomski (2020), businesses in Poland reported using a variety of online sales and store platforms. All of these have been grouped under customer service logistics and are the practices that managers of businesses mentioned in their responses:

- 1) Integrated online sales platforms with panels for orders, customers, products, marketing, content management (CMS), customer, and relationship management (CRM);
- 2) Online store platforms that are integrated with other internal systems, like the ERP system and Warehouse Management System (WMS).
- 3) An online sales platform that can be edited and customized by each user for ease of administration and operation.
- 4) A platform for online stores that integrates with systems used by suppliers, logistics services, partners from outside, advertisers, agents, customers, and other relevant parties.
- 5) A sales platform that is enabled by product architecture management (the "virtualization" of the offer).
- 6) They are contracting sales while ensuring that the necessary tools, including ICT, are available

- 7) Electronic client assistance; aspects of transaction marketing for which it is guaranteed that all necessary tools will be available.
- 8) Implementation tools facilitate customer communication with relationship marketing components.
- 9) Using social media for various sales and marketing purposes
- 10) Unique mailing the executives through email robotization.

Worldwide aspects -The requirement for all nations to execute the FAO suggestion to give a chance to limited scope food makers to sell their items online with regards to dubious Coronavirus pandemic was featured in a letter to the supervisor by de Paulo Farias .

IV. CONCLUSION

The year 2020 has seen exceptional changes to the economies of virtually every country on the planet. Online commerce has expanded rapidly as a result of these changes. This is because different nations impose restrictions on movement, trade, and social distance. The underlying interest for veils and other assurance gear was gradually traded by the interest for food and other fundamental vocation things. The demand for computers, mobile phones, and software applications increased as a result of working and 807 home education. However, these requirements varied from nation to nation. Due to weak laws and regulations protecting customers and a lack of trust in online transactions, some nations were unable to successfully implement e-commerce. According to a few findings, some theories, such as Maslow's hierarchy of needs and Ajzen's planned reasoned action and planned behavior, may be applicable to online purchase intentions. One of my firm beliefs is that the pandemic will continue to establish a new normal in all aspects of work and life long after the threat has passed. Time will tell what will actually happen. The ramifications of this examination according to the viewpoint of the nature of web based business framework improvement are that the framework should display the accompanying qualities: aligning the system with best practices for online transactions will help you gain customers' trust and confidence; utilize reasonable computerized advances to work with the presentation of items, data in regards to somewhere safe and secure, e-requesting, and installment; and make sure there is enough of the products offered for sale.

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