

# 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

## I. INTRODUCTION

The Covid-19 pandemic has expedited several swift and significant transformations that have taken place in human existence and endeavors in recent months. It is conceivable that these alterations will persist and experience other modifications in the future. The changes have been brought about by the rapid digitalization and prompt adoption of anticipated trends that have been projected for some years. The literature on information management has been examining these possible technical developments for a considerable period of time. The prevailing "new normal" has significantly influenced various aspects of our lives, including employment, education, healthcare, leisure and entertainment, and internet commerce. This research aims to review the aforementioned perspective, namely, identify the trends in e-commerce in 2020 (Barnes, 2020). Furthermore, the study will amalgamate any insights gained regarding quality issues to enhance the development of e-commerce systems. The word 'online trade' or 'web-based business' has been defined in various ways, all conveying essentially the same meaning. Wilkins, Swatman, and Castleman (2000) examined multiple definitions from various sources and subsequently analysed the merits and drawbacks of each term.

Electronic commerce offers businesses the potential to make significant changes that can redefine the market or create entirely new markets. In its broadest sense, electronic commerce refers to any exchange of information that occurs over

the internet or other communication networks, including both commercial transactions and social interactions. This definition encompasses not only the contractual relationships formed in these transactions, but also the regulatory and administrative processes involved in conducting them. Additionally, it includes all the steps required for negotiating, confirming, and completing commercial transactions electronically in a strictly commercial context. The government of Australia defines electronic commerce as the practice of conducting business in products and services with the aid of telecommunications and telecommunications-based tools. I employ two primary frameworks for the electronic commerce process: "deliberative purchasing" and "spontaneous purchasing." According to Thompson EC Assets, electronic business, also known as web-based business, refers to the automation of company transactions using computer and communication technologies.

E-commerce refers to transactions conducted over networks that utilize non-proprietary protocols developed by an open standard-setting network known as the Internet. Electronic commerce encompasses a diverse array of activities that involve the exchange of information, data, or value-based transactions between two or more parties. It specifically refers to the use of computers and telecommunications networks to facilitate routine commercial, government, or personal activities.

**Electronic data interchange (EDI)** and national intranets such as Singapore One and the French Minitel are examples of technologies that are being used in electronic commerce to process and transport digital data, while also merging with the Internet. This encompasses the utilization of textual, auditory, and visual elements to facilitate the exchange of goods and services between companies and individuals.

E-commerce comprises three primary elements. The client base can consist of individual consumers (B2C) or corporate entities (B2B). The items in question may consist of raw materials used in various processes, or they may be completed goods and services that are exchanged between businesses (B2B). Figure 2 presents a precise definition of e-commerce that is determined by its end-use. This term elucidates the manner in which clients utilize e-commerce. The consumer makes the decision to purchase the product after conducting an internet search. There are multiple methods available for making online payments and placing orders. Online delivery is available for software-related items. Actual things are transported to the desired place either via delivery or by pick-up from designated stores.

Online business can also be defined by cycles, which involve hierarchical relationships between companies, partners, or within the company. You have the option to utilize either public or private networks. There are two alternatives for purchasing: person-to-person or computer-to-computer. The survey that follows will analyze a subset of these definitions.

## **II. LITERATURE REVIEW**

A thorough literature search was conducted using the topic as the search phrase in the Google Scholar database, resulting in 39 relevant papers, including the ones stated above. If the content offered valuable information regarding e-commerce, no decision was taken. Both full articles and abstracts were present. Abstracts were included if they offered a few important points as a standalone report without the need for the complete text. We considered only articles that were either translated into English or first published in English. Furthermore, an endeavor was made to incorporate solely the most up-to-date research on e-commerce trends, while also employing a diverse array of papers to grasp the key concepts. The purpose of this was to gain a comprehensive understanding of how the sector has adapted to fit changing social and economic circumstances. The chosen papers will be examined in the subsequent sections.

One notable discovery was that the implementation of lockdown measures led to a considerable and rapid boost in online sales, as reported by ACI in 2020. E-commerce has emerged as the predominant method of conducting transactions for numerous firms. Furthermore, there was a change in the kind of commodities acquired. The strong demand for masks and sanitizers, which are two forms of protective equipment, resulted in increased pricing and led to the emergence of various internet firms, both large and small, engaged in their production and sale. Prices rapidly declined once sufficient supplies became accessible. Online is the sole recourse in circumstances of profound social separation, where clients consistently remain distant from physical stores. Gao, Shi, Guo, and Liu (2020) employed an instrumental variable (IV) technique to mitigate potential endogeneity bias and found a positive correlation between the number of confirmed cases and online buying activity. The distance from Wuhan served as the instrumental variable. This phenomenon is more commonly observed among the younger population residing in metropolitan areas, where the

perceived level of risk is lower. As a result, the ongoing crisis has substantially boosted e-commerce. There are indications in China that certain trends will persist even after the conclusion of the Covid-19 pandemic (Stewart, 2020). Customers adopting virtual or augmented reality may need more advanced approaches for the delivery of goods and services (de Regt, Barnes, and Plangger, 2020). The themes explored in these works are further elaborated here using extra literary analysis.

From the customer's standpoint, the changes that are necessary in all parts of life, both present and future, are not devoid of challenges. Pandey and Pal (2020) highlighted concerns pertaining to blockchains, the gig economy, internet governance, digital payments, privacy, and security in online transactions. Ungerer, Portugal, Molinuevo, and Rovo (2020) emphasized that only crucial behaviors, such as purchasing groceries and seeking medical care, are the remaining potential sources of new infections.

Although Ungerer, Portugal, Molinuevo, and Rovo (2020) observed that it is not necessary to enforce restrictions on consumers and businesses to practice social distancing, as they can voluntarily do so to prevent infection, the concept and application of E-commerce remain significant in this context. A study was conducted on the elements that have a significant impact on online sales of specific product categories in certain countries. Prior to the COVID-19 crisis, online food retail was not widely popular in Germany, but other areas of internet retail experienced substantial sales. The primary obstacles to its widespread adoption in rural areas were low volume, limited availability, and installation difficulties. Regardless, the inclination to stay at home and practice social distancing contributed to the rapid growth of online grocery sales. The occurrence of institutional setup shifts, along with a notable surge in demand, can also be attributed as contributing factors. Nevertheless, the dealers' inclination to meet increasing demand rather than pursuing spatial expansion constrained spatial spread. The newfound vulnerability resulting from the lockout did not prove to be a permanent and reliable state. Moreover, digitalization had a negative impact on expansion. The current online entrepreneurs have recently included groceries to their list of products in order to meet the increasing demand during the crisis. The limited timeframe enforced social distancing and staying at home (consistently reducing contact) also rendered the movement temporary and demand-driven (Dannenberg, 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.

Niewiadomski (2020) found that firms in Poland utilized a diverse range of online sales and store platforms. These methods, highlighted by business managers in their comments, have been categorized as customer service logistics.

- 1) Incorporated online sales systems with panels for managing orders, customers, products, marketing, content management (CMS), and customer relationship management (CRM);
- 2) Online shop platforms that are interconnected with other internal systems, such as the Enterprise Resource Planning (ERP) system and Warehouse Management System (WMS).
- 3) A web-based sales platform that offers the ability for users to modify and personalize it according to their needs, making it easier to manage and operate.

- 4) An e-commerce platform that seamlessly connects with supplier systems, shipping services, external partners, advertising, agents, customers, and other essential stakeholders.
- 5) A sales platform that utilizes product architecture management to enable the virtualization of the offer.
- 6) They are engaging in sales contracts while ensuring the availability of essential tools, like ICT.
- 7) Electronic customer support; ensuring the availability of all essential tools for transaction marketing.
- 8) Implementation tools enable customers to engage with relationship marketing elements through effective communication.
- 9) Utilizing social media platforms for diverse sales and marketing objectives.
- 10) Efficient management of mailing lists with email automation.

In a letter to the editor, de Paulo Farias emphasized the global need of implementing the FAO recommendation to allow small-scale food producers to sell their products online during the uncertain epidemic.

### III. CONCLUSION

The year 2020 has witnessed remarkable transformations in the economics of nearly every country worldwide. The proliferation of these innovations has led to a rapid expansion of online commerce. This is due to the fact that several countries enforce limitations on mobility, commerce, and interpersonal proximity. The initial fascination with veils and other protective equipment gradually shifted to a focus on food and other essential commodities. The need for computers, mobile phones, and software applications has surged due to remote employment and home-based schooling. Nevertheless, these standards differed from one country to another. Insufficient legal framework and customer protection measures, coupled with a lack of confidence in online transactions, hindered the successful adoption of e-commerce in many countries. Based on several research findings, certain theories, such as Maslow's hierarchy of needs and Ajzen's planned reasoned action and planned behavior, can be relevant to the goals of making online purchases.

The strong conviction is that the pandemic will persistently develop a novel standard in all facets of work and life well after the cessation of the threat. Only time will reveal the true outcome. The implications of this analysis, from the perspective of web-based business system development, are that the system should possess the following attributes: aligning the system with industry best practices for online transactions will enhance customer trust and confidence; employing appropriate digital technologies to facilitate product showcasing, secure information handling, online ordering, and payment processing; and ensuring sufficient inventory availability.

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