

The Significant Role of E-Commerce in Emerging Markets

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Abstract: Needless to mention, the significance of the internet and its usage in today's world is skyrocketing. The increasing usage of mobile devices has enabled customers to purchase anything from anywhere. Evidently, the future of commerce is headed online. As e-commerce is replacing other traditional commerce models to provide seamless services and consumer experience, there has been a significant reduction in operational costs.

E-Commerce is the process of execution of business transactions electronically with the help of leading technologies such as Electronic Data Interchange and Electronic Funds Transfer thus giving an opportunity for users to exchange business information and perform electronic transactions. The technology allows business companies and organizations to electronically send commercial documents. This platform allows users to conduct a comparative analysis and purchase an item at the best available price. This doesn't just inculcate awareness and transparency but also inculcates a sense of achievement among the consumers when they save a dime. The clarity in communication between portals and customers further streamlines the process. Online markets are still stand shallow in several parts of the world. Still, E-Commerce can be a key opportunity for economic development. Online sales allow businesses to reach more customers, both at locally, nationally and abroad. Employability is generated in supporting sectors, such as technology companies, payment service providers, and logistics. If customers are willing to bear the shipping and other costs, even cross-border shopping is possible through e-commerce. Budding entrepreneurs can uniquely be positioned by taking advantage of the digital trade. Though still shallow national online market may be of limited appeal for the e-commerce giants it can leave plenty of room for the growth of low-cost budding startups.

Challenges:

As urbanization continues to rise across emerging markets, it coincides with a growing share of online consumer which is due to the fact that greater urbanization and population density help to ease the logistical challenges which online companies face when developing their services.

- 1) **Increased complexity on decision making on purchases:** Customers refer all kinds of media to make decisions on shopping thus making it increasingly tough to buy certain commodities. The customer who purchases high end product at the same time can buy a low end product thus making segmentation more and more complex which further may lead to disappearance of categories.
- 2) **Prevalency in personalization of product design and communications:** As customization is the recent trend it seems that manufacturers decline down on their designs and appearances thus stooping below on their creativity.
- 3) **Dictation of brand-customer relationships:** Due to transparency on the policies of the companies and their products there may arise issues related to branding or redressal of the grievances raised by the consumers on the products.
- 4) **Conversion of shoppers in paying customers:** Efforts on gaining customers must be constantly optimized, as certain shopper's just pop in the web to surf through for the availability of the commodities of their interest.
- 5) **Higher Customer Expectations:** Consumers expect a lot, even, beyond their realization. Which include lowest cost & free returns, wide range of availability, customization & payment processes as such which at times time turns out to be beating around the bush to accomplish of furnish their expectations.

Impact of E-Commerce on marketing

- 1) **Product promotion:** It enhances promotions of products and services through direct communication and information-rich interaction with the customers.
- 2) **Direct saving:** The cost of delivering information to customers over the internet results in substantial savings to senders.
- 3) **Customer Service:** Customer service can be greatly enhanced by enabling customers to find detailed information on the commodities or products online.

- 4) **Brand Image:** Newcomers can establish brand or corporate images very quickly through internet and at affordable cost or may be cost free too.
- 5) **Advertising:** Traditional advertising used mass or direct – one way – communication to persuade customers to buy their products and services. In the electronic period, it is interacting communication – two way- aims at customers to browse, explore, compare, question and even customer design the product configuration.
- 6) **Customization:** It's the ultimate luxury the users can get. E-Commerce offers a tremendous opportunity to understand the customer's needs one at a time and offer customized or tailored products and services.
- 7) **Order making process:** Order acceptance from the customers can be drastically improved further saving time and reduces expenses, so sales personnel's have more time to sell their products or services.
- 8) **Customer Value:** Traditional marketing maximizes the value per transactions which also includes here customer attraction. But in electronic marketing, the marketers establish along term relationship with customers thus maximizing their value.

Given dominancy in terms of market share, it appears that only a few companies have been quick enough to realize the demand potential for e-commerce services, and as a result, higher end companies grab market share, leaving behind the traditional retailers under significant pressure due to their lack of online presence. Whereas the developments intensify competition among the various companies active in the online business segment, thus allowing for continued growth in online consumer spending. Upcoming trends in E-Commerce will pave the path for successful business ventures and economic development. As more and more businesses adopt AI-driven technologies, augmented reality, and speech recognition techniques in enhancing customer experience, there will be a shift towards personalized solutions which is mostly possible through E-Commerce. E-Commerce has an integral role to play in helping businesses enhance reach and scalability.

Conclusion:

Apart from the listed benefits, it also involves some threats. These threats usually involve a breach of customer trust and a volatile economy. The failure of e-commerce business is rare, but not absent. It also reflects on the reliability of a platform when cross-border trading is undertaken. Prioritizing customer satisfaction is the key to the success of an E-Commerce business.

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