



DIGITAL TRANSFORMATION OF E-COMMERCE STRATEGIES

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Abstract

The Digital Transformation of E-Commerce should be more exciting than scary. Many companies can explore opportunities for digital transformation through E-Commerce. While digital transformation seems like it's about making things easier for business users, it's actually a framework for transforming the customer experience, and it usually starts behind the scenes with better software, including e-commerce and ERP. In this study analyses that the factors driving digital transformation in e-commerce and trends in ecommerce digital transformation. Digital transformation is an ever-evolving process, especially in the e-commerce industry. It is imperative for e-commerce businesses to keep up with new customer trends, expectations, and behaviors to transform their e-commerce business strategies.

Key Words: *E-Commerce, Digital Transformation, ERP.*

Introduction

E-commerce companies have a unique opportunity to build a software business and at the same time use other parties to manufacture, store, and transport and deliver their products. E-commerce businesses are usually considered to be businesses that sell most of their products or services online. E-commerce companies are different from mere wholesalers, manufacturers or retail stores, but still retain the characteristics of every old industry. They may rely on third parties for their manufacturing needs and may not have their own warehouses, trucks or warehouses. To complicate matters, electronic companies can be a combination of the above, producing some products and supplying others; storing and fulfilling certain products by relying on third party logisticians or suppliers to store and fulfill others; some may have a brick-and-mortar location and others "store" their inventory in big box stores right up to the store.

Factors Driving Digital Transformation in E-Commerce

Online shopping has become a normal activity today. Discovering products online and making purchasing decisions is a common occurrence. However, Trends are changing and you need to embrace digital transformation to take your ecommerce business to the next level.

Here are the basic customer expectations today that are driving digital transformation in the e-commerce industry.

Customer demand is increasing

Convenience has surpassed brand loyalty with the trend toward e-commerce adoption. Customers are now looking for better prices, easy pickup and delivery, fast shipping and easy returns. These growing needs and expectations are pushing organizations to opt for newer technologies to keep up with customer demands.

Direct-to-consumer strategy

Faced with increasing competition, brands are now looking to sell directly, prioritizing direct-to-consumer strategies. By allowing customers to interact directly with brands on their own platform



rather than on an aggregator's online shopping platform, organizations can reduce costs, offering better prices to customers. products and generate better revenue. Customers will also, by interacting directly with the brand, benefit from a better product experience.

Powerful distribution system

Online shopping has made it easy to return products if the wrong or defective product is delivered to the customer. However, with increasing demand, customers now expect to receive the right order at the right time the first time. Inaccurate delivery of orders can frustrate customers and thus affect business operations. Therefore, having a strong distribution system and supply chain is one of the important factors driving organizations to choose digital transformation.

Trends in Ecommerce Digital Transformation

Looking for the latest trends is essential for those who want to stay ahead in the competitive landscape.

Additionally, providing exceptional customer experiences has become an integral part of the trend. Let's understand the key trends of e-commerce digital transformation and understand the future prospects of the and why of these changing trends.

Automation

Automation is one of the main techniques adopted by businesses across industries'-commerce is also rapidly expanding its reach, encompassing all departments from marketing to warehousing, supply chain management and more.

Chat bots

Likewise, AI and chat bots have taken a prominent place in digital transformation. Providing a personalized experience has become easier by responding to customer queries instantly, making customers feel special. It is expected to continue responding to market demands with changing trends, ensuring that customer requirements are met with certainty.

Interactive E-Commerce Products

The most important thing may be the integration of augmented reality that can bring great experiences in the e-commerce sector. Allows users to make judgments about which products and brands to buy by providing them with a virtual environment similar to the real one. 61% of online shoppers prefer to buy from e-commerce platforms that offer AR experiences.

Social Commerce

Social media platforms are not just media but in some ways also function as e-commerce platforms. Online retailers provide a comprehensive shopping experience, from product delivery to online payments on social media platforms like Face book. This trend will only have an upward growth trajectory in the near future. Statists predict that revenue generated by social media platforms will reach \$2.9 trillion by 2026, up from estimated revenue of \$992 billion in the current year.

Buy Now, Pay Later (BNPL)

As the most used choice among Millennials, BNPL offers flexibility and shopping freedom while offering many benefits. Customers can save on interest costs on their credit cards by choosing this



payment method. They also benefit from purchasing products that do not fit their budget. A report indicates that the global BNPL sector will reach \$680 billion in transactions by 2025.

Progressive Web Apps (PWA)

This technology is similar to native mobile apps. However, it is built using web technologies such as JavaScript, HTML, and CSS. Its key features include push notifications, offline app access, and access via the Smartphone's home screen.

Conclusion

Digital transfer facilitates company-wide knowledge and understanding of processes in the organization. In a digital environment, employees can use real-time information to improve decision making in core business processes. For customers, digital transformation can be as simple as upgrading shopper access to products across all your channels with a single shopping experience. In this scenario, the e-commerce software and inventory, accounting and ordering must be seamlessly integrated to ensure a good customer and employee experience.

Reference

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