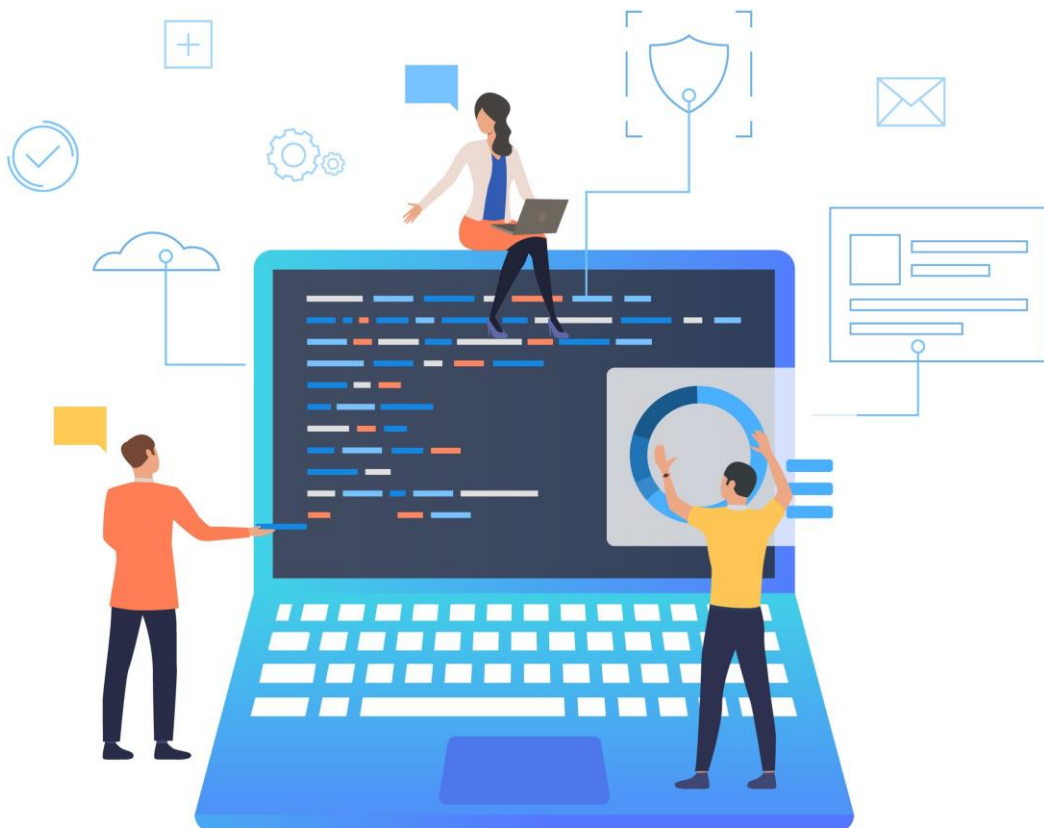# Digitalization in E-Commerce

The current era has witnessed an evolution in terms of Digitalization. The digital revolution in the business world has helped to achieve strategic business goals. The E-Commerce industry is also not untouched by this digital wave.

E-Commerce

E-Commerce or electronic commerce or internet commerce refers to the buying and selling of goods and services online. Be it retail, wholesale, subscription, dropshipping or any other form of business transaction E-Commerce has brought a new form of business. For the question, Who can start an E-Commerce business, anyone can start their E-Commerce platform with that it calls for an E-Commerce store, which is generally an online landing place where customers come, learn about, and purchase products.

E-Commerce businesses have different options when it comes to the platform they use to sell the products online. There are possibilities for small, medium clients to sell their products using a third-party marketplace (Amazon, Ebay, etc.) rather than building their platform. While large, medium, and small clients rely on E-Commerce platforms for their business, it's the seller who generally chooses the type of platform that they want to rely on.

The Digital Wave

Years back when online shopping sites were first introduced to people around, most were not keen on the idea of online shopping. Customers were far away from the view of the virtual world and purchasing things online, but now as years pass by, we see a drastic change in the trend with people adopting online shopping. Digital commerce is booming, with ever-increasing client demand.

Digital technology continues to be the core of the E-Commerce industry and has employed its astounding capabilities to allow sellers, connect with their customers through the web and mobile platforms.

Through virtual shopping, people are now able to shop across the globe without any geographic or linguistic barriers. The ease of searching for products, matching preferences, quick checkouts, safer online transactions has called out demand for virtual shops.

Demand of Times

The year 2020 witnessed a drastic change in the E-Commerce sector. With the outbreak of the COVID-19 pandemic, adopted social distancing and staying home strategies have further pushed people towards purchasing things online. Amazon one of the leading E-Commerce players has reported that the customers are relying on them like never before in their social distancing and self-quarantine efforts. Few of the E-Commerce sites such as Big Basket even went out of stock due to unexpected demand flow.

A global consumer survey during the COVID-19 crisis by McKinsey suggests that new users drove over 50% of the increase in online grocery shopping (Brazil and South Africa), kerbside pickup from restaurants (France, Germany, Italy, South Africa, United Kingdom and Unites States) or other stores (Italy, South Africa, United Kingdom, United States). In the United States, 21% of adults report having ordered groceries online or through the app from local stores as a direct response to COVID-19. Significant increases were also observed for cosmetics, toiletries, and medicines.

Ways in which Digitalization Impact

- ❖ **Payment Options** - E-Commerce platforms call in for a safe, efficient, and secure advance payment option. The payment option should not be a tedious one so that users can rely on them easily.

- ❖ **AI in Personalization** – AI finds its use in E-Commerce sites were in it relay on customer search history analytics to study the trend of products viewed by the customer and by so offering new products that the customer would be more likely to choose next time.

- ❖ **Social Media and Marketing** – Most E-Commerce platforms gain attention through social media platforms. It gives customers to view product images, reviews, by which they get to know more about the platform.

❖ **24/7 Sales and Market Presence** – Digitalization has called off for virtual shops that are open 24/7. You can do shopping anytime from anywhere.

❖ **Supply Chain, Warehouse Management** -Digital innovation has simplified every aspect of the supply chain including.

- Inventory Management
- Port Management
- Warehouse Management
- Brand Protection
- Delivery
- Infrastructure

❖ **Forecasting Demands** -Forecasting demands in one of the most interesting factors of the E-Commerce industry in which the store predicts the customer's next choice item based on his previous shopping trends and deliver the item to the nearest logistic center before the order is placed. This saves in the delivery time.

Our Solution

PIT Solutions as a leading digital service provider and with proven expertise in E-Commerce web development and web design, have industry specific experience in providing services to create user specific E-Commerce platforms. With several clients across the globe PIT Solutions have been involved in the design and development of different E-Commerce platforms with features adding to the user requirement. Our professionals plan strategies to provide cutomised E-Commerce solutions across industries that enable business to register increased traffic and sales, **read more..**

Conclusion

Digitalization has brought a change in the E-Commerce industry and this change is ever-evolving. With new technologies like ML, AI, Big Data Analytics new addons are coming to the E-Commerce platform. Customers are also switching from reality to the virtual world accepting the change and making the best of opportunities.

References

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Tell us more about your organisation and we'll configure a perfect plan and tailored for your needs

Let's get this done.

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