

## **INCREDIBLE NOVELTY IN DIGITAL COMMERCE: GRAB THE OPPORTUNITY TO CHANGE OR FADE AWAY LIKE E-COMMERCE**

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### **ABSTRACT**

*E-commerce is getting faded; this is because what has worked in the past no longer does. Simply attributing your products on an online platform and spending money on promotion is not adequate to catch the attention of the embryonic shopper.*

*Plentiful have grasped that Digital Commerce is a more holistic way of doing business online. Digital commerce allows them to generate demand, control the supply chain, enhance the customer experience and provide sufficient data to analyse how to more effectively direct their marketing efforts in an integrated way.*

*Incredible novelty in the customer experiences through digital commerce is taking place such as Rebirth of Brick and Mortar stores, Photo Shopping, Augmented Reality, and Voice based SEO (search engine optimization) and this paper descriptively aims at detailed presentation on the latest novel and incredible ways of digital commerce.*

### **KEYWORDS**

**Digital Commerce, Customer Experience, Photo Shopping, Voice SEO, Brick and Mortar store, Augmented Reality etc.**

### **INTRODUCTION**

The facility to promote, trade and serve through digital means has become a key expectation of all enterprises, an important aspect of digital commerce is its capability to embrace and enclose the complete, multi-phase Prism framework: a) Discover, b) Transact, c) Fulfil, d) Care, and e) Community. The digital channel is becoming increasingly more important as the source for generating new leads and customer acquisition. Potential customers will often use digital channels to find and explore offerings before engaging with field or inside sales. They expect rich content that goes beyond standard product information and they expect experiences tailored to their needs. Customers expect easy access to product information, case studies, videos, and evaluation products. Providing these types of capabilities allow companies to potentially identify leads earlier, while data collection and analytics tools allow companies to engage prospects with targeted offers earlier in the sales process.

### **OBJECTIVES**

To unveil the latest and most advanced digital commerce experiences to be witnessed in the near future.

To discern the needs of the modern customers and various options of digital commerce available in the present scenario.

### **DESIGN / METHODOLOGY / APPROACH**

This paper is descriptive in nature which aims to understand the conceptual perspective on incredible trends in digital commerce and customer experiences. Related review of literature is structured around the key components of customer experience in digital commerce era, perceptions about digital commerce, an innovative method of commerce viewed with a broad perspective.

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## **LIMITATIONS**

Limited time to review the trends in digital commerce.

Handful Companies have adopted the latest trends in Digital Commerce.

## **REVIEW OF LITERATURE**

**Prahalad and Ramaswamy (2003)** innovations need to start shifting the focus away from products and services and more onto customer experience environment, where the potential to success is better. Innovations are significant part of customer experience management and they are essential to gain and maintain competitive advantage. The need and demand to innovate is now Customer experience innovations greater than ever. In competitive environment value creation can only come from innovation.

**Borowski (2015)** mentioned in their study that while a strong customer experience has been shown to produce significant results, many companies still struggle to identify the specific plan of action to achieve those results.

**Mesquita (2011)** mentioned that E-trust appears in environments where direct and physical contacts do not happen, where moral and social pressures can be perceived differently, and where interactions are arbitrated by digital devices.

**Liao and Cheung (2000:299)** in their study observed that the rapid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping.

## **NEEDS OF CUSTOMER**

**Suggestions for Similar Products:** While buying anything, a consumer wants to explore as many products he or she can and a suggestion bar showing similar products would give your customers more options and can please him more.

**A Properly Functioning Search Bar:** It is an obvious but worth mentioning requirement. Every Mobile App and E-Commerce Website has a unique and convenient option i.e., Search Bar, but its effectiveness is something that you should take care of. Web users are now habitual with Google's auto-suggest feature and with advent of Google Assistant voice search has made a remarkable difference in the SEO (Search Engine Optimisation).

**Ease of Comparing:** It is very Common phenomena that consumers want to check, test the various options available from the similar products before purchasing, which facilitates them to take right decisions and thus get more satisfied, and they should have an option of comparing two similar products side by side mentioning the features and prices both.

**Credible and Trustworthy Experience in Financial Transactions:** A customer look forward to that the payment service he or she uses is protected, safe and sound. This safety can be guaranteed basically by providing protected transactions and a professional design payment options.

**A Mobile Application:** A mobile app has become inevitable today, which shape a good link between business and customer. Mobile Apps have become more novel in their approach to customer experience management.

Figure-1



Sources: Authors Compilation

### **INCREDIBLE AND NOVEL TRENDS IN DIGITAL COMMERCE**

The rising importance of e-commerce has essentially transformed the way business is conducted. It has changed the way a vast variety of products and services are now sold, from clothes, packaged goods and marine food to hotel bookings, music files, and cab services. As a result, companies in all sectors – whether big or small – cannot afford to close the eyes to this channel. Increasingly, businesses without a reputable digital commerce approach and implementation plan will find it hard to continue to exist. It is, therefore, of supreme importance for businesses to stay abreast of the popular trends in the digital commerce field.

**Some of the innovative trends are being presented here with practical examples how they are implemented.**

#### ***The Rebirth of Brick and Mortar***

A new class of retail stores and in-person experiences, rooted at digital source will begin to substitute outgoing retailers. Brick and mortar players will digitize their material infrastructure and start on rolling out new store features and formats based on customer experience and convenience, with a strong digital flavour.

Online men's wear brand **Frank and Oak** has opened 16 physical stores in North America. The in-store experience includes premium coffee and barbershop services.

**Nordstrom** opened a 3,000 sq/ft store with no merchandise in order to focus on services and brand experience such as tailoring, try-on's, stylists and more, including fresh juice and manicures. The space doubles as a pickup and return point for online purchases.

Online box-mattress pioneer **Casper** has opened 15 pop-up shops in cities around the US in 2017.

Portland's **Velo Cult** stands out in a city with 80 bike shops by blending culture with retail. They carry a selection of new, custom and vintage bicycles, serve at least 12 craft beers on tap, roast and serve coffee on site and have a stage for local musicians.

**Home Depot** makes \$5 Billion online, but its top priority remains a stellar store experience. Stores and staff support the customer journey for both DIY homeowners and professional contractors.

The **IRL** (In Real Life) pop-up shop in Chicago's Water Tower Place is a showroom for online-only brands to display their products.

Iconic Canadian parka brand **Kanuk**'s unique in-store experience includes a -25°C (-13°F) cold room to test jackets in real winter conditions.

#### ***Augmented Reality (AR)***

Augmented Reality (AR) will be gigantic in 2018 as brands roll out features that permit consumers to use their mobile devices to foresee items in their home or office ahead of purchasing. From sofa to food processor, consumers will be able to see exactly how an article looks in their environment before ordering, big size items like furniture or

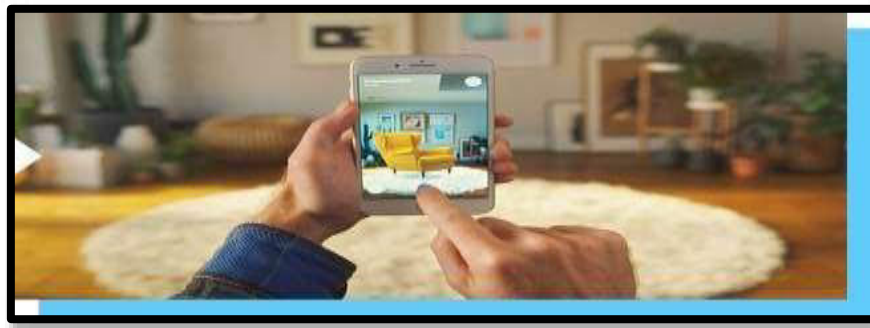
bathtubs should be visualized. This Feature will induce customers to order online for such items, it further boosts related shipping and payment services.

**Houzz's** app lets you take rooms in your house and then place multiple products within them, virtually, from a selection of 500,000 product images. The million users of Houzz's previous AR features were "11 times more likely to purchase and spent 2.7 times more time in the app".

**Amazon** added augmented reality directly into its existing, conversion-focused app's search function. The AR view feature lets you view thousands of products in your home and office before you buy them, including electronics and tools.

**IKEA Place** is an augmented reality app that lets consumers experience, experiment and share adding Ikea products into any space. Products are in 3D and true to scale, so consumers can see whether the furniture or accessory will fit and what it would look like in context.

**Figure-2**



**Sources:** Authors Compilation

### ***Voice SEO***

Companies are gearing up for meeting the Consumer needs who are using more and Voice SEO in their devices to speak and use voice to interact (Conversational AI) like never before. Retailers, merchants and brands will have to change the way they converse. For digital commerce, the principal repercussion will revolve around in-depth product information being companionable / optimized with voice search and making store inventory available in real-time.

**Domino's** skill allows users to order pizza by voice, and even check order status.

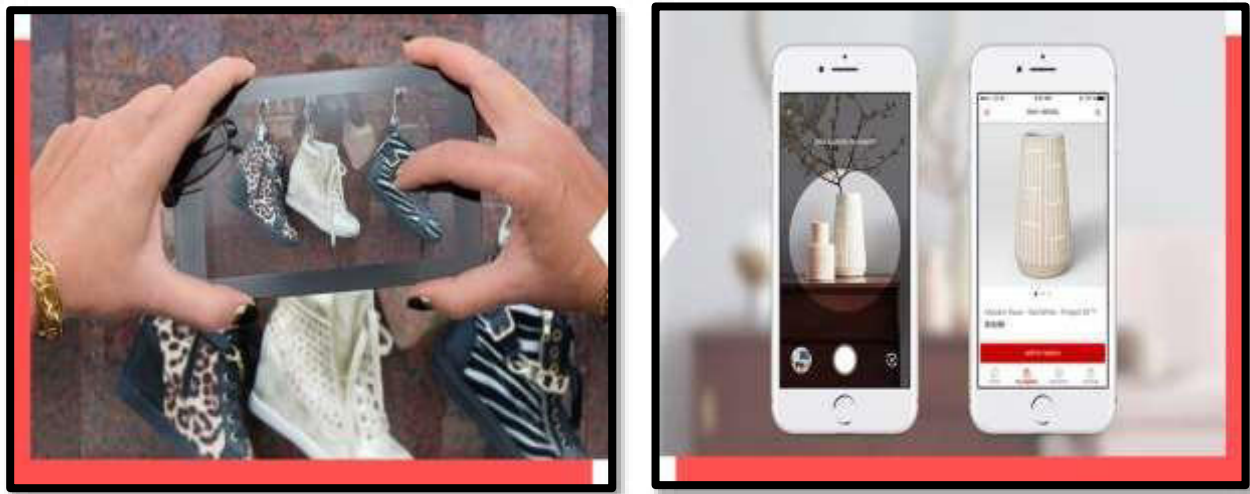
**Lyft's** users can order rides directly from the Amazon's Alexa device.

**Walmart** made hundreds of thousands of items easy to order by voice on the Google Express e-Commerce Platform, soon adding the ability to place orders for in-store pickup through Google Home. Similar agreements are in the works for Target, Costco, Kohl's, Bed Bath & Beyond, Staples, Walgreens and more.

### ***Photo Shopping***

As an alternative of Keying, many consumers are interested and will use image-based search for the first time in 2018. In fact, picture and voice activated search may make up 50 percent of all searches by 2020. As image analysis automation becomes standard in mobile devices, customers will be able to take a picture of an object then search for that exact product or a similar one. Merchants who incorporate this capacity into their digital approach will be richly rewarded. First, their product information management investment will reach new levels of ROI. Further, they will be able to enter new markets based on the excellence and diversity of the images they provide for their products, as language is no longer an obstacle to finding, nor is product name or erroneous or unknown characteristics will be hurdle.

**Figure-3**



**Sources:** Authors Compilation

**eBay**'s visual search tools allow users to use their own photos or those found online – a favourite blog or website, for example – to run an eBay search for similar products.

**Pinterest** has invested heavily in visual search technology in order to turn the Smartphone camera into a search engine for products.

**Target** will integrate Pinterest's visual search technology – Lens – enabling shoppers to snap a photo of any product, and then find similar items available at Target.

**Houzz**'s Visual Match scans photos on the platform and identifies similar products available in the Houzz Shop, which features more than 8 million home decor items.

## CONCLUSION

The online Indian shopper is establishing themselves as matured and has expectations equivalent to worldwide customers.

Digital Commerce/ E-Commerce businesses in India need to live up to these expectations.

The E-Commerce business in India may at present be behind its counterparts in a number of developed countries and even some up-and-coming markets. However, with India's GDP growth pegged at 6.4% by the International Monetary Fund and the World Bank, it is expected to grow rapidly. Furthermore, the Indian e-Commerce industry has way in to funds from domestic and international investors. Overall, the E-Commerce sector is maturing and a number of serious players are entering the market.

There are mammoth prospective aspects for e-Commerce companies due to the increasing internet user base and advancements in technology. However, they have to face challenges may be operational, strategically; regulatory or technological. Success depends on the how these companies meet the challenges.

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