



E-Commerce - Challenges and Solutions

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ABSTRACT

E-commerce means sale and purchase of goods and services conducted over network of computer or TV channels by methods specifically designed for the purpose. Even though goods and service are ordered electronically, payment or delivery of the goods and services need not be conducted online. The explosion of e-commerce businesses has seen the growth of number of the online businesses worldwide. Consumers nowadays are opted with online business commerce which is considerably convenience compared to traditional transactions. Deniably, e-commerce enterprises offer more benefits, comparing to "bricks-and-mortar" traditional enterprises, but not to be missed the issues and challenges faced by the e-commerce enterprises. This study highlighted the issues and challenges of e-commerce and a set of proposed solutions to those issues and challenges. Among the issues are trust, readiness and security. For each of the issues and challenges, proposed solutions are presented.

KEYWORDS

E-commerce, Advantages, disadvantages, growth, challenges and solutions.

E-Commerce

Electronic commerce better known as e-commerce consists of the buying or selling of products via electronic means such as the internet or other electronic service. This type of trade has been growing rapidly because of the expansion of the internet. The need for electronic commerce emerged from the need to use computers more efficiently in banks and corporations. With the increasing competition there was a need amongst organizations to increase customer satisfaction and information exchange.

Types of E-commerce.

1. B2B
2. C2B.
3. B2C.
4. C2C
5. Intra organizational E- commerce.

Advantages of E- commerce.

- It can help increase profits; it can increase sales and decrease costs.
- It can help organizations do business 7 days a week and 24 hours a day.
- It can help organizations have customers all around the globe and not be limited to a specific region.
- It helps organizations bring higher return on advertisements, if managed properly.
- It helps organizations identify new suppliers, partners and customers.
- It increases flexibility and ease of shopping for the customer.
- It can help in low operational cost
- Shoppers are given a broader range of products to choose from online.

Disadvantages of E-commerce.

- The buyer cannot touch or feel the product online.
- The customer has to wait for delivery of their product.
- Perishable goods bought online can get spoiled during delivery.
- It is difficult to know when an online site is safe to use.

Growth

This statistic gives information on retail e-commerce sales in India between 2012 and 2016 and provides a forecast until

2020. In 2015, retail e-commerce sales amounted to 13.31 billion US dollars and are projected to grow to 65.09 billion US dollars in 2019.

The e-commerce market in India is estimated to grow from \$10 billion every year to between \$ 70 -260billion every year by 2025. It is also estimated that E-commerce market is about 57% from small towns and balance from the largest metros. The most popular use of e-commerce is on travel websites, which is done by about 70% of all e-commerce consumer in India. There are challenges to e-commerce companies operating in India. Including some reluctance of consumers to pay for goods or service online. Some companies are trying to get around this problem by providing cash – on-delivery as a service to their consumer.

Recently facing challenges and solutions

Every marketer faces different challenges. Although we typically share similar goals, some teams are stuck on hiring top talent, while others are having trouble finding the right technology for their needs.

Whatever the case may be, there's always at least one area that you can stand to improve. In other words, there's always room to optimize the various components of your strategy and turn your marketing into an even more effective revenue generator.

Generating traffic and leads.

Generating enough traffic and leads was the top marketing challenge –According to the 2016 state of inbound report. Marketers are struggling with producing enough demand for their content and as the years. Progress and competition stiffens. With so many options of platforms for marketers to publish their content and even more ways to promote it, it's hard to know where to focus your efforts.

Solutions - Once you know you're creating the type of content your audience wants, the focus shifts to promoting it in a way that makes your audience take notice. More than ever before, people are being flooded with content. Consumers don't have to use a search engine to find answers. Instead, articles fill their news feed or buzz in their pocket via mobile notification.

Providing the ROI of Your Marketing Activities

Measuring the ROI (return on investment) of your marketing activities has remained a top marketing challenge year-over-year. But, it also continues to be a vital way for marketers to understand the effectiveness of each particular marketing campaign, piece of content, etc. Plus, proving ROI often goes hand-in-hand with making an argument to increase budget: No ROI tracking, no demonstrable ROI. No ROI, no budget. But tracking the ROI of every single marketing activity isn't always easy, especially if you don't have two-way communication between your marketing activities and sales reports.

Solutions- When it comes to providing ROI, there's a strong case to be made for dedicating time and resources to establishing links between marketing activities and sales results. This means using both marketing software and a CRM solution and then tying them together to close the loop between your marketing and sales efforts with a service level agreement. That way, you can directly see how many leads and customers are generated through your marketing activities. We've found there's no better combination than having an SLA and doing inbound marketing. According to this year's report, inbound organizations with SLAs are over 5 times as likely to rate their marketing strategy as effective compared to outbound organizations with misaligned marketing and sales teams.

Securing enough budget

Securing more budget is a pressing challenge for marketing globally. And often, getting more budget is easier said than done -- especially for smaller organizations that aren't working with sizable nor flexible marketing spend. But the key to securing more money for your team might not be that complex.

Solutions- The key to unlocking budget lies in being able to prove the ROI of your marketing efforts. According to our report, organizations that can calculate ROI are 1.6 times as likely to receive higher budgets.

Again, success with inbound marketing also plays a large role in driving higher budgets. Effective strategies obviously produce results, and our data shows those who feel confident in their marketing strategy are over 2 times as likely to get higher budgets for their marketing teams.

Managing your website

Managing a website was the fourth biggest challenge for marketers in 2016. And chances are, your website's performance is high on your list of priorities. It's an asset that works around the clock to draw in visitors, convert them, and help you hit your goals, after all. Issues with website management includes a variety of different factors, from writing and optimizing the content to designing beautiful webpages. Here are a few things marketers can do to deal with this challenge.

Solutions- Hire freelancers and agency partners. This year, our data showed an increase in the number of respondents who indicated they use freelancers and agency partners for content creation.

Identifying the right technologies for your needs.

Finding the right technologies was the fifth biggest concern for marketers this year. Oftentimes, this is because feedback on technology is scattered. Marketers might turn to colleagues, friends in the industry, and/or analyst reports to figure out which technologies best fit their needs -- only to find that feedback is spread across emails, social media, and so on from people of varied reputability.

Solutions- For those of you looking for a tool, software, or piece of technology to solve a specific marketing problem, we recommend taking a look at Growth verse: a free, interactive, online visualization of the marketing technology landscape that focuses on the business problems marketers are trying to solve, and leads them to specific pieces of marketing technology that aim to solve those problems

Targeting content for an international audience

Targeting is a key component of all aspects of marketing. To be more effective at targeting, one of the first things any marketer needs to do is identify the buyer's personas to determine who it is they should be marketing to. If you're expanding internationally, it can be a big challenge not only to figure out the best ways to market to an international audience, but also to organize and optimize your site for different countries.

Solutions- Your website visitors might speak a plethora of different languages and live in totally different time zones. To make your content appealing to a wide audience, you'll need to keep your global visitors top of mind when creating all your content. This means being aware of seasonal references, translating units of measure and monetary references, and giving translators the tools and permissions to customize and adapt content for a specific audience when they need to.

Training your team

As companies scale and technologies continue to evolve, training your team will become a greater challenge for marketers. Whether it's training them on the concepts and tools they'll be using every day or making sure they're achieving their full potential, the struggle is real across the board.

Solutions- To get an overall idea of where your team stands, take a few minutes to assess each of your team members' marketing strengths and weaknesses, levels of expertise, and passion/commitment to your company. Then, objectively rate the priority (or level of importance) of their expertise and their contribution to bottom line objectives (ROI) to date. Here a simple assessment tool from lean labs to help you evaluate your team so you can figure out who needs recognition and who needs coaching.

Hiring top talent

Hiring top talent was the eighth biggest challenge marketers reported experiencing this year. Why? Many companies are shifting more resources to inbound marketing, which means higher and higher demand for top marketing talent. But supply simply isn't keeping up. From sourcing the right candidates to evaluating for the right skills, finding the perfect person could take months ... or more.

Solutions- Employers are looking for marketers with a diverse skill set that includes digital marketing, content marketing, SEO, and social media marketing. To find the best inbound marketer for your team, the first thing you should do is decide what that person needs to be able to achieve for your business.

Conclusion

The ecommerce industry will be faced with challenges as it matures but there is potential for growth owing internet users and advancement in technology. How a company prepares itself to meet these challenges will decide whether or not it succeeds.

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