

E-Commerce

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MGM 212

Lecture 10



E-Commerce Trends

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COURSE OUTLINE

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Lecture 1: Introduction to e-business and e-commerce.

Lecture 2: E-commerce fundamentals.

Lecture 3: E-business infrastructure.

Lecture 4: - E-environment.

Lecture 5: E-business strategy

Lecture 6: E-procurement.

Lecture 7: E-marketing.

Lecture 8: Customer relationship management.

Lecture 9: Analysis and design.

Lecture 10: E-Commerce Trends

LECTURE OUTLINE

- 1. Introduction.**
- 2. What are the current trends in e-commerce?**
- 3. Intelligent Logistics and Shipping Automation**
- 4. Social Media Commerce (Social Commerce)**
- 5. 10 social commerce trends to watch for**

1. Introduction

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E-commerce trends affect retailers and customers alike. Below, explore e-commerce trends, including their importance, who uses them, and how trends influence e-commerce sales and new technology

What are e-commerce trends?

- ❑ A trend is a gradual but significant change or development, and in e-commerce, these are changes that affect businesses selling goods or services over the internet.
- ❑ E-commerce trends can impact the market and drive sales forward, whether based on technological advances, consumer preferences and convenience, social media influences, or ethical considerations, among other causes.
- ❑ Analytics and finance companies track trends and make predictions for businesses that want to continue to compete in the market.

What are e-commerce trends used for?

- ❑ Businesses that understand e-commerce industry trends know what is successful in the market, what isn't working so well, and what consumers are looking for. They use these insights about the future of e-commerce to build strategies to strengthen their offerings. Getting in while a trend is new can put businesses in an advantageous position.
- ❑ Consider the trend of businesses moving online during and after the pandemic. Businesses that observed this trend were able to make the transition to e-commerce at the right time, and many boosted their sales significantly. When choosing trends to capitalize on, make sure you take time to consider which ones are right for your business and align with what your customers want. Doing this can help you prioritize your resources and obtain the best long-term return for your efforts.

What are e-commerce trends used for?

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- ❑ E-commerce trends are used to adapt online businesses to changing consumer behaviors, increase sales, improve customer experience, and gain a competitive edge. These trends inform strategies such as adopting artificial intelligence, personalizing experiences, utilizing social commerce, and implementing secure, seamless payment solutions to meet growing consumer demands .

Key uses of e-commerce trends include:

- ❑ Hyper-personalization & AI: Utilizing Artificial Intelligence for personalized product recommendations and AI-driven chatbots to improve engagement and reduce customer service costs.
- ❑ Improving Customer Experience: Implementing Augmented Reality (AR) to allow virtual product visualization, reducing returns, and enhancing mobile-first shopping experiences.
- ❑ Optimizing Operations: Adopting on-demand manufacturing and data-driven logistics for improved inventory management and faster delivery.

Key uses of e-commerce trends include:

- ❑ Expanding Sales Channels: Leveraging social commerce platforms (TikTok, Instagram) and voice search to reach audiences where they are.
- ❑ Frictionless Checkout: Implementing digital wallets, "buy now, pay later" options, and one-click purchasing to minimize cart abandonment.
- ❑ Building Brand Trust: Adopting sustainable, ethical commerce practices to match consumer values, such as ethical packaging and durable, sustainable products

Who uses e-commerce trends?

- ❑ Companies that conduct business online can benefit from tracking e-commerce trends. Large, medium, and small companies anticipate trends to ensure they remain the strongest in the market. A large company, for example, might invest in artificial intelligence to enhance a virtual shopping experience by personalizing recommendations.
- ❑ Another company might observe the trend in ethical consumerism and adapt its offerings, packaging, and air miles to be more environmentally or socially friendly.

What are the current trends in e-commerce?

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- ❑ You may already spot e-commerce trends in your day-to-day shopping experience, or you might be just entering the exciting world of e-commerce. Take a look at seven big e-commerce trends to look out for in 2026 and beyond.

What are the current trends in e-commerce?

- 1. Virtual and augmented reality make e-commerce more immersive.**
- 2. Mobile shopping is strong and getting stronger.**
- 3. Consumers want more and easier payment solutions.**
- 4. People increasingly use voice search for shopping online.**
- 5. Artificial intelligence acts as a personal shopper.**
- 6. Subscription models continue to grow.**
- 7. Ethical branding draws socially aware customers.**

1. Virtual and augmented reality make e-commerce more immersive.

- ❑ Augmented reality (AR) and virtual reality (VR) are becoming more commonplace in e-commerce. Originally just used by the big players, more businesses are using these technologies today to fully immerse customers in the buying experience. It includes giving customers 360-degree views of products, seeing pieces of furniture in virtual showrooms, and providing opportunities to virtually try on outfits.

2. Mobile shopping is strong and getting stronger.

- ❑ More and more shoppers use their phones or tablets over a PC or desktop computer, and this trend continues to grow. According to data from Statista, smartphones generated 69 percent of online shopping orders worldwide in the second quarter of 2025. Being on top of this trend means optimizing websites and online stores for seamless mobile use.

3. Consumers want more and easier payment solutions.

- ❑ Limited payment methods and drawn-out processes can be off-putting for customers looking for ease and simplicity. Payment options are evolving, and customers expect multichannel shopping options. Many businesses also offer flexible payment options like “buy now and pay later,” mobile wallets, and the option to pay using cryptocurrency.

4. People increasingly use voice search for shopping online.

- ❑ Consumers using voice search to find products is a growing trend, with Grand View Research estimating that the global voice and speech recognition market value could reach \$53.67 billion by 2030. It is particularly common with smart speakers such as Google Home and Alexa, which customers can use to order groceries and meals hands-free.

5. Artificial intelligence acts as a personal shopper.

- ❑ Artificial intelligence (AI) has impacted many industries, so it's no surprise that businesses use it to enhance e-commerce customer experiences. With the use of AI, companies can predict consumers' shopping habits and upsell items based on their choices. When people shop, AI technology collects data about what they bought, what they looked at, and their preferences. You can use this data to optimize online sites to best engage and convert customers.

6. Subscription models continue to grow

- ❑ Subscription models are here to stay. Clothes, cosmetics, socks, consumables, and gym wear are just some of the products available for an e-commerce subscription service.
- ❑ This trend means customers return repeatedly without trying to bring them back to your store, and there seems to be no end to the products and even services you can turn into a subscription model.

7. Ethical branding draws socially aware customers

- ❑ Consumers are becoming more conscious of their purchases' impact on the environment and whether companies have responsible brand values. Sustainable products prioritize responsible sourcing, fair treatment of workers, environmentally friendly packaging, local produce, and animal welfare.
- ❑ Consumers who are aware of brand values want them to match their own. These values include fair working practices, fair trade products, and local sourcing. If consumers feel connected to a brand, they are more likely to buy from it.

Intelligent Logistics and Shipping Automation

❑ Introduction:

Intelligent logistics and shipping automation are transforming the industry.

❑ Definition of Intelligent Logistics

Integration of technology and data analytics to enhance logistics operations.

❑ Importance of Automation in Shipping

- Increasing efficiency
- reducing costs
- improving service levels.

Intelligent Logistics and Shipping Automation

- 1. The Evolution of Logistics**
- 2. Components of Intelligent Logistics**
- 3. Shipping Automation Technologies**
- 4. Benefits of Intelligent Logistics and Automation**
- 5. Challenges and Considerations**
- 6. Future Trends in Intelligent Logistics**

1. The Evolution of Logistics

❑ Historical Overview

- Traditional logistics vs. modern intelligent logistics.

❑ Key Developments

- Introduction of technology: GPS, and IoT.
- The rise of e-commerce and its impact on logistics.

2. Components of Intelligent Logistics

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❑ Data Analytics

- Role of big data in decision-making.
- Predictive analytics for demand forecasting.

❑ Artificial Intelligence (AI)

- AI applications in route optimization and inventory management.

❑ Internet of Things (IoT)

- Real-time tracking of shipments.
- Smart sensors for monitoring conditions (e.g., temperature, humidity).

3. Shipping Automation Technologies

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☐ **Autonomous Vehicles**

- Drones and self-driving trucks for last-mile delivery.

☐ **Robotic Process Automation (RPA)**

- Automating repetitive tasks in shipping and warehousing.

☐ **Warehouse Automation**

- Automated storage and retrieval systems (AS/RS).
- Robotics for picking and packing.

4. Benefits of Intelligent Logistics and Automation

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☐ **Cost Reduction**

- Lower labor costs and increased efficiency.

☐ **Improved Accuracy**

- Reduced human error in order processing and inventory management.

☐ **Enhanced Customer Experience**

- Faster delivery times and real-time tracking updates.

5.Challenges and Considerations

☐ **Implementation Costs**

- Initial investment vs. long-term savings.

☐ **Data Security**

- Protecting sensitive information in an automated environment.

☐ **Workforce Impact**

- Balancing automation with job displacement concerns.

6. Future Trends in Intelligent Logistics

❑ Sustainability Initiatives

- Green logistics and reducing carbon footprints.

❑ Blockchain Technology

- Increasing transparency and security in the supply chain.

❑ Customization and Personalization

- Tailoring logistics solutions to meet specific customer needs.

Social Media Commerce (Social Commerce)

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❑ Introduction

Social Media Commerce is transforming the retail landscape, making it essential for businesses to adapt to these changes. By leveraging social platforms effectively, companies can enhance their reach, engagement, and ultimately, sales.

Social Media Commerce (Social Commerce)

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Definition: Social Commerce refers to the use of social media platforms to facilitate buying and selling products and services.

Importance: With billions of users worldwide, social media has become a vital channel for businesses to reach consumers, enhancing customer engagement and driving sales.

1. Evolution of Social Commerce

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- ❑ **Early Days:** Started with simple advertisements and product promotions on social media.
- ❑ **Growth:** Introduction of features like shoppable posts, stories, and live shopping.
- ❑ **Current Trends:** Integration of e-commerce functionalities directly within platforms like Instagram, Facebook, and TikTok.

2. Key Platforms for Social Commerce

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- ❑ Facebook: Marketplace and shoppable posts.
- ❑ Instagram: Shoppable tags in posts, Stories.
- ❑ Pinterest: Idea Pins and shopping features.
- ❑ TikTok: Interactive shopping experiences through videos and live streams.

3. Benefits of Social Commerce

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- ❑ **Increased Visibility:** Brands can reach a broader audience through shares and recommendations.
- ❑ **Enhanced Customer Engagement:** Direct interactions and feedback from customers.
- ❑ **Convenience:** Seamless shopping experience without leaving the social platform.
- ❑ **User-Generated Content:** Leverages reviews, testimonials, and influencer partnerships.

4. Challenges in Social Commerce

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- ❑ **Competition:** High saturation of brands vying for attention.
- ❑ **Trust Issues:** Concerns over product authenticity and security.
- ❑ **Changing Algorithms:** Difficulty in maintaining organic reach due to platform algorithm changes.

5. Strategies for Success in Social Commerce

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- ❑ **Content Creation:** Focus on high-quality, engaging content that resonates with the audience.
- ❑ **Influencer Partnerships:** Collaborate with influencers to tap into their followers.
- ❑ **Data Analytics:** Utilize insights to refine strategies and target the right audience.
- ❑ **Customer Engagement:** Prompt responses to inquiries and engaging with feedback.

6.Key elements of social commerce

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- ❑ Social commerce combines technical features with social strategies to create a smooth, community-driven shopping experience. Here are the important elements of social commerce:
- ❑ Shoppable content
- ❑ In-app storefronts
- ❑ Built-in checkout
- ❑ Influencer marketing

6.Key elements of social commerce

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- ☐ Live shopping
- ☐ User-generated content (UGC)
- ☐ Augmented reality (AR) try-ons
- ☐ Conversational commerce

7. Best practices for social commerce success

- ❑ Social commerce requires smart strategy, authentic engagement, and continuous optimization. These best practices separate brands that thrive from those that just post and hope:
 - Define clear goals
 - Create authentic content
 - Leverage social proof
 - Make products discoverable.
 - Provide great customer service
 - Test and optimize continuously
 - Integrate with existing systems

10 social commerce trends to watch for

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❑ Social commerce is evolving — from simple product tagging to deeply integrated, immersive shopping experiences. And these trends will define the future of commerce:

1. AI-powered shopping assistants
2. Live commerce will continue to evolve
3. Social channels rival traditional search engines
4. Short-form video dominance
5. Creator-led storefronts will win

10 social commerce trends to watch for

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6. Be transparent about your sustainable values
7. Social commerce through messaging
8. Social commerce subscriptions
9. Hyper-personalization with vernacular content
10. AI-driven voice and visual search



Thank You