

E commerce

[Business](#), [E-Commerce](#)



Most of this is business-to-business, with some companies attempting to use email and fax for unsolicited ads to consumers and other business prospects, as well as to send out e-newsletters to subscribers. The benefits of e-commerce include its around the clock availability, the speed of access, a wider selection of goods and services, accessibility, and international reach (Rouse). Its perceived downsides include sometimes limited customer service, not being able to see or touch a product prior to purchase, and the necessitated wait time for product shipping.

E-commerce has grown remarkably and become the greatest form of immunization, business operation, research and development. The acceptance of internet and globalization across the world has also affected the global e-commerce trends (Kanji, 2014). This is mainly because e-commerce marketing and sales are spreading widely and playing a significant role in the world economy. The tremendous potential of the Internet has led companies to devise new ways to present products and services that the businesses offer to the global market which has two most trending e-commerce business methods, the personalization and mobility (Shah, 2013).

The general information that consumers share online with retailers is used to personalize an application. Everything from age, life style, contacts, friends and family, geography and social status are included during the personalization and play a helpful role in offering relevant and valuable shopping experience for consumers (Shah, 2013). Global e-commerce trends include the adoption of real time and personalized facilities for everyone who

approaches the online market across the globe. The other global e-commerce trend includes incorporating mobility among the online shoppers.

Making your website mobile friendly or developing an application for an android or an iPhone shall no longer be enough (Shah, 2013). The global e-commerce trend is all about getting more personal, making shopping more mobile and approaching more channels. The global e-commerce trends show that additions to online businesses have increased the traffic ratio for the store fronts and boosts online leads and sales. It has become inevitable for companies to carefully watch this trend and derive conclusions from it (Kanji, 2014). Companies can no longer avoid the impending necessity of carving a space for themselves on the internet.

Amazon.com has always sold goods out of its own warehouses. It started as a bookseller, pure and simple, and over the last decade has branched out into additional product areas and the third-party sales that not represent a good chunk of its revenue (Schooners, 2011). Once just an online book seller, Amazon now provides vital logistics for sellers ranging from individuals operating from a spare room to larger groups (Schooners, 2011). It simplifies shipping, 10 reasons why Amazon wins at e-commerce which is personalization, customer service, prime perks, review cornucopia and innovation (Christopher, 2012).

From the moment a user visits Amazon.com, the e-commerce retailer works to personalize their experience. Once a registered user, Amazon can move closer to having a one-to-one conversation with a shopper by asking him or her to rate products in order to provide more personalized product

recommendations in the future (Christopher, 2012). The company also monitors users browsing and purchasing patterns to improve upon its recommended products.

Moreover, Amazon puts an emphasis on personalization by using the majority of its homepage to feature personalized, recommended products of its members. Amazon also has a reputation of taking care of its customers proven by that customer service is a key driver to sustained success, and the retailers who take care of customer issues and complaints in a timely and appropriate manner will see an impact on their bottom line.

Perhaps the biggest advantage Amazon has over other e-commerce retailers is its Amazon Prime offering (Christopher, 2012). Prime provides members with unlimited free two day shipping on millions of items on Amazon. Com, as well as access to the company's streaming service Amazon Instant Video and the ability to borrow books from the Kindle Owners' Landing Library (Hone, 2014). Prime has been so successful that the service received millions of customers during the holiday shopping season.

Moreover, one of the main reasons consumer's research products online is to look at rating and reviews from their peers, as the opinions of other consumers are highly trusted (Hone, 2014). Although the majorities of online retailers offer a ratings and review feature on their site nowadays, it is not uncommon for this section to be empty or only feature a couple of views (Hone, 2014). Year after year, Amazon continues to innovate in the e-commerce space, with Amazon Prime being just one example (Hone, 2014).

In addition, Amazon has been implementing an offering called Amazon Fresh on the West Coast, which provides free same-day and early morning delivery on qualifying orders of fresh grocery items and local products (Christopher, 2012). Although those factors make it difficult for smaller retailers with less resources to compete against the e-commerce juggernaut, as Amazon invests to give customers the kind of instant gratification that until now only brick and mortar retail could provide, traditional retailers are investing heavily to achieve the kind of selection and convenience that Amazon provides.