

improve real-time deal comparison and overall search results. Despite the fast rise of generative AI technology through tools like ChatGPT, many retailers are left wondering how to actually employ the technology in their e-commerce.

2. **Hybrid Commerce:** As stated earlier, the future of eCommerce is phygital – a blend of online channels and physical retail experiences. This eCommerce model integrates multiple channels and platforms to provide a seamless experience, encouraging hybrid commerce or omnichannel selling. It refers to a wide variety of ecommerce experiences that seamlessly integrate digital channels with physical retail experiences, thus creating a holistic customer journey spanning both online and offline touchpoints. The convenience of online shopping, quick in-store visits, and zero shipping charges has steadily grown the click-and-collect trend.
3. **AR and VR:** With the advancement of augmented reality (AR) and virtual reality (VR) technologies, ecommerce brands are increasingly able to enhance digital experiences and weave digital touchpoints into traditional buying channels. AR and VR gives consumers a real time experience of the object without real time settings by integrating real computer-generated environment. Various surveys claims that 70-90% consumers' reactions are predominantly positive.
4. **Social Commerce:** Social commerce, a form of ecommerce in which a social media platform serves as both a marketing channel and a shopping destination, which will grow more than 50% in coming years. However, authenticity continues to be paramount for online shoppers, particularly among younger generations. As brands saturate social media through sponsored advertising and influencer partnerships, many consumers are working harder to seek out “unsponsored” product reviews and word-of-mouth advertising from passionate customers and influencers. Using this approach, organizations can use social media’s reach to facilitate product discovery, encourage social purchasing decisions, and foster customer engagement. Several platforms, including Facebook, Instagram, and TikTok, have built social commerce into their platforms to facilitate the process.
5. **Customer Relationship Management:** CRM includes tools and strategies to help businesses manage customer interaction and customer assistance by using physical and digital tools or resources. It helps business owners to understand their customers’ needs and behavior better and strengthen relationships that build a loyal customer base. A positive customer support encourages customers and bring 81% repeat purchases. Live

chat, virtual assistance, flexible payment options, voice & visual searches and comparing tools are used by brands for customer assistance. CRM will continue to be a top strategy for improving customer engagement. Therefore, investing in a CRM tool can be great for an eCommerce business's growth.

Future e-commerce leaders will be those who will make the most of new technology and smartly capture the evolving trends at the onset. Following the latest E-Commerce trends doesn't mean



copying someone else's business strategies or implementing new E-Commerce technology without sufficient planning. It is about keeping up with the times and evolving customer expectations. It will let the future e-commerce leader to provide a richer shopping experience to their customers and will support in maintaining a healthy business. Prioritizing business strategy, customer needs and current capability goes a long way when outpacing the competition.

About Author:

Dr Simran Mehta is currently working in ICERT and managing the Account and Finance Division as Director and Head, and also leading the Core Committee ICERT as Chief Executive Officer. She has over 11 year's professional experience in school teaching, higher education and leadership. During this time, she has gained extensive experience in teaching, team motivation, inspiring young minds, material development and curriculum development. She has completed masters from Maharishi Dayanand University. Under her dynamic leadership the ICERT family is working with enjoying the work culture. She is a passionate & enthusiastic lady. Being a keen learning attitude, she has attended more than 50 National & International seminars/conferences/webinars. As an innovator, his academic interest lies in education, human resource management, team development and finance management. She strongly believes in self-learning habits and continuously strive to add more as per contemporary challenges. She is connected with various organizations and also worked as an honorable member in various NGO, Social and educational organizations. She has been honored & awarded with Nari Asmita Award, Education Expo Best Principal Award, Guru Samman Award, Global Excellence Award in Education, Teacher Innovation Award, CV Raman Award, Best Principal Award etc.