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RECENT CHALLENGES AND PROSPECTS INDULGED IN E-COMMERCE BUSINESS

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Keywords

E-Commerce, Challenges, Prospects, Technology.

Abstract

As the number of information systems has expanded and internet access has become more widespread, many businesses have transitioned to digital platforms. The term "e-commerce" has been added as a prefix to familiar business concepts to denote their new electronic context. To prevent confusion, it's important to differentiate e-business, e-commerce, and e-marketing from the start. The growth of e-commerce is increasingly driving the global economy, creating new commercial opportunities. This study aims to identify strategies that help businesses realize e-commerce's full potential for sustained growth and international competitiveness. E-commerce has expanded due to increased internet usage, rising consumer demand for convenience and affordability, and technological advances that have made online transactions safer and easier. However, despite its benefits, the e-commerce sector faces numerous challenges, including intensified competition as more businesses enter the space, making

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	differentiation more difficult. This research study is based on secondary databases. The study will examine recent e-commerce challenges and prospects. E-commerce still offers significant potential for companies that navigate the market and provide quality goods and services. With investments in technology, logistics, and security, it is expected to remain a vital part of global commerce.

INTRODUCTION

India's quick commerce industry grew at a compound annual growth rate (CAGR) of 110–130% between 2021 and 2025, reaching a valuation of US$7–8 billion in FY25. The segment is predicted to reach US$65–70 billion by 2030 due to a structural shift toward high-frequency, convenience-led spending, which will account for almost half of the incremental growth in e-retail. E-commerce, or electronic commerce, involves conducting business using digital platforms like the internet. It encompasses activities such as buying and selling goods and services, transferring money and data, and exchanging business documents between companies. Essential methods and technologies include web services, file transfer protocol, online catalogs, email, and search engine optimization. Benefits include greater product availability, 24/7 access, quick access, and global reach (Dr. Priyaka Khanna and Preeti Kalra, 2023). An e-commerce business utilizes digital channels such as websites, mobile apps, and online marketplaces to trade goods or services. This ranges from small artisan shops on platforms like Etsy to giants like Amazon, covering B2C, B2B, and C2C transactions. The industry is expected to grow further, supported by innovations like social commerce, AI-driven personalization, and AR. Opportunities include reaching new customer segments in tier 2 and tier 3 cities, expanding B2B markets, and emphasizing sustainability. Staying competitive involves strategies like omnichannel experiences, hyper-personalization, and mobile-first design. The significance of e-commerce today lies in its role in society, enhancing convenience and efficiency, and potentially promoting sustainability by optimizing delivery times (Joysri Datta and Suchandra Bose, 2024). Recent challenges include fierce competition, rising customer acquisition costs, and increasing demands for speed and personalization. Additional concerns involve cybersecurity threats, supply chain issues, transportation, inventory management, high cart abandonment, and product returns. E-commerce presents a major economic opportunity for apparel vendors, who seek short payment cycles and straightforward product returns. Surveys indicate a good understanding of tools like catalogs and inventory management software that support growth (V. Vinu Chakravarthi & Dr. G. Veeramani, 2017). A holistic approach to e-commerce integrates all business aspects—technology, data, marketing, and operations—to deliver a consistent, customer-focused experience across all touchpoints. This involves coordinating efforts to reinforce brand identity, enhance consumer engagement, and build long-term loyalty. Developing a comprehensive e-commerce strategy requires combining technological innovation with appropriate legal frameworks (Vitalii Volynets, Vladyslav Lohvynenko, et al., 2024).

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REVIEW OF LITERATURE

Dr. Abhishek Kumar Singh (2024) highlights that influencer marketing and sustainability are increasingly significant in customer interactions. Meanwhile, advanced technologies such as blockchain and artificial intelligence are transforming the e-commerce landscape. Overall, the Indian e-commerce market is projected to reach $200 billion by 2026, provided companies adapt to changing customer preferences and enhance the overall shopping experience.

Saqib Saeed (2023) The study highlights that consumers' concerns about credit card safety, information security, business motives for shopping, customer trustworthiness, and sentiments about e-commerce reputation all influence their perceptions of online data security and their trust in e-commerce platforms.

Tiwari, Anshuja (2021) notes that leading retailers are focusing on leveraging Internet-enabled benefits and reducing operational costs to enhance their competitive edge in process, structure, and relationships. However, it remains uncertain how customers will respond to the new real and virtual offerings, which will influence their success. Additionally, the retail floor area must be upgraded in quality and appearance to remain suitable for retail use.

Nick Hajli & Farid Shirazi (2021) found that higher brand identification and a strong individual self-concept are linked to increased purchase intentions. However, consumers tend to prefer brands and products that reflect their self-image and align with how they see themselves.

Ghada (2021) highpoints that over the last decade, electronic commerce has expanded swiftly and is expected to accelerate even further. As more companies shift their operations online, the line between "conventional" and "electronic" commerce is likely to become less clear.

Mohammed Hadwan and Sarah S. Alrumiah (2021) state that e-commerce projects utilizing Big Data Analysis improve the online shopping experience and increase vendor revenue. Businesses can attract customers by providing personalized products and services after understanding their preferences and habits. BDA leads to better experiences for both buyers and sellers. However, Big Data analysis remains challenging due to the rapid growth of data.

Mariam Lafkihi, Eric Ballot, and Shenle Pan (2019). The research study Emerging corporate environments threaten the effectiveness and efficiency of current key procurement techniques. This publication further examines trends and gaps from the perspectives of scholars and practitioners, as well as future prospects within new freight transportation markets and organizations.

OBJECTIVES

1. To examine the recent challenges faced in e-commerce.
2. To understand the prospects engaged in e-commerce activities.

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RESEARCH METHODOLOGY

Source of the study: The methodology relies solely on secondary data, including published studies, journals, and online sources. The study incorporates the conceptual framework, definitions, current trends, and potential benefits and challenges of e-commerce in India.

ANALYSIS

Graphical representation for challenges in the e-commerce business worldwide

E-commerce Market Segments categorized by Type (B2B and B2C), Application (Apparel & Accessories, Electronics & Media, Food & Personal Care, Furniture, and Appliances), Platform (Web-based and Mobile-based), and Region (Asia Pacific, North America, Latin America, Europe, and Middle East & Africa). Global Industry Analysis, Growth, Share, Size, Trends, and Forecast (2025-2034). Sharma, R. (2026).

E-commerce outlook in the year 2025-2030

The global e-commerce market was projected to be worth $7.4 trillion in 2025 and is expected to expand at a CAGR (compound annual growth rate) of 14.9% from 2026 to 2034 as widespread smartphone adoption, accelerating digitalization, and growing logistics infrastructure continue to transform worldwide retail as well as wholesale commerce. Over the past ten years, the e-commerce sector has drastically changed, going from being a supplemental retail channel to becoming the primary means of conducting business between companies and customers globally. The proliferation of mobile devices, AI-powered personalization, the expansion of broadband internet, and next-generation payment methods have all worked together to dramatically lower the friction of online shopping, enabling retailers of all sizes to engage with global consumers and business clients. There will be a sizable addressable market for digital commerce in 2025, with over 4.3 billion active mobile internet users and over 5.6 billion internet users globally. Due to the growth of digital wallet ecosystems, more accessible cellphones, and better mobile network coverage, the number of first-time online shoppers in emerging economies in Southeast Asia, South Asia, and Sub-Saharan Africa is fast increasing. Meanwhile, in advanced economies like Western Europe and North America, e-commerce is becoming more prevalent in traditional offline industries like grocery, furniture, healthcare, and auto parts. The IT infrastructure services sector has been essential in supporting this expansion as cloud computing, content delivery networks, and cybersecurity standards have made scalable e-commerce operations financially viable for businesses of all sizes. Cross-border e-commerce is emerging as a particularly high-growth segment, with international online retail transactions predicted to rise at more than twice the rate of domestic transactions thru 2034 thanks to enhanced customs procedures and international payment gateways.

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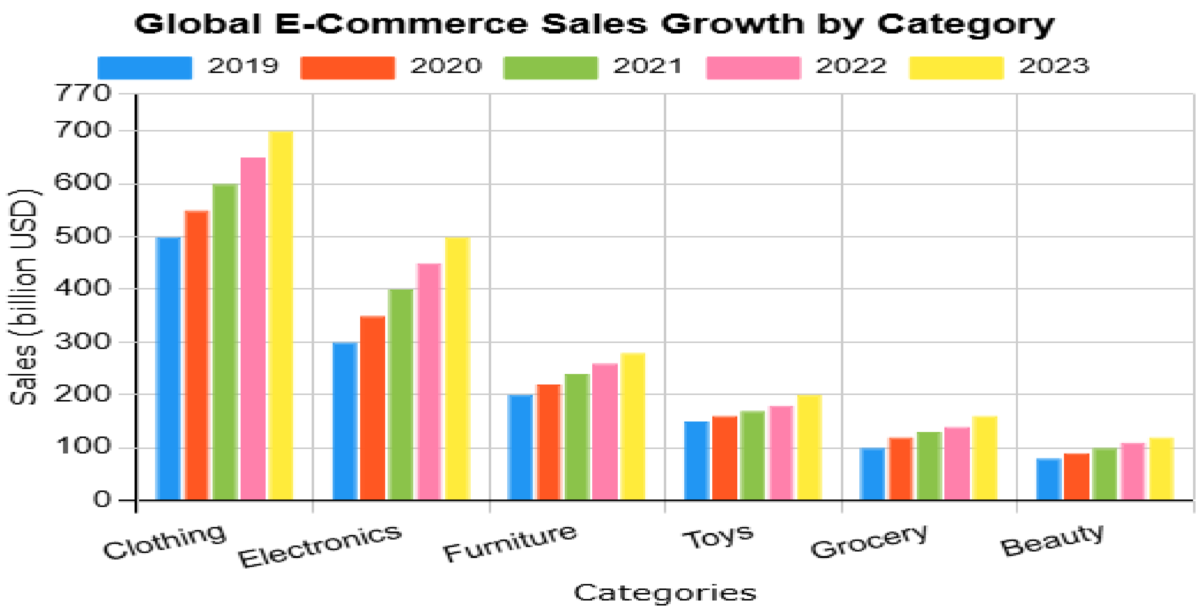
Source: Sharma (2026), DataIntelo.

The rise of social commerce, with purchases on platforms like WeChat Mini Programs, Instagram Shopping, and TikTok Shop, blurs content consumption and commerce, lowering brand costs and encouraging spontaneous buying. AI, machine learning, and generative AI improve inventory management, pricing, and personalized shopping, boosting conversions and reducing cart abandonment. AR and mixed reality enable virtual try-ons and product demos, cutting returns and improving satisfaction.

Global e-commerce market's overall graphical perspective



Source: BarGraphMaker.net. (2026). ***E-Commerce Sales Growth Multiple Bar Graph*****.**

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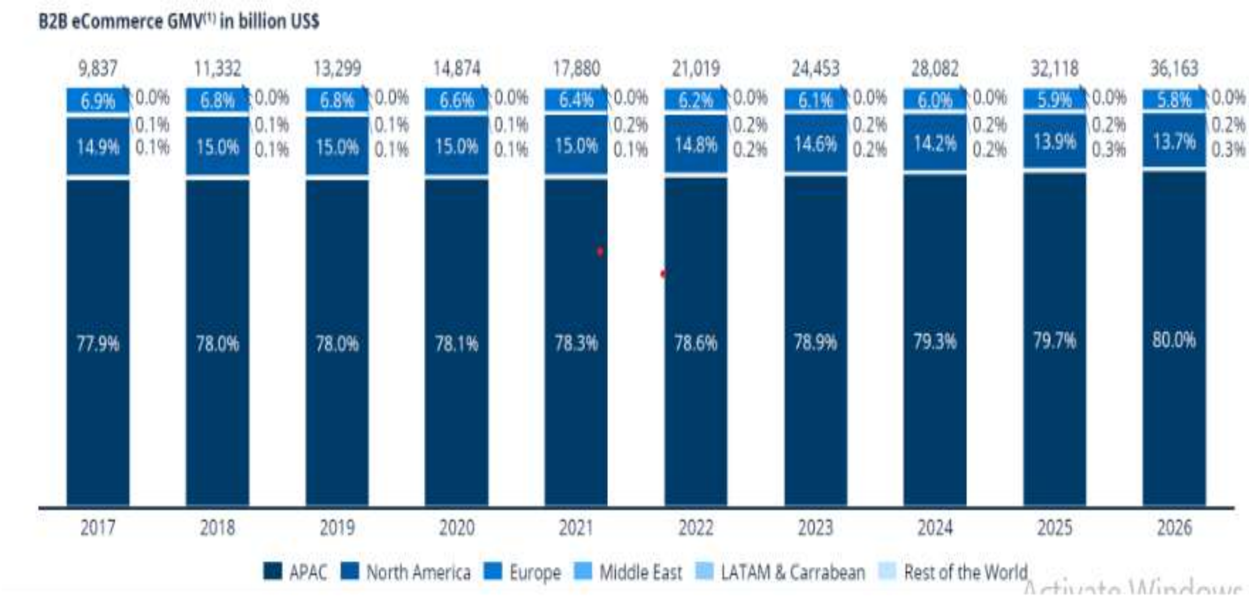
Forecast for B2B eCommerce

Over the past ten years, global B2B e-commerce sales have increased each year. By 2026, it is expected to hit USD $36 trillion. The majority of these sales come from heavy industries like manufacturing, energy, healthcare, and professional business services.



Source: International Trade Administration, U.S. Department of Commerce. (n.d.). *eCommerce sales & size forecast*.

The Asia-Pacific region will continue to gain market dominance over the rest of the world, and even smaller regions like Latin America and the Middle East will see the biggest growth in B2B e-commerce value.

Discussion

In the e-commerce landscape, businesses must handle a large volume of online orders, mainly from private customers, which are lightweight, compact, and require fast delivery within overlapping customer timeframes. Production operates around the clock. New delivery strategies and technologies are under exploration. Faster order processing and additional features introduce complex challenges in routing and inventory management. In today's competitive global market, companies frequently adopt e-commerce practices and online platforms that utilize social networking and online commerce to better understand customer needs, enhance marketing efforts, and share innovative information. Albérico Rosário and Ricardo Raimundo (2021).

Inevitably, we are now offering a succinct synopsis of the previously mentioned components as well as the prospects and challenges now confronting the e-commerce sector. We focus on the subset of traits and components for which there is already literature.

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Conclusion

E-commerce has transformed international trade by facilitating easier cross-border communication between businesses and customers. It has become a vital component of the digital economy, offering global access to goods and services that was previously unavailable. This essay explores technological advances aimed at bridging the digital divide in e-business and tackling complex challenges in global e-commerce. Md Azhad Hossain, Mahafuj Hassan, (et el..2020). Based on the study's theoretical implications, providers can improve their companies by tailoring e-commerce to their specific needs. Key challenges include payment cycles, supply chain management, fraud, refunds and returns, cyber security, customer support, and logistics. Having a clear product return policy allows businesses to focus more on their internet operations. The survey also shows that there is sufficient awareness of services such as inventory management tools and catalogs, which are expected to propel sector growth.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will take care by all authors. Journal and editors are not liable for aforesaid matters.

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