

## INTELLIGENCE IN E-COMMERCE

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### ABSTRACT

Artificial intelligence is being used to offer personalized product recommendations based on past customer behaviour and look like a customer. AI plays an enormous role in adding better customer experiences and innovative solutions in the E - Commerce industry. Product recommendations, personalized shopping experiences, virtual assistants, chat bots, and voice search are some of the most distinctive uses of AI in E - Commerce.

Electronic commerce is the business environment in which information for the buying, Selling and transportation of goods and services moves electronically. The transfer of money and data to execute these transaction .Electronic commerce (EC) includes and technology that enables a company to do business electronically.

### INTRODUCTION

According to the Prashant Jain defined electronic commerce (e-commerce) as “the exchange of business information using electronic formats, including electronic mail, electronic bulletin boards and electronic funds transfer. He further stated that ‘e-commerce is the process of two or more parties making business transaction via computer and some type of network. E.g. - Direct connection or the internet



## Advantages of E-Commerce

### **ADVANTAGE OF E- COMMERCE**

E-commerce allows individual to reach customer, all across the country and all around the world .E-commerce gives business owners the platform to reach from the comfort of their homes.

**INCREASED AVAILABILITY** Online operations allow businesses to interact with customers all day every day ,and are no longer limited to traditional bricks and mortar operating hours .This makes it easy customers to make their purchases at a time that is convenient for them.

**REDUCE COSTS** There are many ways that online technology can be utilized by business to reduce costs for a traditional brick and mortal business, by moving online they can save on all of the infrastructure costs of having a physical presence, such as rent ,utilities ,and maintenance.

**IMPROVED CUSTOMER SERVICE** Customers are able to connect with businesses online in different ways which can improve customer satisfaction. The amount of data collected digitally on customers as they are interacting with the website is extremely valuable as well. This information can be used to help encourage further purchases or to help target new customers

### **TYPES OF COMMERCE**

Business-to-consumer

Consumer-to-consumer

Consumer-to-administration

## Disadvantages of E-commerce



### DISADVANTAGES E-COMMERCE

#### HIGHLY COMPETITIVE

The reality is the best niches are often the most competitive. That's why so many entrepreneurs are drawn to them. First, you can execute a different marketing strategy than your competitors.

#### SHIPPING TIMES CAN BE LENGTHY

Customers consider shipping times to be one of the worst e-commerce disadvantages. But, with online shopping, most customers receive their products in a week or more.

**ESTABLISHING CUSTOMER TRUST&SATISFACTION** Online retailers should provide a complete of the product and benefits-with high -quality, pictures and perhaps even demonstration videos if possible. Products availability and likely ship dates.



**BUSINESS-TO-CONSUMER (B2C)** Business-to-Consumer model of business deals with the retail aspects of e-commerce. E.g. The sale of goods and or service to the end

consumer through digital means. Some of the businesses operating in the channel include well known players like Amazon, Flipkart, etc.

**CONSUMER-TO-CONSUMER (C2C)** C2C business model is leveraged by a consumer for selling use goods and services to other consumer through the digital medium. The here are pursued through a platform provide by a third party, the likes of which include OLX, QUICKER etc.

**CONSUMER-TO-ADMINISTRATION (C2A)** The C2A platform is meant for consumers, who may use it for requesting information or posting feedbacks concerning public sectors directly to the government authorities / administration. Its areas of applicability include,

The dissemination of information

Distance learning

Filling of the returns

Seeking appointments, information about illnesses, payment of health services etc

**CONCLUSION** It is also to introducing new techniques and styles in a transaction. Use the extensive e-commerce in the internet world is actually much better to bring the goodness of the individual or the state. E-commerce is a helpful technology that gives the consumer access to business and companies all over the world. As highlighted in this article, **artificial intelligence in Ecommerce** is playing a leading role in driving innovative solutions and customer experiences. Some the leading **use case of artificial intelligence in Ecommerce** is in the area of personalized shopping, product recommendations, and inventory management.

## REFERENCES

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