

Challenge and Barriers in E-Commerce Environment

The electronic-commerce (e-commerce) model helps in marketing, buying and selling goods or services online. It includes the full range of online product and service sales from start to finish. Ecommerce tools include computer platforms, applications, solutions, servers, and various software formats that are manufactured by e-commerce service providers that are purchased by merchants to increase online sales.

Challenges Faced by E-Commerce

1) An absence of online identity verification

When a visitor goes to an e-commerce website and subscribes, the portal does not understand the customer, and blocks the information I enter. Whether customer information is real or not remains questionable. Cash on delivery purchases with incorrect or fake phone numbers or addresses can lead to huge revenue losses.

How can this be solved?

By taking appropriate steps to verify customer's information. First of all, look for signs of suspicious activity. This can take the form of high-value or large requests, identifying fake phone numbers and email addresses, and checking if postal codes match the state / city. Send the verification link when the customer registers, via text message or email, to validate the customer. With COD purchases, an automated call can even be made to the customer, asking him to validate the delivery address.

2) Finding the right products to sell

Shopping cart platforms like Shopify have removed many entry barriers. Anyone can launch an online store within days and start selling all kinds of products.

Amazon captures the world of e-commerce with its massive online product catalog. Their market and loyalty services enabled sellers from all over the world to easily reach the paying clients.

3) Provide a comprehensive customer experience

In today's world, customers can reach out through any number of touch-points. They may visit your website, contact your agent, leave a message on your social media page, shop from your store or contact you through a live chat or a messaging platform. So how can this be addressed?

Make sure to equip your team with the right technology. –

- Up to date, visual engagement tools enable your organization to serve customers across all touch points, channels, and journeys.
- Identify the key channels.

Find out which channels are most important to your customers. Customer support staff should contact customers via their preferred channels, phone, email, live chat, video call, online help centers or in-app messaging. Integrate and optimize those channels, adding personalized messages and offering one-to-one interaction with live chat or video calling.

- Maintain the context.

Direct the conversations based on a user's previous response. Keep tracks of customer conversations using parameters like user profile. This way, you can always respond contextually, irrespective of the channels they used.

4) Competitor Analysis

In a competitive environment, others will provide the same products and services that they offer you. Unless you have a strategy to differentiate yourself, it is difficult to survive.

How can this be mitigated?

Conduct a comprehensive search of competitors. Focus on developing a strategy that enables you to shine more than your competition. Use social media platforms and blogs to promote products. Invest in promotions to help create more online presence and thus more customers. Do the search, and discover the most requested products. Remove old items. Cross-border customer services provide a way to stay ahead of your competition.

5) Attracting the perfect customer

Online shoppers do not shop the same way they are used to during the day. They use Amazon to search for products (not just Google). They ask for recommendations on social media. They use their smart phones to read product reviews while in the store and pay for purchases using all kinds of payment methods. A lot has changed, including the way they consume content and communicate online. They easily get distracted by technology and social media.

6) Converting shoppers into paying customers

Driving high-quality traffic and caring for potential customers is key if you want to close the sale. At some point, you need to convert these leads in order to pay for your marketing campaigns.

Retailers must constantly improve their efforts to convert leads for email as well as site visitors into customers. Conversion optimization is an ongoing process.

7) Retaining customers

Attracting new customers is more expensive than actually keeping your existing customers. Retailers must implement tactics to help them make the most of their customer base in increasing the customer's lasting value.

Barriers in E-Commerce Environment

1. Lack of trust

With news of constantly damaging data breaches in the headlines, many people are concerned about giving out their sensitive personal information to e-commerce sites. So ecommerce stores that want to win new customers must show their serious intentions to protect shoppers' private data.

2. Slow adoption of mobile payments

Mobile shopping has been one of the biggest drivers of e-commerce growth:

Mobile devices now account for 19 percent of e-commerce sales. In the past six months, 79 percent of smart phone owners have used their devices to make an online purchase. Unfortunately for retailers, the mobile e-commerce boom has not translated into corresponding growth in mobile payments.

3. Poor shopping experience

For actual retail stores, customers with one bad shopping experience don't necessarily go forever. The proximity, comfort, and lack of alternatives are all factors that can lead to the return of dissatisfied customers (and possibly improving their opinion).

After all, with so many websites offering one click, why do you keep shopping in a place that didn't amaze you the first time?

Moreover, the effects of a bad impression have a multiplier effect on the social circle of the unhappy customer. 54 percent of shoppers say they share their bad experience with others, including telling their friends and leaving a negative review. In other words, creating a positive experience for shoppers is more important to e-commerce stores than actual retail outlets.

4. Lack of favorable reviews

"Social Guide" is one of the favorite buzz words of an e-commerce marketer. At heart, people want to know that there are other people like them who do the same things and nurture the same business. Lack of positive reviews - or no reviews at all - can be an obstacle to e-commerce stores.

5. Cart abandonment

Convenience is one of the main reasons why consumers prefer online shopping, but it also comes with its downsides. For example, leaving your cart on an e-commerce site is as simple as exiting the window.