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THE SIGNIFICANCE OF E-COMMERCE IN BUILDING BETTER CUSTOMER RELATIONSHIP

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Introduction. This article discusses the significance of e-commerce towards customers and consumers, e-commerce means using the internet for business trading procedures.

E-commerce market

In old days, life was more difficult, consuming daily needs wasn't easy at all, and it is required a lot of effort, status now has completely changed from what it was, as many of the different electronic developments began to dominate and

step by step enter the world until it was able to reach the level of technology we are living today, but now after the significant technological development, life has become easier and comfortable.

E-commerce became daily routine and this is due to the engagement to the electronic commerce revolution it shows the part of economic activity that depends on the supplying of different products and services that companies provides.

Keywords: e-commerce, customer satisfaction, significance of e-commerce.

Some general advantages of e-commerce:

- Give chances for a lot of people to work from home, especially during the corona virus pandemic.
- Help people who have special disabilities, retired workers and housewives to work in this sphere from home.
- serve wide range of products and services that satisfies the needs of the customers.
- Customers can search for what they want to buy away from the time and place barriers, just search and order.
- Saving money, cheaper products, from ecommerce to customers directly.
- Saving time for the whole purchasing procedures to customers door.

[1] [2]

Speaking of ecommerce during pandemic and as this research is made inside the Russian federation, as follows some statistics for ecommerce inside the Russian federation:

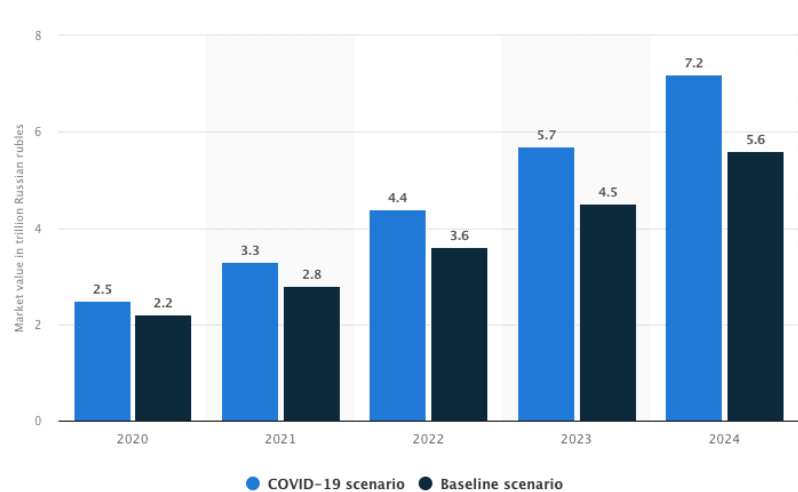


Figure 1. Forecast e-commerce market value in Russia influenced by the coronavirus (COVID-19) pandemic from 2020 to 2024(in trillion Russian rubles)[4]

Predicted growing e-commerce market in Russia was projected to be enhanced by the pandemic of corona virus. the lockdown of offline retail businesses and the further self-isolation promoted a digital commerce growth in the country. by 2024, the market was estimated to mark 7.2 trillion Russian rubles in value, over 1.5 trillion Russian rubles higher the baseline scenario.

E-commerce strategies for building better customer relationships:

1. Customer care, one of the most important strategies and it whether impresses them or letting them down with a negative impact, customer service is formed to respond to questions, complains and quick feedback, having a good e-commerce customer service platform enhancing the communication relationship with customers.

2. Catching sight content: whether it is a website or social media platform, e-commerce business detailed products and contents in addition to the eye-catching contents will give a positive purchasing decision, this includes pictures, videos, graphics for catching attention.

3. Special offers: what makes a positive purchasing decision is discounts, customers or consumers always need discounts, also shipping, gifts and free samples will positively gain customers' trust.

4. Feedback: uncomplicated and fast feedback is an important facility that increase the positive relationship between the website or the platform and

between the customers, quick respond impresses them as well as giving the feeling of being valued.

5. **Direct communication on social media:** every e-commerce business builds up social media platforms like Facebook and Instagram, despite the significance of marketing for products or services it communicate directly with the customers giving them the option to communicate and comment and get replied, this builds up customer trust and get positive purchase decision.

6. **Following-up:** communicating with customers after purchasing whether by calling or by messaging to confirm and ensure well delivery process and to ensure that they are satisfied with the experience.

7. **Let support be your competitive advantage:** Your customer base will increase if you're able to provide excellent support. You can use that as an advantage against competitors offering the same service and products.

8. **Give customers personal attention:** When you provide live chat option for your customers, support reps can attend to the problems of several customers at once/

9. **Tools support service:** Your customers will have a bad experience if you keep transfer them from one team of agents to another. Provide your support team with the tools needed to solve customers problems quickly and easily.

10. E-commerce is not only about online shopping, it is also online banking, real state online market, import and export, supply chain management [5,6,7].

Table 1. Comparison between e-commerce and traditional commerce[3]

E-commerce	Traditional commerce
<ol style="list-style-type: none"> 1. It is easy, quick online shopping, whether it is products or services, all you need is an electronic device. 2. Available 24 hours a day 3. Globally and locally. 4. Fast, good customer services in different forms with customer care executives. 5. Offers wide variety of products and services. 6. Able to make searches, comparisons. 	<ol style="list-style-type: none"> 1. Need face to face dealing and sometimes it is hard to reach. 2. Limited time access. 3. Locally only and it requires face to face. 4. Provide less customer support 5. Limited number of products with a particular seller as pace is limited. 6. Limited information.

Conclusion:

The research showed the significance of e-commerce in building better relationship with the customers and it is predicted that e-commerce will get more and more popular locally and globally, the size of e-commerce businesses is in a permanent increase that is because both the organizations, e-commerce companies and customers are aware of the advantages of e-commerce as it is realized the pace, efficiency and the reliability as a friendly consuming environment.

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