

COMMERCE: THE NEXT GENERATION OF E-COMMERCE AND FACTORS INFLUENCING TRENDING BUSINESS

A. Ramesh¹ & Dr. S. Jayakant²

¹*Ph.D Research Scholar (Part Time), PG and Research Department of Commerce, VELS University, Pallavaram, Chennai 600117*

²*Research Supervisor & Assistant Professor, PG and Research Department of Commerce, VELS University, Pallavaram, Chennai 600117*

ABSTRACT

The evolution of e-commerce has transitioned from static desktop browsing to dynamic, mobile-first, and socially integrated platforms. This study investigates the key factors influencing the rise of next-generation e-commerce models in Tamil Nadu, India. Using a descriptive, cross-sectional survey of 120 online shoppers, the research explores consumer perceptions of trust, app usability, influencer impact, and logistics. Findings highlight mobile app performance (85.8%), trust signals (82.5%), and social commerce (78.3%) as top purchase drivers. Data privacy, rapid delivery, and eco-conscious packaging also influence behavior. The study provides actionable insights for brands to enhance UX, fulfillment, and creator-driven engagement. It concludes with strategic recommendations to stay relevant in an increasingly competitive digital marketplace.

KEYWORDS: *E-Commerce, Next Generation E- Commerce, Social Commerce, Mobile Commerce*

Article History

Received: 23 Aug 2025 | Revised: 26 Aug 2025 | Accepted: 04 Sep 2025
