Paper –CONSUMER BEHAVIOUR   **Dr. James Hussain**

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Topic- Top E-Commerce Challenges for Small Business

1. **Cybersecurity-** That small e-commerce sites need the proper cybersecurity practices and tools in place. Small businesses that focus their attention in the e-commerce space need policies and procedures to create a solid cybersecurity framework for the organization. In the case of a cyberattack, a small business cannot afford to have downtime in operations and sales, because every transaction is a marginal financial success that the business depends on.
   Because a small business depends on that income, business owners need the proper cybersecurity framework to keep data safe and secure while helping employees at the company feel empowered and safe to implement policies and tech to combat cyberattacks.

2. **Competition-** Competition comes in many forms for small businesses, especially in the e-commerce space. You have to keep up with competitive pricing, products and service. The e-commerce space has become so saturated that standing out from other e-commerce businesses is really difficult, through no fault of your own. Distinguishing yourself from your competitors is crucial to standing out and attracting new customers for your business. This can be accomplished by making sure your website looks professional and is optimized correctly to suit today's Google algorithm. by providing a unique product or service, you can focus on a smaller demographic, making it easier for you to increase your domain authority."

3. **Order fulfilment-** Not everything has to fall on the back of the small business owner. You could be inundated with more orders than you are prepared to handle on your own. "Order fulfilment should be outsourced to a third-party fulfilment company whenever possible for increased efficiency," Cook said.

4. **Customer experience**- As a primarily e-commerce business, or a business that has an e-commerce site as a secondary means of selling its products, figuring out how to offer your customers the same experience they would get in a brick-and-mortar store can be challenging.
   "One of the most overlooked areas of the customer experience in moving to e-commerce is pricing and customer segmentation. Customer experience is especially important when launching an e-commerce initiative, because customers expect to be treated as well or better online as they are face to face.

5. Quality website traffic and visitor conversion-

Building, designing and running an e-commerce website is hard, but receiving quality converting traffic is even harder, according to Lisa Chu, owner of Black n Bianco.
To turn your traffic into converting customers, you must have a website that is modern, clean, user-friendly, trustworthy and virus-free. Every industry is different, so understanding your audience is crucial to designing a website that resonates with your audience.

6. Visibility

How are you supposed to get quality traffic to your site and turn visitors into customers if people can't find your site to begin with? It's a big issue for e-commerce businesses, and one that could make or break a business.

7. Return/refund policy- Having a good return/refund policy could be the difference between success and failure. That sounds extreme, but it's true. "If you want your brand to stand tall, then customer satisfaction should be the first priority, and whatever you're selling should be the same as what's advertised.

8. Finding the right market- The first step of any business is to find product/market fit, and e-commerce is no different. "Product-market fit is the degree to which a product satisfies market demand.

9. Making/increasing sales-To increase sales, e-commerce SMBs need to have the right product at the right price and ensure they are top of mind when the customer is ready to make a purchase," Tan said. "This traffic can be hard to get; to drive sales, it's important a brand endears themselves to their customers.