**ROLE OF INTERNET OF THINGS ON ECOMMERCE**

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**Introduction**

E-commerce or Electronic Commerce is a business model that involves online buying and selling of products and services. Other business activities conducted via the internet include financial activities, trading activities, and other integrated online services. Customers buy items via the internet and pay the money electronically without meeting with their seller face to face or barriers of time and distance (Prabhu et al., 2018). After the order is done, the seller can deliver the product to the customer (Sharma, 2018). With the number of business operations moving onto the internet, the boundaries between conventional and electronic have been blurred. Internet of Things (IoT) is currently one progressing field in E-commerce. Internet of Things combines computing objects with the virtue world digital device and machines are linked together on the internet.

**The major role played by the Internet of Things (IoT)**

An online transaction involves online made payments. IoT ensures that more secure and convenient transactions are made. It also reduces the chances of unlawful hacking. Also, the help of IoT has provided effective management of inventories. This is done by using IoT sensors and RFID tags to track an entire inventory (Nagar, 2018). They consistently advance in monitoring and following several checklists and decrease errors made in reordering certain items.

Moreover, IoT guarantees that products are transferred from one place to the other effectively. This is by ensuring efficient and uninterrupted supply chain management, which is crucial while carrying out some eCommerce business operations. GPS and RFID mechanism helps track the transit of the products and give detailed info on temperature location among others (Nagar, 2018). IoT also improves the consumer experience. Some companies use it to get insights and feedback from their customers about a product or a service. This specific innovative technology helps sellers to deliver a better comprehensive trading experience to this customer and an improved rate of personalization that results in customers satisfaction (Nagar, 2018)

Additionally, IoT, in collaboration with cloud computing, has resulted in the advancement of Web commerce (Shen et al., 2017). These technologies working together strengthen at the same time and impact global scientific and dynamic novelty. Considering that eCommerce comprises data management and capital stream, the Internet of Things has affected them significantly. Moreover, with the integration of IoT in e-commerce, consumers can acquire more significant info on the products they purchase. This information helps them determine whether or not to buy the product.

According to Yu & Zang (2017), some of the primary challenges, such as the distribution problem, asymmetric counterfeit products problem in the eCommerce industry, could be solved by the Internet of Things. The authors state that an IoT anti-counterfeit system can contribute to curbing fake products in the online market. This is by using a unique identifier and an electronic signature on the tag of every product to enhance confidentiality. With this approach, only a high degree of authentication on the products can be conducted to confirm, and the customers can ensure the product's validity and quality. Additionally, real-time monitoring enhances the distribution process, and businesses can keep up with abnormal situations. Also, with the application of tags on products, customers can inquire information from the merchant and not necessarily from the seller to be aware of the product’s origin. This can lead to a decrease in asymmetric information (Effimia, 2017).

In conclusion, e-commerce has become one of the core aspects in today's market, as well as technological advancement. As mobile devices emerge more and more popular, a rapid surge of internet adoption and the growth of online shoppers have been noted. the Internet of Things (IoT) is an evolving aspect with beneficial facts in eCommerce and has ways on how to improve the industry and fill the loopholes found within the industry.

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