

Conference on
E COMMERCE RETAIL AND PACKAGING 2024

“Rise of Innovation and GenAI in E-Commerce “
25th October, Friday | 1000 – 1715 Hrs | Radisson Blu, Bengaluru

Concept Note

E-commerce in India is increasing rapidly due to deep penetration, innovative technology, changing customer preferences, an expanding middle class, rising internet usage, and smartphone penetration. The Indian e-commerce business is expected to reach \$325 billion by 2030. This gives enterprises a chance to capitalize on market expansion.

It's amazing to see how quickly emerging technologies are being used to help improve e-commerce. Government initiatives like digital India and ONDC and innovations like “Try Before You Buy” live demos, one-click check out, live shopping software, and voice-enabled shopping will drive market growth.

Indian consumers are also becoming more environmentally conscious and demanding sustainable products. Businesses must urgently solve its difficulties. These include ecological, transportation, and cost challenges related to the packaging-intensive business.

With Generative AI, a subset of AI, e-commerce has great promise. E-commerce Generative AI market to reach USD 2.1 billion by 2032. Connecting people with goods and services that meet their needs will always be the goal, but increased automation will change how companies attract, engage, and do business with customers. Because generative AI customizes every trip based on user data, it can create amazing experiences. This allows chatbot and other user interface users to enter natural language prompts to obtain detailed, personalized content based on their purchase patterns and queries. Though young, the technology has great potential. Discussing upcoming innovations, sustainable packaging, and Generative AI in e-commerce during this conference is great.

SESSION 1: RELENTLESS INNOVATION IN E-COMMERCE: LIVE 'TRY BEFORE YOU BUY' DEMOS

Buying without touching a product that costs hundreds of rupees seems overwhelming. Consider “Try Now, Buy Later” (TNBL) demos to connect online and in-store shopping. TNBL can significantly reduce cart abandonment and improve customer satisfaction. The integration of try-before-you-buy by market leaders like Amazon's prime wardrobe is transforming e-commerce by increasing average order values, conversion rates, and return on ad spend. As TNBL grows, more consumers will anticipate the simplicity and confidence of a trial period before buying, especially for expensive things like furniture, clothing, and home decor.

- Try Before You Buy: benefits and challenges.
- The future of E-commerce: other innovations and trends
- Enabling partnerships for scale and competitiveness

SESSION 2: THE RISE OF SUSTAINABLE & ECO-FRIENDLY PACKAGING IN E-COMMERCE

Product protection during travel and storage depends on packaging. Traditional packaging materials like plastic and Styrofoam harm the environment. However, sustainable packaging reduces its environmental impact over its lifetime. Sustainable packaging has developed due to government encouragement of recyclable packaging and consumer awareness of environmental issues in India.

- Innovative sustainable packaging
- The Importance of sustainable packaging in today's world
- The growing trend of eco-friendly packaging materials
- A win-win for businesses and the environment: success stories

SESSION 3: BEYOND THE HYPE: GENAI'S GROUNDED POTENTIAL IN E-COMMERCE

Visual merchandisers, content managers, and SEO/SEM experts can use generative AI to improve search results, product discovery, purchasing, and service experiences while cutting operating costs. E-commerce platforms need generative AI to optimize order, inventory, dispatch, and logistics management. It forecasts demand to manage supplies, improve customer happiness, and promote efficiency. Conversational AI and chatbots in e-commerce platforms allow 24x7 customer involvement and tailored purchasing experiences.

- Generative AI already in practice for e-commerce
- Leveraging Generative AI for e-commerce
- When to use (and when not to use) Generative AI
