Are Delivery Drones the Future of E-Commerce?

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Are Delivery Drones the Future of E-Commerce?

Consumer behavior is constantly evolving. Today, most consumers prefer to order goods and services online. This has been accelerated by pandemics such as covid-19, with consumers avoiding public spaces and minimizing physical contact. Businesses are grappling with increasing demand for goods and services. To keep their customers satisfied, they must ensure timely delivery. Relying on employees and delivery vehicles to deliver goods is not always the best option. Often, there are delays in deliveries, which can lose to customer dissatisfaction and loss of customers. This necessitates the need for more technological innovations to fill this gap. Delivery drones are one example that can be used as an alternative for e-commerce businesses to reach clients faster. Drones can reduce delivery time, decrease costs, and decongest streets in large cities. Therefore, given these benefits, delivery drones are the future of e-commerce.

Many companies have embraced delivery drones as part of their business expansion strategies. For example, the Federal Aviation Administration (FAA) approved Amazon's plan to use its Prime Air delivery drones to deliver goods to its customers (Palmer, 2020). Hwang and Kim (2021) explained that drones are efficient in the delivery of goods as they take a shorter time. In fact, they will surge the sales levels by providing tailored services to enhance the client experience. Delivery drones lessen the delivery lead time, thus increasing customer satisfaction. Drones may take e-commerce services to an entirely new high level with speedy and hassle-free deliveries. The retailers will own and operate drones without relying on third-party carriers. Therefore, clients will receive their orders at their doorstep faster, which will enhance the customer experience. With the increasing demand for products, e-commerce companies are adopting drone technology to ensure swift delivery.

The use of delivery drones in e-commerce will also decongest traffic. According to Yoo et al. (2018), delivery by drones might be speedier than conventional delivery using trucks since drones fly along an optimal path. More so, traffic congestion or road infrastructure does not affect delivery drones. The drones will take a portion of ground transport into airspace (Kellermann et al., 2020). Due to the snowballing traffic capacity in metropolises, there is a need to reduce traffic congestion on urban roads to enhance products' quick and cost-effective delivery to consumers.

The employment of delivery drones in e-commerce will cut the cost of resources used for deliveries. According to Jackson and Srinivas (2021), the full adoption of drones in the delivery of goods is cost-effective and quick. The world loses a lot of private and public wealth, either in the form of resources and time, to traffic congestion per annum. Traffic congestion on the roads increases the total cost involved in the movement of products and increases the delivery time. Drones are efficient as an electricity-powered means of transportation. Deliveries are exceedingly cheap in regions with high demand concentrations.

In conclusion, e-commerce retailers are seeking new methods to improve their customer experience. Essential novel e-commerce technologies will soon become the norm in the online retail sector. Integrating complex technology such as drones in delivering products takes time. Retailers may also encounter various obstacles in implementing sophisticated systems, some of which require approvals from government agencies. Additionally, there are procedures that retailers should follow to limit risks and quiet the general public's concerns. Nevertheless, commercial use of delivery drones will become the new standard in the future for e-commerce corporations. The topic of delivery drones attracts much attention, and drones are likely to

change the present e-commerce delivery method to save delivery costs, decongest streets, and offer short delivery lead times.

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