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Advancement in Current E-Commerce Technique

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Abstract *—Todays, companies are aiming to transform their business to business (B2B) e-commerce models. Moving away from the traditional reliance on distributor and sales representatives, they are adopting semi-modern e-commerce platform while seeking to convert the entire system into a more robust, advanced package. The ultimate goal of an e-business is to generate revenue and make a profit, similar to traditional businesses. It is factual that the Internet has improved productivity for almost all the organizations that are using it. To generate revenue, an ebusiness either sells products and services. The end result would be a differentiation between them and their competitors, increased market share, and increased customer loyalty. The e-commerce website is based on business-to-customer. By developing a website the particular store can be available in global market 24 / 7 to purchase any of the items. In this review paper, we have discussed some points about advancement in current ecommerce, representing what the ecommerce are in actual, how the system of ecommerce are going on.*

Keywords-online products, online buying, online selling, security

I. INTRODUCTION

E-commerce in recent times has been growing rapidly across the world. The e-commerce industry in the country is likely to be worth USD 38 billion by 2016, a 67 per cent jump over the USD 23 billion revenues for 2015, as per industry body Assocham. “India’s e-commerce market was worth about USD 3.8 billion in 2009, it went up to USD 17 billion in 2014 and to USD 23 billion in 2015 and is expected to touch whopping USD 38 billion mark by 2016,” Assocham said in a statement. Increasing internet and mobile penetration, growing acceptability of online payments and favourable demographics has provided the e-commerce sector in India the unique opportunity to companies connect with their customers, it said. There would be over a five to seven fold increase in revenue generated through e-commerce as compared to last year with all branded apparel, accessories, jewellery, gifts, footwear are available at a cheaper rates and delivered at the doorstep, it added.

Shopping online through smart phones is proving to be a game changer, and industry leaders believe that m-commerce could contribute up to 70 per cent of their total revenues, the statement added. In India roughly 60-65 per cent of the total e-commerce sales are being generated by mobile devices and tablets, increased by 50 per cent than the last year and also likely to continue upwards, it added. It noted that the buying trends during 2016 will witness a significant upward movement due to aggressive online discounts, rising fuel price and wider and abundant choice will hit the e-commerce industry in 2016. It observed mobile commerce (m-commerce) is growing rapidly as a stable and secure supplement to the e-commerce industry.

It noted that the browsing trends, which have broadly shifted from the desktop to mobile devices in India, online shopping is also expected to follow suit, as one out of three customers currently makes transactions through mobiles in tier-1 and tier-2 cities. In 2015, 78 per cent of shopping queries were made through mobile devices, compared to 46 per cent in 2013. In 2015, the highest growth rate was seen in the apparel segment almost 69.5 per cent over last year, followed by electronic items by 62 percent, baby care products at 53 per cent, beauty and personal care products at 52 per cent and home furnishings at 49 per cent. It revealed that Mumbai ranks first in online shopping followed by Delhi, Ahmedabad, Bangalore and Kolkata.

On the mode of payment, almost 45 per cent of online shoppers reportedly preferred cash on delivery mode of payment over credit cards (16 per cent) and debit cards (21 per cent). Only 10 per cent opted for internet banking and a scanty 7 per cent preferred cash cards, mobile wallets, and other such modes of payment, it said. Among the above age segments, 18-25 years of age group has been the fastest growing age segment online with user growth being contributed by both male and female segments. The survey revealed that 38 per cent of regular shoppers are in 18-25 age group, 52 per cent in 26-35, 8 per cent in 36-45 and 2 per cent in the age group of 45-60. Almost 65 per cent of online shoppers are male as against 35 per cent female.

II. ELECTRONICS COMMERCE BUSINESS MODELS CAN GENERALLY CATEGORIZED IN FOLLOWING CATEGORIES

Business - to - Business (B2B): The B2B business model sells its product to an intermediate buyer who then sells the product to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to final customer who comes to buy the product at wholesaler's retail outlet.

Business - to - Consumer (B2C): The B2C business model sells its product directly to a customer. A customer can view products shown on the website of business organization. The customer can choose a product and order the same. Website will send a notification to the business organization via email and organization will dispatch the product/goods to the customer.

Consumer - to - Consumer (C2C): The C2C business model helps consumer to sell their assets like residential property, cars, motorcycles etc. or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.

Consumer - to - Business (C2B): In this model, a consumer approaches website showing multiple business organizations for a particular service. Consumer places an estimate of amount he/she wants to spend for a particular service. For example, comparison of interest rates of personal loan/ car loan provided by various banks via website. Business organization who fulfills the consumer's requirement within specified budget approaches the customer and provides its services.

Business - to - Government (B2G): B2G model is a variant of B2B model. Such websites are used by government to trade and exchange information with various business organizations. Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.

Government - to - Business (G2B): Government uses B2G model website to approach business organizations. Such websites support auctions, tenders and application submission functionalities.

Government - to - Citizen (G2C): Government uses G2C model website to approach citizen in general. Such websites support auctions of vehicles, machinery or any other material. Such website also provides services like registration for birth, marriage or death certificates. Main objectives of G2C website are to reduce average time for fulfilling people requests for various government services.

III. PAYMENT SYSTEMS

E-Commerce or Electronics Commerce sites use electronic payment where electronic payment refers to paperless monetary transactions. Electronic payment has revolutionized the business processing by reducing paper work, transaction costs, labour cost. Being user friendly and less time consuming than manual processing, helps business organization to expand its market reach / expansion. Some of the modes of electronic payments are following.
Credit Card, Debit Card, Smart Card, E-Money, Electronic Fund Transfer (EFT).

Credit Card: Payment using credit card is one of most common mode of electronic payment. Credit card is small plastic card with a unique number attached with an account. It has also a magnetic strip embedded in it which is used to read credit card via card readers. When a customer purchases a product via credit card, credit card issuer bank pays on behalf of the customer and customer has a certain time period after which he/she can pay the credit card bill. It is usually credit card monthly payment cycle.

Debit Card: Debit card, like credit card is a small plastic card with a unique number mapped with the bank account number. It is required to have a bank account before getting a debit card from the bank. The major difference between debit card and credit card is that in case of payment through debit card, amount gets deducted from card's bank account immediately and there should be sufficient balance in bank account for the transaction to get completed. Whereas in case of credit card there is no such compulsion. Debit cards free customer to carry cash, cheques and even merchants accepts debit card more readily. Having restriction on amount being in bank account also helps customer to keep a check on his/her spending's.

Smart Card: Smart card is again similar to credit card and debit card in appearance but it has a small microprocessor chip embedded in it. It has the capacity to store customer work related/personal information. Smart card is also used to store money which is reduced as per usage. Smart card can be accessed only using a PIN of customer. Smart cards are secure as they stores information in encrypted format and are less expensive/provides faster processing. Mondex and Visa Cash cards are examples of smart cards.

E-Money: E-Money transactions refers to situation where payment is done over the network and amount gets transferred from one financial body to another financial body without any involvement of a middleman. E-money transactions are faster, convenient and saves a lot of time. Online payments done via credit card, debit card or smart card are examples of e-money transactions. Another popular example is e-cash. In case of e-cash, both customer and merchant both have to sign up with the bank or company issuing e-cash.

Electronic Fund Transfer: It is a very popular electronic payment method to transfer money from one bank account to another bank account. Accounts can be in same bank or different bank. Fund transfer can be done using ATM (Automated Teller Machine) or using computer. Now a day, internet based EFT is getting popularity. In this case, customer uses website provided by the bank. Customer logins to the bank's website and registers another bank account. He/she then places a request to transfer certain amount to that account. Customer's bank transfers amount to other account if it is in same bank otherwise transfer request is forwarded to ACH (Automated Clearing House) to transfer amount to other account and amount is deducted from customer's account. Once amount is transferred to other account, customer is notified of the fund transfer by the bank.

IV. INDIAN E-COMMERCE SITES ARE MOVING TO MOBILE APP

With the increase in Mobile Apps, slowly Indian e-commerce sites are moving from mobile websites to mobile apps. In some cases they drop not just their mobile websites but desktop as well. Already companies like flipkart, Mynthra, Snapdeal, Ola, Makemytrip etc. Have come out with their own Mobile Apps. Some more companies like Zomato, Jabong, OLX and Quicker will follow suit.

The main reason to this shift is due to the growing number of Smart phone users in India. Another reason being more than half of the users come to their site through mobile app. Apart from this, the companies itself want their users to come to their sites through the mobile app. That is why we could see lot of these companies giving special discounts for their app users.

Actually the step to move the users to Mobile App is a conscious decision made by the companies rather than the user. From the companies perspective they wanted to streamline their cost in technology. But the actual fact is companies are forcing this change for their own benefit. Firstly, when the user starts using the App it makes it difficult for him to do the comparison with other offers available. The choices will also be limited because one cannot keep downloading every company’s app. This will also take away the phone space of the user. Eventually this will push the Smartphone makers to increase the memory space in their upcoming new releases.

Another valid reason for moving to App mode is to make shopping available any time anywhere. In a general scenario, a shopper will do online shopping on an average approximately 2 hours in a day. During a normal working day a shopper will not have much time to browse his laptop/desktop to do the shopping. So this makes the shopping time lesser and as a result sales will be less. Since most of the ecommerce companies spend lot of money in advertising they wanted ROI at a much higher rate. Mobile App benefits these companies by making the shopper to buy products 24/7. As everyone carries their smartphones everywhere it makes shopping really easy for the customer. Even when travelling they can shop with ease. As a result shopper will spend more time shopping and sales will increase multifold. So the theory behind this move by companies is to ultimately multiply their sales revenue. In other parts of the world, web versions and app versions co-exist. We will have to wait and see whether this move will be received well by the Indian shoppers.

On the other hand companies like flipkart, Amazon, Ola, Zomato etc. Have moved to App versions purely for the convenience of the user. These companies can continue having both the versions. Mobile apps will be very crucial for these companies as their services are needed more when the users are on the go. When this type of companies has their own mobile app the user benefits the most.

V. TECHNOLOGY USED IN E-COMMERCE

The American information technology research firm Gartner have even predicted that tablet and smartphone will outsell both laptops and desktops pcs worldwide by 2017.There may still two years to go until that happens but we are living in a transformative time where ecommerce technology is concerned. The mobile sales in the US drive more than 20% of total online revenue. It’s less than surprising when you consider that mobile traffic now accounts for 25% of total traffic to all retail sites. In response retail websites are evolving to find their place in the mobile first movement so that there is more integrated experience across mobile sites, full sites and apps. Today, you’re not just logging to make purchase you’re researching and interacting with brand driven content long before you become a customer.

VI. CHANGED IN E-COMMERCE

First, in the store experience is shifting, as brick and mortar stores become showrooms where customers can kick the tires Before pulling the trigger online. The challenge of getting people into the store has meant some retailer are offering incentives like special in store coupons or games that can only be accessed via mobile apps.

Second, the mobile shopping experience is becoming more personalized. Behavior tracking technology already lets retailer make products and price suggestion based on your mobile online activity. Soon you'll save sizing information, color preference. Lifestyle habits and more for automatically curated online product selection and automatic in store discount that accurately anticipate your needs.

Third, business that aren't keeping pace with advancement in mobile computing are slowly losing out to those that have made an effort to stay ahead of game. Mobile can no longer be an afterthought because customer are coming to expect an engaging online experience no matter how they are viewing a site.

VII. CONCLUSION

E-Commerce industry in India i.e. replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal, dedicated 24/7 customer care centre should be there. We found various types of opportunities for retailers, wholesalers/distributors, producers and also for people. Retailers meet electronic orders and should be in touch with the consumers all the time. Wholesalers can take advantage of E-Commerce who are capable of establishing contractors with reputed producers and linking their business with the on- line. Producers can also linking themselves with on-line, by giving better information about their products to the other links in the business chain and by a having a brand identity. As more people are getting linked with E-commerce, the demand for centre providing internet facility or cyber cafe is also increasing.

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