Research Paper

E-COMMERCE THE REAL COMMERCE

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Abstract
E-commerce, short for electronic commerce, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail. Economists have theorized that e-commerce ought to lead to intensified price competition, as it increases consumers' ability to gather information about products and prices. Research by four economists at the University of Chicago has found that the growth of online shopping has also affected industry structure in two areas that have seen significant growth in e-commerce, bookshops and travel agencies. Generally, larger firms are able to use economies of scale and offer lower prices. The lone exception to this pattern has been the very smallest category of bookseller, shops with between one and four employees, which appear to have withstood the trend. Individual or business involved in e-commerce whether buyers or sellers rely on Internet-based technology in order to accomplish their transactions. E-commerce is recognized for its ability to allow business to communicate and to form transaction anytime and anyplace. Whether an individual is in the US or overseas, business can be conducted through the internet. The power of e-commerce allows geophysical barriers to disappear, making all consumers and businesses on earth potential customers and suppliers. E-Bay is a good example of e-commerce business individuals and businesses are able to post their items and sell them around the Globe

Keywords: E-commerce, M-commerce.

INTRODUCTION
E-Commerce, Short For Electronic Commerce, Is Trading In Products Or Services Using Computer Networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce characteristically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

E-Commerce based on the following things:
* Online shopping web sites for retail sales direct to the clients.
* Providing or participating in online marketplaces, which route third-party business-to-consumer or consumer-to-consumer sales.
* Business-to-business buying and selling.
* Jamboree and using demographic data through web contacts and social media.
* Business-to-business electronic data interchange.
* Marketing to potential and time-honored customers by e-mail or fax (for example, with newsletters).
* Engaging in pretail for debut new products and services.

INFLUENCE ON MARKETS AND RETAILERS
Economists have theorized that e-commerce have to show the way to intensified price competition, as it increases consumers' capability to congregate information about products and prices. Research by four economists at the University of Chicago has found that the growth of online shopping has also affected industry arrangement in two areas that have seen significant escalation in e-commerce, bookshops and travel agencies. Usually, larger firms are able to use economies of scale and proffer subordinate prices. The single-handed omission to this pattern has

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been the very smallest category of bookseller, shops with between one and four employees, which appear to have withstood the trend.

Individual or business caught up in e-commerce whether buyers or sellers rely on Internet-based technology in order to get done their transactions. E-commerce is acknowledged for its capability to consent to business to exchange a few words and to form business deal anytime and anyplace. Whether an individual is in the US or overseas, business can be conducted through the internet. The power of e-commerce allows geophysical barriers to withdraw, making all consumers and businesses on earth latent customers and suppliers. E-Bay is a good example of e-commerce business individuals and businesses are able to post their items and sell them around the Globe.

In e-commerce activities, supply chain and logistics are two most vital factors need to be considered. Classically, cross-border logistics require about few weeks' time round. Based on this low competence of the supply chain service, customer pleasure will be to a great extent abridged. Some researcher stated that combining e-commerce competence and IT setup could well enhance company's overall business value. Other researcher stated that e-commerce need to consider the establishment of warehouse centers in foreign countries, to make high efficiency of the logistics system, not only perk up customers' satisfaction, but also can advance customers' faithfulness.

Some researcher investigated that if a company fancy to augment international customers' satisfaction, where cultural website need to be made to order in scrupulous country, rather than solely depending on its local country. However, according to this, research findings, the researcher found that German company had treated its international website as the same local model, such as in UK and US online marketing. A company could save money and make decision quickly via the identical strategy in different country. However, opportunity cost could be occurred, if the local strategy does not match to a new market, the company could lose its potential customer.

GLOBAL SITUATION
In 2010, the United Kingdom had the biggest e-commerce market in the world when measured by the amount spent per capita. The Czech Republic is the European country where ecommerce delivers the biggest contribution to the enterprises´ total revenue. Almost a quarter (24%) of the country's total turnover is generated via the online channel.

Among emerging economies, China's e-commerce presence continues to expand every year. With 384 million internet users, China's online shopping sales rose to $36.6 billion in 2009 and one of the reasons behind the huge growth has been the improved trust level for shoppers. The Chinese retailers have been able to help consumers feel more comfortable shopping online. China's cross-border e-commerce is also growing rapidly. E-commerce transactions between China and other countries increased 32% to 2.3 trillion yuan ($375.8 billion) in 2012 and accounted for 9.6% of China's total international trade. In 2013, Alibaba had an e-commerce market share of 80% in China.

Other BRIC countries are witnessing the accelerated growth of e-Commerce as well. Brazil's e-Commerce is growing quickly with retail e-Commerce sales expected to grow at a healthy double-digit pace through 2014. By 2016, e-Marketer expects retail ecommerce sales in Brazil to reach $17.3 billion. India has an internet user base of about 243.2 million as of January 2014. Despite being third largest user base in world, the penetration of Internet is low compared to markets like the United States, United Kingdom or France but is growing at a much faster rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities.

E-Commerce has become an important tool for small and large businesses worldwide, not only to sell to customers, but also to engage them.

In 2012, ecommerce sales topped $1 trillion for the first time in history.

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Mobile devices are playing an increasing role in the mix of e-Commerce. Some estimates show that purchases made on mobile devices will make up 25% of the market by 2017. According to Cisco Visual Networking Index, in 2014 the amount of mobile devices will outnumber the number of world population.

In the past 10 years, e-commerce is in a period of rapid development. Cross-border e-commerce is called the Internet thinking along with traditional import and export trade. Cross-border e-commerce enables international trade towards more convenient and free open to cooperate between different countries in the world, incorporating developed and developing countries. In the short term, developing countries may be limited to IT, but in the long term, they would change the barrier to develop their IT facilities, and continuing to close to developed countries. The moment, developing countries like China and India are developing e-commerce very rapidly, such as China 's Alibaba, the financing capital (£15 billions) is the highest ever in e-commerce company. In addition, China is becoming the biggest e-commerce provider in the world. The number of Internet users in China which amounts to 600 million, and which is doubled than USA users in total.

For traditional businesses, one research stated that information technology and cross-border e-commerce is a good opportunity for the rapid development and growth of enterprises. Many companies have invested enormous volume of investment in mobile applications. The De Lone and McLean Model stated that 3 perspectives are contributed to a successful e-business; including information system quality, service quality and users satisfaction. There is no limit of time and space, there are more opportunities to reach out to customers around the world, and to cut down unnecessary intermediate links, thereby reducing the cost price, and can benefit from one on one large customer data analysis, to achieve a high degree of personal customization strategic plan, in order to fully enhance the core competitiveness of the products in company.

Merit
1. Triumph over Geographical Restrictions
If we have a physical store, we are limited by the geographical area that we can service. With an ecommerce website, the whole world is our playground. Additionally, the advent of m-commerce, i.e., ecommerce on mobile devices, has dissolved every remaining limitation of geography.

2. Put on New Customers with Search Engine Visibility
Physical retail is single-minded by branding and relationships. In addition to these two drivers, online retail is also driven by traffic from search engines. It is not abnormal for customers to follow a link in search engine results, and land up on an ecommerce website that they have never heard of. This additional source of traffic can be the tipping point for some ecommerce businesses.

3. Lesser Costs
One of the most tangible positives of E-commerce is the lowered cost. A part of these lowered costs could be passed on to customers in the form of discounted prices. Here are some of the ways that costs can be reduced with ecommerce:
- Advertising and Marketing Organic search engine traffic, pay-per-click, and social media traffic are some of the advertising channels that can be cost-effective.
- Personnel: The automation of checkout, billing, payments, inventory management, and other operational processes, lowers the number of employees required to run an ecommerce setup.
- Real Estate: This one is a no-brainer. An ecommerce merchant does not need a prominent physical location.

4. Situate the Product Faster
It is no longer about pushing a shopping cart to the correct aisle, or scouting for the desired product. On an ecommerce website, customers can click through intuitive navigation or use a search box to immediately narrow down their product search. Some websites remember customer preferences and shopping lists to facilitate repeat purchase.

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5. Eradicate Travel Time and Cost

It is not unusual for customers to travel long distances to reach their preferred physical store. Ecommerce allows them to visit the same store virtually, with a few mouse clicks.

6. Provide Contrast Shopping

Ecommerce facilitates comparison shopping. There are several online services that allow customers to browse multiple ecommerce merchants and find the best prices.

7. Facilitate Deals, Bargains, Coupons, and Group Buying

Though there are physical equivalents to deals, bargains, coupons, and group buying, online shopping makes it much more convenient. For instance if a customer has a deep discount coupon for turkey at one physical store and toilet paper at another, she may find it infeasible to avail of both discounts. But the customer could do that online with a few mouse-clicks.

8. Give Plentiful Information

There are limitations to the amount of information that can be displayed in a physical store. It is difficult to equip employees to respond to customers who require information across product lines. Ecommerce websites can make additional information easily available to customers. Most of this information is provided by vendors, and does not cost anything to create or maintain.

9. Produce Targeted Communiqué

Using the information that a customer provides in the registration form, and by placing cookies on the customer's computer, an ecommerce merchant can access a lot of information about its customers. This, in turn, can be used to communicate relevant messages. An example: If you are searching for a certain product on Amazon.com, you will automatically be shown listings of other similar products. In addition, Amazon.com may also email you about related products.

10. Linger Open all the Time

Store timings are now 24/7/365. Ecommerce websites can run all the time. From the merchant's point of view, this increases the number of orders they receive. From the customer's point of view, an "always open" store is more convenient.

11. Form Markets for Niche Products

Buyers and sellers of niche products can find it difficult to locate each other in the physical world. Online, it is only a matter of the customer searching for the product in a search engine. One example could be purchase of obsolete parts. Instead of trashing older equipment for lack of spares, today we can locate parts online with great ease.

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