UPCOMING TENDENCIES OF ELECTRONIC COMMERCE APPROACH AND MARKETING THROUGH ANDROID APPLICATION

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Abstract:
E-Commerce or Electronics Commerce is a methodology of modern business, which addresses the requirements of business organizations. It can be broadly defined as the process of buying or selling of goods or services using an electronic medium such as the Internet. E-commerce has started their business and taken a reasonable place in Indian market. Every product, every company, every industry passes through this stages names like Growth, Maturity and Declining. This is the stage where company acquires new market; strengthen its customer base, make enormous profit. The E-commerce industry in India is going through increasingly at a phenomenal rate. India is the second biggest market for smart phone and this is helping the E-commerce business. E-commerce companies have started delivering their product to semi-urban and rural areas (in some cases). E-commerce in India is passing through the 2nd stage-growth. The market and profit both are increasing at a considerable rate. Electronic commerce, also known as e-commerce, is the process by which businesses and consumers buy and sell goods and services through an electronic medium. Electronic commerce emerged in the early 1990s, and its use has increased at a rapid rate. The beginnings of e-commerce can be traced to the 1960s, when businesses started using Electronic Data Interchange (EDI) to share business documents with other companies. After the number of individual users sharing electronic documents with each other grew in the 1980s, in the 1990s the rise of eBay and Amazon revolutionized the e-commerce industry. This article is about present scenario of Electronic approach in upcoming Trends in India.

Key words- Growth, Maturity, Declining, Pros and Cons, Trends, Business Models etc

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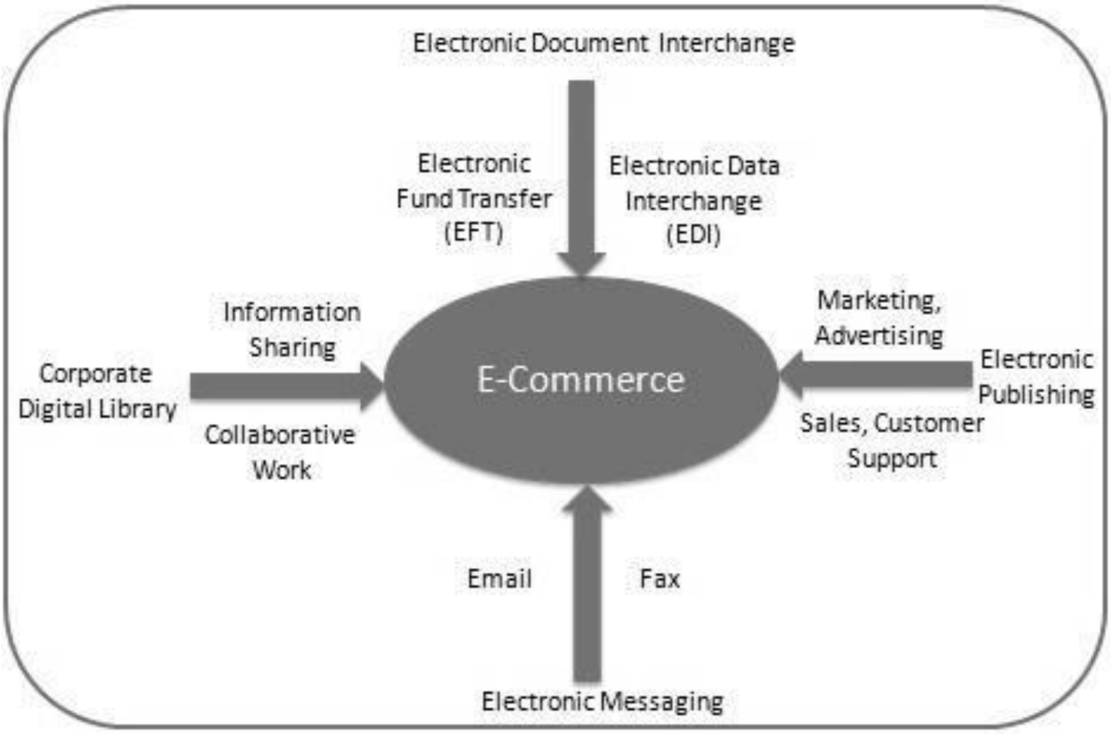
According to the business Model:

Each business focuses on a type of client, and depending on who they are, we can classify them:

B2B (Business-to-Business):
B2C (Business-to-Consumer):
C2B (Consumer-to-Business):
C2C (Consumer-to-Consumer):



According to the commercial profile:

The online sector is still not very mature. Technology is always changing and the new online businesses that are popping up are trying to meet the new needs being created. Depending on how the income is generated or how the exchange between buyer and seller takes place, they can be divided into:

(A) Online shop with its own products: The first idea that came to you when you heard about e-commerce. They have the same characteristics as a physical store, but they in an online version. For example: tauntonleisure.com

(B) Drop shipping: For the client, everything looks like a normal e-commerce shop. The difference is that it is not the e-commerce shop seller who sends the product, but rather a third party. In order to learn more about this, you can read our guide to finding drop shipping suppliers.

(C) Affiliate e-commerce: A step further back in the buying process we can find affiliate businesses. In this case, not only does the shop not send the product, the purchase completion is not even carried out via its platform. What these businesses do is sending clients to different shops in exchange for a commission that they receive once the purchase is completed. Affiliation is very common with Amazon. For example: Biodegradable.es. If you are interested in this type of business model, read this specific post about affiliate marketing and this other one about selling without stock.

(D) Membership: This type of e-commerce aims for recurring purchases. They achieve this by using periodic subscriptions (weekly, monthly, bimonthly, etc.). These types of memberships are in currently in fashion with the so-called “surprise boxes”. They are boxes that are sent each month with different products, for example, a monthly box with different craft beers. Instead of selling the product just once, the shops offer the option of receiving it with a predetermined frequency. For example: Manolitoandco.com.

(E) Marketplace: marketplace is a department store. It is a website where different sellers offer their products from one or more sectors. Amazon is also an example of a marketplace. Although it also works as a normal e-commerce shop, everyone can sell using the platform in exchange for a big commission.

(F) Services: An e-commerce business doesn’t only have to be about selling products. Training, counseling, mentoring, or any other exchange of time for money is another viable option in order to start a business without risks.

The possibility of selling and buying from any part of the world expands the target public and allows the company to gain more clients.

1. No schedule: E-commerce does not run-on schedules, whereas it is nearly impossible to find a traditional store that is open 24/7. Websites are open all day long and clients can buy whatever they want whenever they want it.
2. Less costs: Not needing a physical store reduces the costs of running a traditional business. In addition, when e-commerce brings suppliers together with consumers there are not even production costs.
3. Bigger profit margin: Cost reduction and market extension mean that, even with lower prices, a bigger profit margin can be obtained than with a traditional store. More products are sold and more money is made.
4. Scalability: This means that you can sell to either one or to a thousand people at the same time. In a physical store there is always a limit to the number of clients that you can assist at the same time. On the other hand, with e-commerce, the only limit is your ability to attract clients. Well, that and your server.

Challenges

We wanted to call them challenges more than disadvantages to avoid showing a distorted picture of course there are some disadvantages, as with everything in life, but if there were none, starting an e-commerce would be too easy and there wouldn't be any perks to it at all.

(1) Lack of trust: Although payment platforms have evolved to the point of being as secure as any physical business, or even more so, a lot of people still think that less payment security, lack of trust. This means mistrust. We can help solve it by adding an SSL (https) certificate that encrypts the transferred information as well as by adding other stamps that transmit the necessary trust. Products and services that "cannot be seen or touched": Everyone likes the feeling of making a good investment. A way of making that feeling real is by seeing and touching the products with our hands. That tangible feeling is missing in an e-commerce shop.

How can we solve it? With very thorough product cards and by adding images, videos, and very detailed descriptions of the products.

(2) Requiring access to the Internet: This is obvious, but to be able to buy and sell, you need a connected device. Nowadays, the large majority of people have this kind of access, but there are some sectors in which the target audience is either older or less technocrat which could be a problem.

(3) Technical problems: Any type of entrepreneurship, whether it is offline or online, implies dealing with unfamiliar issues. In the specific case of an e- commerce shop, the technological part requires a minimum knowledge that not everyone has. The best way to solve this is by outsourcing that part, although, of course, that carries a cost.

(4) Competitors: The initial investment in order to start an e-commerce is not as high as the initial cost of a physical business. This means more competitors.

(5) It takes time to get results:

When a physical store is opened, the products are being shown to potential clients right from the very first minute. For an e-commerce, gaining visibility is more difficult than most people may think. You could have a great product and a great platform, but if you don't work on your visibility, nobody will see them.

Electronic payment

E-commerce sites use electronic payment, where electronic payment refers to paperless monetary transactions. Electronic payment has revolutionized the business processing by reducing the paperwork, transaction costs, and labor cost. Being user friendly and less time-consuming than manual processing, it helps business organization to expand its market reach/expansion. Listed below are some of the modes of electronic payments:

- Credit Card
- Debit Card
- Smart Card
- E-Money
- Electronic Fund Transfer (EFT)

Major security measures

- Encryption - It is a very effective and practical way to safeguard the data being transmitted over the network. Sender of the information encrypts the data using a secret code and only the specified receiver can decrypt the data using the same or a different secret code.
- Digital Signature -Digital signature ensures the authenticity of the information. A digital signature is an e-signature authenticated through encryption and password.
- Security Certificates - Security certificate is a unique digital id used to verify the identity of an individual website or user.

Security Protocols in Internet

I will discuss here some of the popular protocols used over the internet to ensure secured online transactions.

Secure Socket Layer (SSL)

It is the most commonly used protocol and is widely used across the industry. It meets following security requirements:

- Authentication
- Encryption
- Integrity
- Non-reputability

"https://" is to be used for HTTP urls with SSL, whereas "http:/" is to be used for HTTP urls without SSL.

Secure Hypertext Transfer Protocol (SHTTP)

SHTTP extends the HTTP internet protocol with public key encryption, authentication, and digital signature over the internet. Secure HTTP supports multiple security mechanism, providing security to the end-users. SHTTP works by negotiating encryption scheme types used between the client and the server.

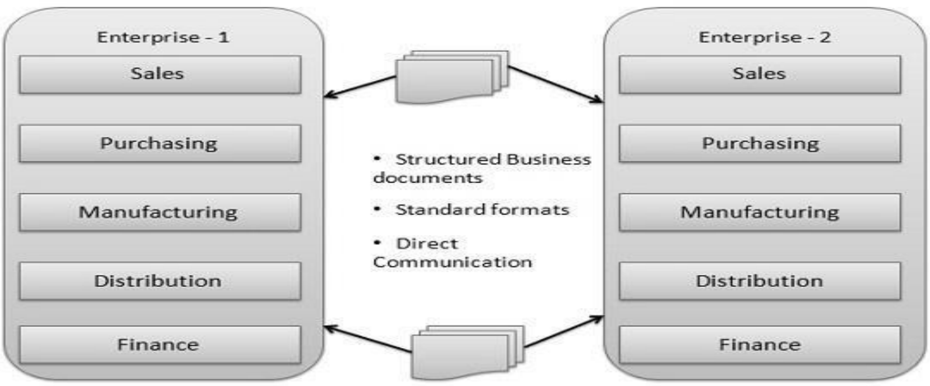
Secure Electronic Transaction

It is a secure protocol developed by MasterCard and Visa in collaboration. Theoretically, it is the best security protocol. It has the following components:

- Card Holder's Digital Wallet Software - Digital Wallet allows the card holder to make secure purchases online via point and click interface.
- Merchant Software - This software helps merchants to communicate with potential customers and financial institutions in a secure manner.
- Payment Gateway Server Software - Payment gateway provides automatic and standard payment process. It supports the process for merchant's certificate request.
- Certificate Authority Software - This software is used by financial institutions to issue digital certificates to card holders and merchants, and to enable them to register their account agreements for secure electronic commerce.

Electronic Data Exchange

EDI stands for Electronic Data Exchange. EDI is an electronic way of transferring business documents in an organization internally, between its various departments or externally with suppliers, customers, or any subsidiaries. In EDI, paper documents are replaced with electronic documents such as word documents, spreadsheets, etc.



New Models/Android Applications - Future Ecommerce Trends

- Subscription
- Personalization
- Customization
- Consumer Merchandised Shops
- Access to New Inventory- Global
- Access to New Inventory- Local
- Collaborative Consumption
- Multi-Level Marketing
- Direct to Consumer
- Media + Commerce
- Shopping as a Game
- Personalization & Taste making
- Marketplaces

Conclusion

Along with the e-commerce and its unique charm, it has appeared gradually virtual enterprise, virtual bank, network marketing, online shopping, payment and advertising Such this new vocabulary which is unheard-of and now has become as familiar to people. This reflects that the e-commerce has huge impact on the economy and society from the other side E-commerce is not a new industry, technically speaking, but it is creating a new economic model.

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