Abstract:
E-Commerce the use of the Internet and the web to transact business. E-Commerce on digitally enabled commercial transactions between and among organizations and individuals. Digitally enabled transactions include all transactions mediated by digital technology. This means transactions that occur over the Internet and the web. Commercial transactions involve the exchange of value across organizational or individual boundaries in return for products and services. Exchange of value is important for understanding the limits of e-commerce without an exchange of value no commerce occurs. This paper identifies the Business, technological and society forces that have shaped the growth of e-commerce.

Keywords: E-Commerce; Digital; Commercial; Society.

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1. Introduction

The Difference between E-commerce and E-business

E-Commerce
E-Commerce encompasses the entire world of electronically based organizational activities that support a firm’s market exchanges including a firm’s entire information system’s infrastructure.

E-Business
E-Business refer to digital enabling of transactions and processes within a firm involving information system under the control of the firm. E-Business does not include commercial transactions involving an exchange of value across organizational boundaries.
Types of E-Commerce

- **Business to Consumer (B2C)**
- **Business to Business (B2B)**
- **Consumer to Consumer (C2C)**
- **Peer to Peer (P2P)**
- **Mobile Commerce**

**Business to Consumer (B2C)**

Business to Consumer (B2C) in which online businesses attempt to reach individual consumers. This type of e-commerce that most consumers are likely to encounter. There are seven different Business to Consumer (B2C) business models are Online retailers, Content providers, Transaction brokers, Service providers, and Community providers.

**Business to Business (B2B)**

Business to Business (B2B) e-commerce in which businesses focus on selling to other businesses is the largest form of e-commerce. There are two primary business models used within the Business to Business (B2B) area: Net market places, which includes e-distributors, e-procurement companies, exchanges and industry consortia and private industrial networks which include single firm networks and industry-wide networks.

**Consumer to Consumer (C2C)**

Consumer to Consumer (C2C) provides a way for consumers to sell to each other, with the help of an online market maker such as the action site eBay. Consumer to Consumer (C2C) e-commerce, the consumer prepares the product for market, places the product for auction or sale so that product can be easily displayed, discovered and paid for.
Peer to Peer

P2P E-commerce enables internet users to share files and computer resources directly without having to go through a central web server. P2P forms do not require an intermediary. P2P networks make use of intermediary “Super Servers” to speed operations.

Mobile Commerce (M-Commerce)

M-Commerce refers to the use of wireless digital devices to enable transactions on the web. M-Commerce involves the use of wireless networks to connect cell phones, handheld devices and personal computers to the web.

2. E-Commerce Business models

- Business model is a set of planned activities designed to result in a profit in a market place. It’s at the center of the business plan. Business plan is a document that describes a firm’s business model.

| COMPONENTS                     | KEY QUESTIONS                                                                                     |
|-------------------------------|---------------------------------------------------------------------------------------------------|
| Value proposition             | Why should the customer buy from you?                                                             |
| Revenue model                 | How will you earn money?                                                                          |
| Market opportunity            | What marketplace do you intend to serve, and what is its size?                                     |
| Competitive environment       | Who else occupies your intended marketplace?                                                       |
| Competitive advantage         | What special advantages does your firm bring to the marketplace?                                   |
| Market strategy               | How do you plan to promote your products or services to attract your target audience?              |
| Organizational development    | What types of organizational structures within the firm are necessary to carry out the business plan? |
| Management team               | What kinds of experiences and background are important for the company’s leaders to have?         |
| BUSINESS MODEL         | VARIATIONS                  | EXAMPLES               | DESCRIPTION                                                                 | REVENUE MODEL                        |
|-----------------------|-----------------------------|------------------------|-----------------------------------------------------------------------------|--------------------------------------|
| Portal                | Horizontal/General          | Yahoo AOL, MSN         | Offers an integrated package of content and content – search, services news, e-mail, chat, and music downloads, video streaming, calendars, etc. Seeks to be a user’s home base | Advertising, subscription fees, transaction fees |
|                       | Vertical/Specialized (Vortal) Search | Sailnet, Google Ask.com | Offers services and products to specialized marketplace                      | Same                                 |
| Virtual Merchant       |                             | Amazon                 | Online version of retail store, where customers can shop at any hour of the day or night without leaving their home or office | Advertising, affiliate referral fees  |
| Bricks-and-clicks     |                             | Walmart.com, Sears.com | Online distribution channel for a company that also has physical stores      | Same                                 |
| Catalog Merchant       |                             | LLBean.com, Lilliant Vernon.com | Online version of direct mail catalog                                         | Same                                 |
| Manufacturer-direct    |                             | Dell.com, Mattel.com, Sony.com | Manufacturer uses online channel to sell direct to customer                  | Same                                 |
| Content Provider       |                             | WSJ.com, Sportline.com, CNN.com, ESPN.com Real Rhapsody | Information and entertainment providers such as newspapers, sports sites, and other online sources that offer customers up-to-date news and special interest how-to guidance and tips and/or information sales | Advertising, Subscription fees, affiliate referral fees |
| Market Creator         |                             | eBay, Priceline        | Web-based businesses that use Internet technology to create markets that bring buyers and sellers together | Transaction fees                     |
| Service provider       |                             | VisaNow.com, xDrive.com, myCFO.com, BlueFlag.com | Companies that make money by selling users a service, rather than a product | Sales of services                    |
| Community Provider | iVillage | Friendster | MySpace | Facebook | About.com | Sites where individuals with particular interests, hobbies, common experiences, or social networks can come together and “meet” online | Advertising, Subscription, affiliate referral fees |
|-------------------|----------|------------|---------|----------|-----------|------------------------------------------------|--------------------------------------------------|

### B2B BUSINESS MODELS

#### 1) NET MARKETPLACE

| BUSINESS MODEL | EXAMPLES | DESCRIPTION | REVENUE MODEL |
|----------------|----------|-------------|---------------|
| E.distributor  | Grainger.com, Partstore.com | Single-firm online version of retail and wholesale store; supply maintenance, repair, operation goods; indirect inputs | Sales of goods |
| E.procurement  | Ariba Perfect commerce | Single firm creating digital markets where sellers and buyers transact for indirect inputs | Fees for market-making services; supply chain management, and fulfillment services. Fees and commissions on transactions |
| Exchange Consortium | Farms.com, Foodtrader | Independently owned vertical digital marketplace for direct inputs | Fees and commissions on transactions |
| Industry Consortium | Elemica Exostar, Quadrem | Industry-owned vertical digital market open to select suppliers | Fees and commissions on transactions |

#### 2) PRIVATE INDUSTRIAL NETWORK

| BUSINESS MODEL | EXAMPLES | DESCRIPTION | REVENUE MODEL |
|----------------|----------|-------------|---------------|
| Single firm    | Wal-Mart Proctor & Gamble | Company-owned network to coordinate supply chains with a limited set of partners | Cost absorbed by network owner and recovered through production and distribution efficiencies. Contributions from industry member firms and recovered through production and distribution efficiencies; fees |
| Industry-wide  | 1 SYNC Agentrics | Industry-owned network to set standards, coordinate supply and logistics for the industry | Cost absorbed by network owner and recovered through production and distribution efficiencies. Contributions from industry member firms and recovered through production and distribution efficiencies; fees |
CONSUMER – TO – CONSUMER (C2C) BUSINESS MODELS

BUSINESS MODELS IN EMERGING E-COMMERCE AREAS

| BUSINESS                      | EXAMPLES                      | DESCRIPTION                                                                 | REVENUE MODEL                      |
|-------------------------------|-------------------------------|-----------------------------------------------------------------------------|------------------------------------|
| Consumer – to – consumer      | eBay Half – com               | Helps consumers connect with other consumers to conduct business            | Transaction fees                   |
| Peer – to – peer              | Kazaa Cloudmark               | Technology enabling consumers to share files and services via the Web, without a common server | Subscription fees, advertising transaction fees |
| M-commerce                    | eBay Anywhere, PayPal Mobile, Moviefone | Extending business applications using wireless technology                  | Sales of goods and services        |

3. E-Commerce Technology

System analysis, Business objectives, System functionality and Information Requirement

SYSTEM ANALYSIS: BUSINESS OBJECTIVES, SYSTEM FUNCTIONALITY, AND INFORMATION REQUIREMENTS FOR A TYPICAL E-COMMERCE SITE

| BUSINESS OBJECTIVE                                   | SYSTEM FUNCTIONALITY                      | INFORMATION REQUIREMENT                                           |
|------------------------------------------------------|-------------------------------------------|-------------------------------------------------------------------|
| Display goods                                       | Digital catalog                          | Dynamic text and graphics catalog                                 |
| Provide product information (content)               | Product database                         | description, stocking number, inventory levels                    |
| Personalize/Customize product Customer on-site tracking Site log for every customer visit. | data mining capability to identify       | customer paths and appropriate responses                         |
| Execute a transaction payment system                | Shopping cart/payment                    | Secure credit card clearing; multiple options                     |
| Accumulate customer information registration        | Customer database                        | Name, address, Phone, and e-mail for all customers; online customer |
| Provide after-sale customer support                 | Sales database                           | Customer ID, product, date, payment, Shipment date                |
Coordinate marketing/advertising/banner
Ad server, e-mail server, e-mail, campaign manager, ad banner manager
Site behavior log of prospects and customers linked to e-mail and ad campaigns.

Understand marketing effectiveness
Site tracking and reporting system
Number of unique visitors, pages visited, products purchased, identified by marketing campaign.

Provide production and supplier links inventory levels, supplier
Inventory management system
Product and ID and contact, order quantity data by product

THE SPECTRUM OF TOOLS FOR BUILDING YOUR OWN E-COMMERCE SITE

| Build From Scratch | Use Packaged Site Building Tools | Use Pre-Built Templates |
|-------------------|---------------------------------|-------------------------|
| HTML              | Microsoft Commerce Server       | Bigstep                 |
| Dreamweaver       | IBM Webspher                    | Yahoo! Small            |
| FrontPage         |                                 | Business Merchant       |
| CGLI Scripts      |                                 | Solutions               |
| SQL Database      |                                 |                         |

THE EIGHT MOST IMPORTANT FACTORS IN SUCCESSFUL E-COMMERCE SITE DESIGN

| FACTOR                  | DESCRIPTION                                                                 |
|-------------------------|-----------------------------------------------------------------------------|
| Functionality           | Pages that works, load quickly, and point the customer your product offerings|
| Informational           | Links that customers can easily find to discover more about you and your products |
| Ease of use             | Simple fool-proof navigation                                                 |
| Redundant navigation    | Alternative navigation to the same content                                   |
| Ease of purchase        | One or two clicks to purchase                                                |
| Multi-browser functionality | Site works with the most popular browsers                                      |
| Simple graphics         | Avoids distracting, obnoxious graphics and sounds that the user cannot control |
| Legible text            | Avoids backgrounds that distort text or make it illegible                    |

4. Ecommerce Social Issues

The Internet and its use in e-commerce have raised pervasive ethical, social, and political issues on a scale unprecedented for computer technology.
| UNIQUE FEATURES OF E-COMMERCE TECHNOLOGY AND THEIR POTENTIAL ETHICAL, SOCIAL, AND/OR POLITICAL IMPLICATIONS |
|--------------------------------------------------|--------------------------------------------------|
| **E-COMMERCE TECHNOLOGY**                          | **POTENTIAL ETHICAL, SOCIAL, AND POLITICAL SIGNIFICANCE** |
| Ubiquity – Internet/Web technology is available everywhere: at work, at home, and elsewhere via mobile devices, anytime | Work and shopping can invade family life; shopping can distract workers at work, lowering productivity; use of mobile devices can lead to automobile and industrial accidents. Presents confusing issues of “nexus” to taxation authorities. |
| Global reach – The technology reaches across national boundaries, around the Earth | Reduces cultural diversity in products; weakens local small firms while strengthening large global firms; moves manufacturing production to low-wage area of the world; weakens the ability of all nations – large and small-to control their information destiny. |
| Universal standards – There is one set of technology standards, namely Internet standards | Increases vulnerability to viruses and hacking attacks worldwide affecting millions of people at once. Increases the likelihood of “information” crime, crimes against systems, and deception. |
| Richness – Video, audio, and text messages are possible. | A “screen technology” that reduces use of text and potentially the ability to read by focusing instead on video and audio messages. Potentially very persuasive messages possible that may reduce reliance on multiple independent sources of information. |
| Interactivity – The technology works through interaction with the user. | The nature of interactivity at commercial sites can be shallow and meaningless. Customer e-mails are frequently not read by human beings. Customers do not really “co-produce” the product as much as they “co-produce” the sale. The amount of “customization” of products that occurs is minimal, occurring within predefined platforms and plug-in options. |
| Information density – The technology reduces information costs, raises quality. | While the total amount of information available to all parties increases, so does the possibility of false and misleading information, unwanted information, and invasion of solitude. Trust, authenticity, accuracy, completeness, and other quality features of information can be degraded. The ability of individuals and organizations to make sense of out of this plethora of information is limited. |
Personalization/Customization- The technology allows personalized messages to be delivered to individuals as well as groups.

Opens up the possibility of intensive invasion of privacy for commercial and governmental purposes that is unprecedented.

Social technology – The technology enables user content generation and social networking.

Creates opportunities for cyber bullying, abusive language, and predation; challenges concepts of privacy, fair use, and consent to use posted information; creates new opportunities for surveillance by authorities and corporations into private lives.

5. Conclusion

In this paper, we study about E-commerce in business model, technology, society issues. The technology provides the infrastructure, it is the business applications. To understand some key business concept such as electronic markets, information goods. The primary societal issues are intellectual property, individual privacy and public policy. So the study of this e-commerce will be helpful to understand technology, business, society and its various application areas and models.

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