INTERNET TECHNOLOGY IN ELECTRONIC COMMERCE

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Abstract: Informatization is an active process of acquiring information as a valuable resource for development using Informatics tools in order to dramatically increase the intellectual level of civilization on this basis – humanistic reconstruction of the whole human life.

1. Introduction
The Internet is a global system of interconnected computer networks that uses the standard Internet Protocol (TCP/IP) to link several billion devices worldwide. It is an international network that consists of millions of private, public, scientific and business networks that are linked to a wide range of electronic, wireless and optical network technologies. The Internet is a wide range of information resources and services, such as inter-linked hypertext documents and applications of the World Wide Web, the infrastructure to support messaging via e-mail and technology, peer-to-peer sharing of user files and telephony.

The history of the Internet takes us to research in the 1960s when scientists working for the government of the USA came to the decision of creating such network to build reliable, fault-tolerant communication via computer networks. Although a similar work was carried out in parallel in the UK and France, it did not lead to important results. There is no exact definition of the day when the modern Internet was born, but it is believed that it belongs to the early or middle 1980-s. From this point, the network experienced decades of sustained exponential growth of generations of institutional, personal and mobile computers that were connected to the Internet [1].

2. Results and Discussion
Financing a new American study by the National science Foundation in 1980, as well as private funding for other commercial backbones, led to the participation of scientists around the world in the development of new networking technologies and the merger of many networks. Although the Internet is widely used by the scientific community since 1980s, commercialization began only in 1990 that led to its popularization and implementation of almost every aspect of modern human life. As of June 2012, more than 2.4 billion people representing more than a third of humanity in the world used the services of the Internet; there were approximately 100 times more users than it was in 1995. The use
of the Internet increased rapidly in the West from the mid-1990s. In 1994 only 3% of Americans had Internet access. In 2002, it is already 92% of the US population.

At the moment, as a result of the recent recession, consumers are paying more attention than ever to find the very best prices in online stores. Therefore, in terms of e-Commerce, firms that offer high quality at low prices can be more successful. A leader in the field of e-Commerce remains Amazon sales, which rose due to aggressive pricing, free delivery for its premium members, and a growing variety of goods. The Amazon income increased from $ 61.0 billion in 2012 to $ 74.4 million in 2013. Books, movies, music and other media are now considered for a smaller number of Amazon sales, while electronics and General merchandise bring a larger share of income to date. Amazon's sales outside North America are developing rapidly. Obviously, there are a growing number of consumers around the world having broadband access via the Internet.

Analysts - Marketer reported that the U.S. e-Commerce sales in 2013 are estimated at 39530000 000 (about 20% more than 2012). This figure includes online retail sales, sales of travel packages and digital downloads, but does not include sales of tickets to events or gambling. Global sales of the retailers through the Internet exceeded 1.25 trillion dollars in 2013 [2].

According to Morgan Stanley, China has achieved phenomenal growth in e-Commerce reaching 64.7% in 2012, compared with 2011 reaching 210400000000 dollars, to be ranked second in the world after the United States in 2013. In this case, the total revenue from e-Commerce of China, is expected to be 283 billion dollars. Plunkett Research estimated that global sales for travel packages via the Internet resources would went up to 350 billion dollars in 2013.

According to eMarketer, Internet sales with mobile advertising in 2013 in the U.S. reached the level of 42.3 billion dollars as compared with previous year’s 37.3 billion dollars. The recent results of Google, the main Internet advertising leader, are a good indicator of strong growth in online advertising. The company's revenues rose to 19.3% in 2013, which is approximately 598000000 000 dollars.

In particular, due to the low monthly payments, the growth of broadband around the world continues to grow. The number of American homes and businesses connected to broadband access exceeded 90 million by the end of 2013. This number does not include users of mobile broadband, which are estimated at 200 million.

Significant evolution occurs in the business world as more and more telecommunications move to the use of the Internet. Meanwhile, the concept of "unified communications" threatens to completely revolutionize business communications by combining all communications into one screen on the desktop, including phone, Fax, e-mail, instant messaging, voice mail, and teleconferencing. Voice messages, as well as e-mail, are digitized and archived. Communication tools of user will transit smoothly from Desk to a mobile device.

A number of Internet users (business and consumer) are increasing worldwide, and many companies earn a huge profit in the process of attracting these users. The long-awaited phenomenon of "convergence" of entertainment, computing and communications arrived in 2004, when a sufficient number of consumers had broadband access to the Internet. The evolution of smartphones and tablets has accelerated this trend. Now, the latest generation of TVs equipped with Internet connection. This leads to radical changes in how viewers can get their movies and TV shows in the near future. For example, Netflix subscribers can see downloaded movies, connected to their Internet TVs [3].

If one turns to the Kazakhstan segment of the Internet, then there are many solutions for creating sites that can be found only once. There will be a great choice of companies, which offer the right services.

By the way, the bottom is paid for the procuring of similar companies.

1. M-Design – website development, web-design, creation of websites Web-Studio «M-Design” - IT professional development of functionally completed solutions in the sphere of website design and programming, website promotion, website optimisation, hosting, development of firm’s style for companies from Kazakhstan and the CIS, according to figure 1.
Figure 1. Website layouts on Nethouse

2. AhrefA Web - studio Kazahshtan. Web-design creation of the development of site traffic. With the help of innovative ways, one can implement business solutions in the market, increase the volume of the customer's sales and the financing of the financial system, reduce the rate, increase the penetration rate of the site as an introductory move. Web-studio "AhrefA" creates websites, develops Internet shops and homes. "SEO" optimizes site traffic in Kazakhstan in accordance with Figure 2.

Figure 2. The primer of a motor vehicle in Umi

3. “IQ Coft” develops business services for the creation of sites, which is effective and perfect (Fig. 10).
4. A7studio develops and maintains websites on Dupal. With the help of Dupal clients, the following can be received:
   - websites based on a breech system with an open idle code, which is patented by millions of users;
   - a proprietary system of management of a compatible website;
   - websites with high productivity;
   - verification that the CMS is not evolving;
   - a website with a low rate of production, even if the development of specific features is required;
   - new versions of the Drupal kernel and modules are available free of charge, in accordance with Figure 4.

Figure 3. Website developed by "IQCoft"

On the basis of the above-mentioned facts, it is important to note that in Kazakhstan, the company can not process an Internet store, as well as discard it [10].

It is necessary to note the methodology of the theory of economics. In this connection, the author proposes to assign a specific, conclusive mechanism for creating an online store of electronic educational publications for the purpose of determining the relative incomes.
3. Materials and methods

The E-Commerce and Internet sector is developing rapidly passing through several distinct stages, beginning from its inception in the 1970s.

At first, from the very early days the Internet was seen by many as a realm for tech people that was produced by few, if any, commercial enterprises. At the beginning of 1973, the Internet was a number of communication protocols written by Vinton Surf in a project (DARPA), funded by Agency of the Ministry of defense. The first demonstration of a connection to the Internet-based protocol was three networks in November 1977.

World Wide Web and coding language HTML appeared in 1989 and were implemented from 1990 to 1993 by Tim Berners-Lee that allows creating an endless stream of hyperlinks in the cyber world, where the exchange of unlimited information became comfortable due to the magic of the web pages.

Beginning from 1993 till 1994, businesspeople and financial specialists realized that the posted data in the form of hyperlink can be useful in the world of sales and can have huge global potential. The revolution in trade, publishing and the world of entertainment allowed consumers and business people to pay for convenient online stores with pleasure. An economic boom followed like previous technological outbursts: electricity, telephone, cars and passenger planes.

Thousands of encouraging new enterprises were launched. Capitalization for these new Internet applications ranged from lack of money, starting in garages with Visa cards, and companies such as Webvan that failed. Approximately 6,000 new firms raised a total of more than $100 billion of venture capital during the boom period (1994-2000). 450 of these companies sold their shares to the public through the IPO.

In the middle of 2000, the Internet industry entered a bleak and dreary phase after the NASDAQ collapsed in March, bringing the entire sector to decline. Till October 10, 2002, NASDAQ decreased from 5132 to 1108; that time in March 2000, hundreds of thousands of people lost their jobs. The valuable portfolio experienced a significant loss. Thousands of firms closed their doors and declared themselves bankrupts. The sellers of hardware and software, consulting and telecommunication services suffered greatly.

At the beginning of 2003, the Internet industry increased, a well-thought-out system of the Internet business had proven its value. Consumers became loyal fans of shopping through the Internet. All types of enterprises believe that the Internet creates true condition for the effective operation and leads to profitability. For example, a large part of the aviation industry has suffered greatly in recent years, based on discounts, airlines Southwest and JetBlue show superior financial performance due to their use of e-Commerce services.

Daily increasing growth of users reduces provider rates for the services provided by the Internet. The availability of smartphones and tablets has allowed increasing the number of users of mobile applications.

Meanwhile, the cost of developing and maintaining websites has fallen sharply, opening the door to millions self-sustaining entrepreneurs and making it easier for venture capital firms to finance start-ups using a large amount of cash. Trends, such as open software and cloud computing, modular development tools, software, made it easier, faster, and cheaper to start sophisticated websites.

At the present time, the most traditional means of communication including a telephone, music, films and TV have changed or become overridden by use of the Internet, creating new services such as voice over Internet Protocol (VoIP) and Internet Protocol Television (IPTV). The Internet has accelerated new forms of human interaction using instant messaging, online forums and social networks. Internet shop helps to develop the retail stores and small businesses. Business for business and for Internet financial services affects supply chains across industry.

The Internet has no central management in any technological implementation or policies for access or use, as each constituent network sets its own policies.

E-Commerce is a sphere of economy which includes all financial and commercial transactions using computer networks in business processes related to the conduct of such transactions.

E-Commerce includes:
Electronic Data Interchange, EDI; Electronic Funds Transfer, EFT; e-trading; e-cash; e-marketing; e-banking; e-insurance.

E-commerce has allowed companies not only to be on the market, but also to strengthen the existing market position, by providing a cheaper and more efficient distribution chain for their products or services. One of the firms that successfully uses e-Commerce is a Target. This retail chain includes not only physical stores, but also an online store where a customer can buy everything from clothes to coffee kettle [7].

When the customer purchases a product or service on the Internet, it is considered to be a participant of electronic Commerce. Advantages of e-commerce for consumers are:

- Convenience. Electronic trading works 24 hours a day, seven days a week.
- Huge selection. Many markets offer a wide range of products on the Internet, by reducing maintenance costs of consultants and fee for the rent of the premises.

But e-commerce also has its disadvantages for consumers:

- The absence of the consultant. If the customer wants to buy a computer on an Internet shop, it will not be able to get advice what computer is the best to meet one’s needs.
- Time of delivery. When the consumer buys something online, he is forced to wait until the item is delivered to his home or office.
- There is no opportunity to touch and see the product. Now online image does not represent a real product that can affect the desire to do further online shopping.

4. Conclusion

However, these disadvantages cannot cover electronic textbooks; in this case, the customer may read annotation or content to determine the need to purchase.

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