

Customer Review on Confidence, Readiness and Security in Electronic Commerce

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Abstract: Nowadays, the world of technologies is evolving. We used to do business within big companies and now, there is e-commerce. The revolution of e-commerce is only just getting started. Over the next few years, e-Commerce is predicted to be widely accessible. E-commerce would have a significant effect on the formation of a truly mass-market phenomenon. It will also have a profound impact on the way trade is done by each person and company. In addition, e-commerce is responsible for implementing digital interactive TV that will bring further e-commerce beyond the realms of PC literacy. The fact that e-commerce is a future way of business really change the landscape of business. The proliferation of e-commerce companies saw the rise of the worldwide number of online companies. Consumers are now opted for business online, which in contrast to conventional transactions is dramatically convenient. E-commerce firms have, in any case, more advantages compared to conventional brick and mortar companies, but the difficulties and problems facing e-commerce businesses cannot be missed. This study illustrated the difficulties and problems of e-commerce and a range of solutions. Trust, readiness and protection are among the problems. Proposed solutions are proposed for each of the problems and challenges. Alibaba Group for example also face this common challenges. Alibaba Group being chosen in this case study as Alibaba was exceptionally skilled in establishing credibility. Despite its revealed vulnerability in intellectual property rights, Alibaba keep on continued give efforts to create credibility and will help to facilitate the evolution of e-commerce platform. Such attempts have made Alibaba is a standard model for e-business but overall, the challenges in this study are collected among all e-commerce platform, not only Alibaba Group.

Keywords: E-commerce platform, Challenges and Solutions, Advantages and disadvantages, Customers' loyalty, Alibaba Group

1. Introduction

In certain respects, electronic commerce or e-commerce is specified, and the definition is rather subjective. Perhaps the most useful way to describe e-commerce is to use it to connect it to trade as e-commerce is trading through modern communication technologies [1]. All aspects include the development of the business market, buying, management of the supply chain and money transfer.

The notion of modern communication technologies means little but for voice telephony, fax and telex that are with us for many years. The new Internet has made fundamental improvements to the manner in which we trade together with the prodigious innovations in IT in general. In the last few decades, the digital economy in East Asia has developed rapidly [2]. As the Internet and mobile network grew rapidly, many new companies soon became domestic market leaders and reached foreign markets. As a locus of entrepreneurship and creativity, East Asia has thus gained considerable attention by academics, politicians and practitioners. As East Asia has the largest number of Fortune Global 500 companies [3], East Asian countries are now proud to have their national enterprises that are recognizable internationally. Although in East Asia digital business has thrived, every nation has unique characteristics of politics, economics, society and culture [4]. This has provided a number of growth stories for the digital economy in East Asia, although the promotion of information and communications technology (ICTs) between countries in this area entails relatively strong interests and initiatives. Social changes in the digital economy are never the same, however, not even within eastern Asia as a result of growth. For the mode of transaction, a dramatic, recent social shift is necessary [5].

Eastern Asian countries have also established with ICT growth the basic electronic transaction infrastructure. So, early on, online shopping appeared. In total transactions, the share of electronic trade in East Asia grew rapidly. However, events in a country show the peculiar characteristics of the structures around them. This study therefore makes the Alibaba Group one of the world's best-selling e-commerce site [6].

Excellent strategies are expected to survive the ardent ecommerce market. Be ready to tackle all future problems and concentrate on creating a customer culture. In this way, you will not only face obstacles but also discover what makes your clients tick and provide them with a client experience they can remember [7].

In addition to facilitating online purchases, a website serves many purposes. A website offers a forum for consumers to learn about goods and services. For example, by providing support information an early notice to merchants who should consider adding them to the offer of the platform, IBM reported a cost savings of two billion in 2000. Based on views and shopping trends, product cross-sales and Up-Sales can be created [8]. A variety of checks can be performed for new product introductions. Various ads can be checked easily and target segments established.

This paper concentrates on general challenges face by e-commerce platform around the world.

2. Background Of Study

There is a reason why e-commerce is happening and there have been rapid and ongoing IT shifts. Personal computers are cheap and affordable, efficient, with interfaces for anyone increasingly rich in the capital and user-friendly applications, they are tools, not just experts. Technologies for microprocessors and networking are cheap enough to be intelligent and wired to almost any piece of equipment; and 'connected' is the secret to e-commerce [9].

Trading involves contact between seller and buyer, supplier and customer, manufacturer and distributor, retailer and wholesaler. There are other encouraging factors that facilitate electronic trading, such as the growing use of methods of non-cash payment that do not require a physical presence, such as a credit card [10]. For even more economic globalization, multinational corporations are looking. With fast and low-cost communication with potential buyers, the appeal of trading electronically through the Web is evident.

After the first form of e-commerce, latest technology and business models have continued to be adopted by the industry, China's e-commerce has emerged. Not surprisingly, many new businesses have entered such a dynamic world and, at the moment, several businesses have left the e-commerce industry. It is significant that, over time and through many business models, Alibaba has led the industry [11]. The growth of e-commerce in China seems to be, in this respect, the history of Alibaba's business development. The development of reputation and the growth of China e-commerce should therefore be closely linked to Alibaba's.

The biggest e-commerce site worldwide is Alibaba, which first established in the living room of Jack Ma's. The last fiscal year, there are around 420 million users on the Alibaba sites scooped up about \$485 billion worth of goods. In 2014, the firm went public with the biggest offering in the history of the New York Stock Exchange, earning \$25 billion far beyond Facebook [12].

The e-commerce platforms of Alibaba cater to both Chinese and international consumers, although the majority of the transactions are made domestically. Taobao, a consumer-to-consumer Chinese platform much like an eBay is at its heart. In addition, in China, Tmall offers retailers with authorized consumers storefront and businesses like Alibaba and AliExpress are connected globally [13].

To this day, the firms of Alibaba, along with the multinational consumer company like Taobao, Tmall and Tmall Global are controlled by Alipay and international investments, not from the sales of the companies in the industry [14]. Moreover, the platform of Alibaba is known to be the most consumer-oriented, as well as the user-friendly interface and technological specialties delight customers.

The corporate credibility of Alibaba has also been improved by its partnership with the Chinese government. Managing a good government partnership is seen as a state acceptance of China's society, where the government is central to industrial growth. The Chinese government strongly support the launched of Alipay in 2004 [15].

In this paper, the challenges and problems are not to specific e-commerce platform such as Alibaba Group, but it is in general. General problems that e-commerce platform in the additional of solutions and recommendations included [16]. The fact that e-commerce changed the landscape of business must be come with a difficult technical maintenance, to provide customer a great service and to assists customers with a user-friendly website design.

Below are some of the challenges faced by e-commerce companies [17]:

1. The need to verify their customers' identity online.

2. To deliver various channel customer experience
3. Competition among various e-commerce platform.
4. E-commerce have to sustain customer loyalty.
5. Problems face when dealing with return and refund items.

3.Methodology

In the way business is conducted in the current economy, a change in expectations occurs. Internet business is addressing one of the few significant changes in the corporate landscape that rethinks it in entirely new ways. This article examines the challenges of online businesses around the world in four critical, specialist, social, and legal measures. Some financial issues are big problems for internet businesses. As cost support components, the usual bookkeeping techniques are ultimately inadequate [18]. The organization's limitations, especially in non-industrialized countries, the rather modest number of buyers and merchants, the issue of who finances and controls the framework, the lack of expertise and the high subsequent task costs are all issues that must soon be sufficient to satisfy the worldwide cyber potential.

Security, unwavering quality, correspondence agreements, accessibility to data transmission, and joining issues, which ultimately become important in web-based businesses around the world, are diverse niche issues [19]. The certainty of shoppers is critical to a business of a customer's conditions, and low security or poor reliability can frustrate the wonders of an online business. Existing correspondence agreements will soon be deficient and new agreements are badly needed to support the development of online businesses. The backbone of the current internet cannot support popular internet applications and it requires some investment to establish another foundation.

Despite the fact that Internet business is in a stage of progress, its previously uncommon development for a long time shows its immense ability to influence business leadership in the future. Be that as it may, these new opportunities join a wide range of issues and issues that must be settled. In this article, we dealt with part of the difficulties that associations face in this new street [20]. The questions placed are essentially rep; They are either largely inclusive or selective of one another. Whatever the case, if online businesses around the world are to arrange the mysterious waters at a later time, it needs to be looked at appropriately.

The study ecosystem is one of the electronic commerce platform market of China. We configured the leading company with a strong sector summary. As the quantity of entrants in the market for electronic commerce platforms has increased, all platform companies cannot be interviewed. Regarding to this, we picked Alibaba for some reasons. Firstly, Alibaba already undergone modern genetic starting the early e-commerce period. Therefore, this organization is a reliable root sources to provide statistics on the company's efforts over time to create credibility. Secondly, even though Alibaba owns about 50 percent of the company's e-commerce website, if mobile trading is included, its share increases to 90 percent of the company, another type of electronic commerce in a border sense. This is an important point to consider in China's electronic commerce industry. Simultaneously, it indicates that Alibaba's reputation was significant in justifying its market success. Third, the industry is now being globalized as Alibaba went to the overseas market for initial public offerings [21]. We also evaluate whether rising overseas sales have affected the growth of domestic market reputation.

4.Discussion

The internet is where the user wants to go, at least at the beginning when they want something. Since its inception, the competition among online sellers has increased at an unbelievable pace, and it is also one of the challenges ecommerce companies face today. The increase in scanning has changed the activity of businesses. To make their purchases, consumers no longer have to drive to brick and mortar stores. Companies still dealing with products and services, but this is happening in a multi-touch world online.

Although online shopping has streamlined customer shopping, it has posed specific challenges for ecommerce firms. Not all companies consistently make money. There are challenges, both big and small, in their path. It is difficult to develop an ecommerce company and particularly to prepare your shop for the needs of your clients. All things, from web maintenance to customer service, must be taken very care of.

In e-commerce businesses the first challenge is the need to verify their customers' identity online. When a customer visits a Website for e-commerce and signs up, you must be confident that he's a genuine buyer. You're going to stop fake accounts or bot in this way. Both fraudulent and bot will result in revenue losses for COD transactions (Cash on Delivery) which is one of the transactions use for online business. An invalid or incorrect telephone or address was used, for example.

E-commerce firms are facing a second challenge which is to deliver various channel customer experience. Customers can access your brand through a variety of contact points in today's interconnected world. You can visit your website, get in touch with your support agents, leave your social media profile post or message, shop from your store or use a live chat or a message platform. Make sure the staff is equipped with the necessary technology. Up to now the company can use visual engagement resources to support clients on any point of contact, platforms and journeys.

For e-commerce firms the third challenge is to over-emphasize competition. It is clear that numerous e-commerce sites are available nowadays. It concerns the best user interface, the simplest-to-use and the cheapest price of the goods on the e-commerce platform. Many goods and services can deliver the same as you do, but this does not mean that you cannot separate yourself from the competition.

Moreover, virtually e-commerce firms face the next task of sustaining customer loyalty. Even if the best web design is there, any e-commerce platform will fight without customer faith and loyalty. In this respect, it takes tremendous effort to obtain and retain customers. One of the reasons why e-commerce businesses are faced with challenges to create consumer loyalty is that sellers and buyers frequently do not understand one another because most online business are business to customers only. They can't either see each other or make experiences less personalized than they would be in people because salespeople and consumers have a long decision-making process. Just time and commitment will make it up. Eventually, the company will develop this trust and royalty through multiple transactions.

Finally, the issue is when managing the return and refund of the items. The argument is that the company experiences a heavy loss of shipment and reputation when a product is re-sent, whether because of an unhappy customer or a product. For e-Commerce vendors to offer their goods for free, logistics and delivery costs have toujours been troublesome. However, because these are an integral part of great customer service, you cannot stop providing good return and refund policies. The best thing you can do is to establish and communicate your policies carefully.

5.Recommendations

There are some recommendations for e-commerce platform to solve the challenges they face. The first one is about the need for identify their customers' identity online. First and foremost, to search for suspicious signs. This can take the form of high value or broad orders. Automation may be used to recognize fake email addresses and telephone numbers. Furthermore, you can also verify whether zip codes match the state or area. When a customer signs up, you can always give a verification via a text or email. If you have ordered COD (Cash on Delivery), an automated cold call will also reach the customer to request that the delivery address be checked.

Next is about to deliver various channel customer experience. There are some strategies and step by this challenge. Firstly, you need to define the main channel for your customers. Then, make sure you reach the customer service personnel on their preferred networks, mobile, live chat, email, video call, aid centers online or in-app messages. Integrate and refine these platforms, incorporate custom messages and provide one-on-one chat and video calls. Then the context should be maintained. Hold talks focused on past user experiences. To do this, keep track of customer dialogs in a tool with a single view using parameters such as a user profile. This way, regardless of the channel, you can still respond contextually.

After that is the competition between many e-commerce platforms. You must perform research to see which items are more sought after. Delete redundant products then. To promote your product and brand, use social media sites and blogs. Invest in promotional deals to help build more websites and therefore more clients. Recall that firms with client loyalty schemes are 88 percent more successful on average than those without those programs.

Moreover, regarding to sustain customers' loyalty, there are some ways for it. First, you should make sure the processes of your customer service are successful, from online order to delivery. In addition, by viewing your address, telephone number, staff picture and creditable badges on your websites, you can increase the confidence with visitors. A live chat option can be added to the Website and create a useful content. Finally, you should prioritize customer service over benefit. Note that retaining a current customer is simpler than attracting a new customer.

Last but not least is about the issue is when managing the return and refund of the items. It is important for you to have an outstanding customer service, but remember that good refund policies can't be avoided. The best thing you can do is to establish and communicate your policies carefully. You must be transparent, first of all. Never conceal your strategy in order to prevent consumers seeing it and returning their products. Next is to use plain English. For these policies, whatever their cultural or educational backgrounds, it is necessary for all to be

understandable. Finally, brace yourself for the expense of your errors. If the product is wrongly delivered, make additional effort to please the customers.

6. Conclusion

Excellent policies are required to survive the fierce e-commerce rivalry. Be ready to face all challenges and concentrate on creating a culture that focuses on customers. In this way you can only deal with problems, but also can figure out what ticks your customers and provide them with an experience they can remember.

Overall, in China's electronic commerce industry, Alibaba has become a market leader that has established expectations for business and industrial growth. Our research shows that such social recognition should be matched by a higher degree of legitimacy. While standardization of technology is generally in the government domain, in culture, any standard approved by the government often fails to be adopted. This studies explain why certain standards succeed in the business, as there are many competition criteria, while others do not. Experience with Alibaba clearly indicates that norms are not socially acceptable, even though they are accepted by government. Without society's approval, standardization would remain nothing but needless state interference. In this case, our studies show that every level of technology should be socially legitimate in order to be efficient and thus added to normal literature by explaining how a business model has become a standard with a significantly complete life for people

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