

Trends of E-commerce

MSc AIS

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E-commerce future trends

1. sales market in mobile devices
2. promotion in social networking platform
3. development new technology for mobile app security
4. focusing on customers group using big data analysis
5. SME using cloud computing for start-up business

Sales market in mobile devices

1. most of people visit online store using mobile device or tablet
 - 4G mobile network speed fast
 - mobile devices price is low and portable, people use it anytime
2. increasing of market share
 - according US marketing survey, online sales transaction is more than 50 percent to come from mobile app and the percentage is increasing.
 - in US, around 100,000 retail stores have provided online website in mobile version
3. developing cross platform app or mobile website
 - investigate to build up hybrid app and web app, all platform of mobile devices can use it
 - jquery, bootstraps are developing in mobile website

Promotion in social networking platform

most of people have used the social networking platform to communicate with other people anytime, such as Facebook. most of online shops must use the platform to do some promotion, it can expand the market share and discovery business opportunity for the short time

1. easy to find out the targeting of customer group with low cost
 - build up product or shop fan page, enable "like" and "share" function, people can share it to their friends
 - join i-Adv service, users can find and discovery the product information what they want more easily
2. enhancing of customer interaction
 - customers can enquiry the product information and give some feedback to retail shop directly
 - the shop manager can post latest news of product and other announcements on these platforms, customers can know the first hand information more easily

Development new technology for mobile app security

for the mobile security issue, some new technology should improve for user authentication during payment process

1. two-factor authentication

- security ID devices which is provided by credit card center
- request mobile devices ID, this ID is unique and easy to recognize customer's mobile phone
- send back confirmation message to customers' phone via sms or e-mail

2. biometrics authentication

- fingerprint
- face detection

replace only accepted username and password via ssl website

Focusing on customers group using big data analysis

using big data tool to analyze customers consumption pattern

1. data collection of customer browsing website history
 - the period of time state in website
 - mouse click specific item frequency
 - amount of buying goods for each time
2. estimate consumption behavior
 - using big data tool to analyze the data collection, such as Google BigQuery
 - easy to understand which product is hot sales for the coming session or high demand of customer needs
 - improving of stock management control and making of price strategy in different sell products
3. changing promotion model
 - know customer needs and only send the product information what they like
 - estimate customer maybe buy relation product what they need, e.g. NAS and SATA HDD, it can be increased the profit of sales

SME using cloud computing for start-up business

implementation of PaaS platform

- easy to build up online shop for SME company, service provider: Amazon S3 etc.
- all hardware processing power is depended on cloud computing, lack of hardware and networking infrastructure investment
- reducing software development time and cost, the web store template and payment API which is provided from the provider
- running cost is competition and platform operation is very stable [charge of data service based on usage volume]
- SME can sell their products or services to global market more easily

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