

F-Commerce Development In Emerging Markets

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Abstract- Social commerce brings revolutionized concept in global competitive market as a new arena called F-commerce. This paper focus on the development of a new form of social commerce which is F-commerce in emerging markets from different aspects like acquaintance and belief. Our findings show the importance of F-commerce, familiarity & trust which play a vital role in mediating exchange between sellers and buyers, identity theft and its consequences on general people.

Keywords- F-commerce, Social commerce, Emerging markets.

I. INTRODUCTION

The rate of pace by which commodities of goods and services are used and sold in contemporary era revolutionized the concept of latest hot trending topic going on among youth and teenagers as F commerce. The demand for the same gave birth to plethora of methods started from past era to the interconnected world of the social commerce era we live in today. In ecommerce, latest arena that came across for maximum usage of buying and selling of goods and services is f-commerce. It basically ponders on developing and designing ecommerce content and sites within the Facebook as social networking site.

This paper focuses on two objectives; familiarity and trust that influence life of social networking people as decision making and how age can favorably determine the development of sales in social commerce and more precisely in Facebook As a consequence, a survey was conducted on impact of social media in the intention of use and an online questionnaire was created that was then answered by 202 users with profiles on social networks. The results demonstrate that the social image and usefulness determine the final intention of the users.

One of the definition of social commerce introduced by Laudon and Traver [1,2] (2016) states that “Social e-commerce is e-commerce that is enabled by social networks and online social relationships. It is sometimes also referred to as Facebook commerce, but in actuality is a much larger phenomenon that extends beyond Facebook.”

II. PROBLEM DESCRIPTION

As the new arena of social commerce emerges in the form of f commerce, the utilitarian concept of such world is witnessing a massive change in how sellers and buyers interact. Now the concept of facebook commerce brings direct communication between them without middleman which assures and guarantees product authenticity or seller return policies. As a consequence, trust as one of the social factor has been established to understand the inherent risk incurred on both sides of these online interactions. Accordingly, trust is one of the major factor that put social influence of the sellers and buyers themselves, and built within their daily communication and transactions.

In these interactions, the building of trust is no longer mediated by one single entity but is built by the community of

buyers and sellers themselves electronically and through personal interactions.

The paper explores constructs such as trust, familiarity, governing form factor in the context of social commerce in emerging markets. These factors have not as of yet been well explored in the context of social commerce in emerging markets.

One of the objectives of this research on the development of social commerce in emerging markets is the originality of the growth of social commerce.

We as a young age people are witnessing the advancement of many forms of social commerce apps in emerging markets such as Paypal from California. One of the example is the development of Paypal, a mobile money transfer service that pioneered the development of mobile payment in India. With the concept of Digital India introduced by Prime minister Narendra modi, Paypal ranked among top 10 websites for best seller and buyer concept. Paypal revolutionized the concept in such a way that all traditional methods of doing any transactions were replaced. While most of the attention paid to India’s e-commerce boom focuses on big players like Flipkart, (Catherine shu, Oct13, 2017) there’s another fast-growing sector: people, mostly women, who resell items on social media. Several startups now exist to serve the so-called “housewife reseller” market.

This research explores the various aspects to use F-commerce. For example: Some of the companies use dedicated facebook stores to capture sales from facebook users, while some users create their own facebook profile page for selling directly with buyer(Fig. 1). The factors that are influencing the shift from traditional e-commerce to this new form of social commerce in emerging markets are focused on trust and familiarity.

The main objective is to understand the conceptual phenomenon behind F-commerce and how transactions occurred through the same. F-commerce is basically a facebook commerce that provides social media platform to interconnected with each other; no matter how far you are.

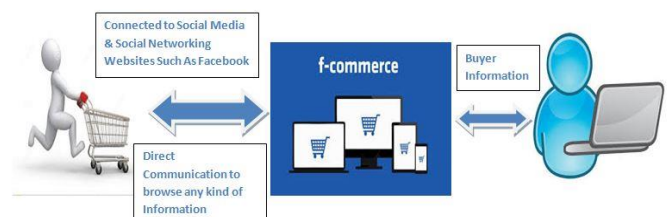


Fig. 1: E-commerce transactions between buyer and seller

III. RELEVANCE OF F-COMMERCE

A. F-stores

The major relevance of F-commerce is related to stores where buyers can purchase any goods and services within fraction of seconds.

B. Facebook dealing

Another aspect of using f commerce is to deal with social networking website as online platform to perform daily transactions (Fig. 2) without any cumbersome process that occurs in traditional time.



Fig.2:communication between buyer ans seller

C. Influenced E-commerce

F-commerce also influenced e-commerce industry [3] (Fig. 3) in terms of sales and purchase.



Fig.3: F-commerce relevance

D. Facebook friends

If you want to be interconnected then facebook is the best platform to keep in touch with old friends. If Want to know what your friends and fans like or dislike on Facebook? Or Want to ask them directly and get your results in an easy-to-use format? With our Facebook Collector, you can easily share polls and surveys on your personal pages or post a survey questionnaire directly on your fan page.

IV. IDENTITY THEFT AND F-COMMERCE

As F-Commerce is highly likeable form of commerce these days. Major concern we are facing, which is very disturbing is related to security of customer’s personal details and financial information .The development in technology and fraud ,based on technology, can be considered as the two faces of the same coin, which go side by side. Many nations including India are facing Identity Theft through F-Commerce. The identity theft not only affects important personnel of society but it can reach anyone. The criminals of identity theft need not to hijack your account; they can access your personal details available on Facebook, can copy your profile picture and make a fake account to connect to your friends on social media platform. Hence victim provides all the necessary details to victims in a pre-made form. As per an article published in ‘The Time of

India Business’ , India stands among the top-four countries in the Asia Pacific region with highest digital adoption, digital banking account sign-up and utilization, according to Experian Fraud Insights Report – 2017,even after this a high as 75% of identity theft cases have been reported. This shows that there is lack of awareness among the users, as they have no idea of different fraud methods prevailing on internet and the possible security and privacy measures that can be adopted to avoid these cyber-crimes.

A. Protection against ID Theft

The weakness is lack of knowledge of what type of data should be shared on social platform. One should be aware that whatever we access online leaves a digital footprint, hence can be used by identity criminals against us. Therefore it is very important to have proactive behavior to avoid such thefts.

- i) The first and foremost way to protect ourselves from ID Theft is the proper knowledge of what information should be willfully shared on social platform.
- ii) Avoiding ‘Keep you login’ feature, one should prefer manually login into user account over auto login and it is advisable to properly log out every time you are done with the session.
- iii) It is the responsibility of social sites to follow the security measures to avoid any kind of data theft of users; like facebook had provided a feature of report/block to notify any fake profile etc and a shield measure to avoid copying of your profile picture but it is not that effective as criminal can easily screenshot it.So users must be aware of what data is safe on social platform.
- iv) Keep a strong password and change it frequently.

V. QUESTIONNAIRE

Our research has explored the trust factors related to facebook seller from buyer’s perspective. This can be best done by the survey done by accountancy team and some students who used facebook website to elaborate the number of users who used facebook instantly in form of questionnaire (TABLE I). For this, we divided the fields into various attributes such as familiarity, reliability, usefulness and technology utility. On the basis of survey conducted by 202 students, it was found that the negative effect of such social networking website emerged as more but technology utility has also tremendously increased(Fig. 4).

TABLE I –QUESTIONNAIRE

Fields	Questionnaire Scale (Strongly Disagree, Disagree, neutral, agree, Strongly agree)
Familiarity	1. I am Familiar with Facebook 2. I am Familiar with selling and buying of products on Facebook
Reliability	1. Sellers on Facebook are generally Reliable 2. Sellers on Facebook are Honest 3. Products are genuine
Affect of devices	1. Mobile devices have encouraged for F-Commerce over other devices(Desktop/Laptops) 2. Mobile devices have provided access to F-Commerce to a lot of people 3. Mobile devices have helped to keep people updated in sharing product cost and information
Technology Utility	1. From a technical Viewpoint, Facebook is a useful technology 2. It is valuable from photo sharing/shopping/messaging viewpoint
Usefulness of F-Commerce	1. I use Facebook to find new products or sellers 2. I use Facebook to inquire about product reviews
Buying Products	1. I use my money to products from sellers on F-Commerce 2. I am very likely to buy products from sellers

Factors infulencing F-Commerce through questionnaire

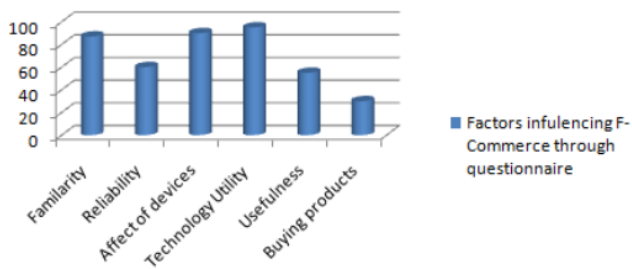


Fig 4: factors influencing f commerce

VI. CONCLUSION

Social networking is a part everyone’s life. So it is important to use it wisely, taking care of all the protective measures. A lot of research is still needed to create awareness of privacy breaches.

VII. REFERENCES

- [1] Laudon, K.C., Traver, C.G., 2009. E-commerce: Business, Technology, Society. Prentice Hall, Englewood Cliffs, NJ.
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- [3] <https://digitalnext.co.uk/dn-hub/blog/f-commerce-what-is-it-and-why-have-you-never-heard-of-it/>