A Futuristic Approach on E-Commerce

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Abstract: *In this study, electronical commerce is briefly discussed. Present and future, it is explained that digital marketing how will be changed the lives of people, thanks to unite with technology. It is explained that the saving of time in the life of human thanks to the techniques of electronical marketing and how it will be facilitated with special personal options. On the other hand, saving personal knowledges emphasized for the consumers can be save their selves. With the new sales strategies of the multinational companies that value to consumer requests and want to provide more quality service create a sustainable mechanism. Electronical commerce sector will be advanced in ten years as a sector that can meet consumer requirements almost alone, with understanding, learning, advancing in a way that produce a solution, with rationalization of devices, with digitalization of brands, with artificial intelligence conclude technological developments.*

Introduction

Electronical commerce become business model that provide to the companies and the consumers can purchase or sale product or service. In 1994, amazon.com is the first company that sell and deliver products online. For products and services, the electronical commerce helps to the companies create more larger market share, providing distribution channels that cheaper and more effective. The product range is expanding with the possibilities of choice that increasing each day and endure 7 days 24 hours without time constraint.

Formerly, large scale companies could sell because of the great cost but now, small scale companies can offer possibility sale and cargo to the international consumers. The digital shopping increase directly proportional with the respect of the consumer can trust to online shopping. The enterprises with limited capital make an electronical commerce, too.

Main Text

Present and future, the consumers foreground the environmental values and the health of human. The multinational companies change the products for protection of natural life and the rights of animals. The consumers research the risk of harm to nature and living things, looking to the products that they bought.

The other study for sustainability purposes is the sector of used clothing sells the products from customers to customers with the fast ascension of the electronical commerce. In consumer to consumer sales, from brand bag that it doesn't use in the houses to the empty perfume bottles, everything can sell.

In the industry of fashion, since 2018, with grounds to become a bad example to the girls and cause to the anorexia, size that under 36 seize don't chose. The civic marketing establishes, to support own society, for the models of digital marketing. Civic marketing consolidates the reputation of the brand with increase sincerity between brand and consumers. The online models both reduce misleading ratio of consumer and increase purchase rate, becoming closer measure to the consumers.

Electronical commerce facilitates to affect the prospective consumers with Augmented Reality (AR), with rapid development in ten years. Augmented reality provide convenience, in the section of logistic, marketing and sales, in the electronical commerce. This innovator technology advance to become a part of consumers life simulating how to stand on and how to use before the consumers buy.

With the system of "Click and Call" the method of buy online send to shop activating the physical stores. This method provides to orient of ordered product to the store choosing a near store instead of delivering to their addresses with cargo. In the store, the customers can both see the product and change, if they want. During the delivery of product, the retail sale can materialize too. With the method of "Click and Call", the difference between online and offline shopping disappears.

For Beacon that one of the digital marketing strategies, it is necessary that the application of the store must be installed on the device of the customer and activated of Bluetooth. Mobile device determines the location of the customer and sends the notifications thanks to alternative tools as Global Positioning System (GPS), Internet Protocol Address (IP) etc. When the customer goes into the range of 70 meters, the

mechanism of notification becomes active and send the notifications of points, personal discount and campaigns to the customer.

In the all applications that makes for reduce of the waste of time of the customers in the electronical commerce, it can reach to personal data of the customers for block the fake profile and some of these companies share these data. The customers want that the companies activate more control with the regulation of General Data Protection Regulation (GDPR) and Law on Protection of Personal Data (LPPD).

Electronical commerce won't show only futuristic development between companies and customers. With grow up the internet of the objects, the model of machine to machine grows up. The models of electronical commerce that use all over the world examine as five different models. From business to business (B2B) from business to customer (B2C) from customer to customer (C2C) from customer to business (C2B) and governmental to business (G2B) In the future, the technology that can provide the communication between machines will develop. In the new age, with Industry 4.0 that is the 4. Industrial Revolution, it becomes a collective whole of the technologies and the concept of value chain organizations.

Industry 4.0 and the rapid development of the electronical commerce create different business methods, too. With the business methods that develop in Industry 4.0 and cloud computing and the internet of the objects reproduce different business methods and it fronts to the different business methods as data analytics, artificial intelligence. In the electronical commerce, different professions as digital project manager, digital marketing specialist, digital advertising specialist, category management, content management, User Experience (UX) management etc employ.

The companies carry on with traditional trading methods the occupational groups as work management, human resources, accounting, operations. In the companies that participate to the digital conversion, business processes that directly communicate with the customer as sale, marketing, after sales and contract, accelerate with the software programs. The companies use the social media for find the customers and communicate to them, increase selling with advertising and promotion, measure consumers trends and provide customer service or support. (Dollarhide, 2019) Social media marketing that becomes with the power of social media (SMM), for the generation of Y and Z, both build own consumer mass and support product sales, supporting to sale, to interpretation and to examination of the products. For this free digital marketing technique, it needs a camera, a server and the products. It is believed

that Autonomous Sensory Meridian Response (ASMR) will be more effective on to threshold of arousal and pleasure of the customers. In the traditional trading, many researches have been made on product placement, motivation, environmental factors and using the music and it shows that the music has got a great effect for shopping. Slow music provides to more stay of the customers in the store and the rate of sale increases 32% relative to fast music. The effect of ASMR will be seen on the online sales that materialize on the social media, in the future. Nowadays, autonomous sensory meridian response is mostly used in the food industry and the famous brands in the sectors of cosmetics and clothing begin.

Hyper personification is another strategy of the companies for the customers who overwhelmed with variety of products and contents. Thanks to digital marketing and hyper personification, with the marketing strategies that personalize to the customers, the sales increase. The companies get ahead in the competitive environment, with researches for understanding of need without customer demand using necessary infrastructure and right technology. The technology of drone more use in entertainment industry but multinational companies will start drone cargo transportation with artificial intelligence. Nowadays, light and small product transportation makes with drone in the factories and close distance. In the United States of America (USA), taking air carrier certificate from Federal Aviation Administration (FAA) is an obligation for accurate delivery and not to malicious use.

Conclusion

It is estimated that about 3 billion potential buyers from developing markets India, China, Brazil, Russia and South Africa reach to internet until 2022. In the year of 2022, it is expected that 20% of the all retail sale come from the resident buyers of this developing market (Roach, 2019).

With added this market, no doubt that smart phones and social media have got a great importance by widespread use of the internet. In the years of 90's, made e-commerce copying the models of traditional trading hasn't been able to fully satisfy the needs of customers. Now, new models use that created with different approaches and all facility of the technology.

In many e-commerce environmental, it is envisaged that vertical site which focus only one product range will rise. According to estimates, in the field of e-commerce, the growth will continue but the companies that using innovative approaches will stand one step forward.

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