



E-Commerce Truth

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Abstract

E-commerce is an important pillar of the digital economy; Its mainly based on information technology, which is credited with creating a realistic and tangible e-commerce presence. E-commerce is one of the modern tools that has made a significant contribution to changing the future of commerce, facilitating the process of buying and selling electronically, increasing company efficiency, strengthening competitive position and marketing products electronically. The importance of research: The importance of knowing the realities of e-commerce as a cornerstone of the contemporary digital economy, as it contributes significantly to changing the future of commerce and facilitating the process of buying and selling electronically. This study aims to highlight this topic, as the number of authors is small and Arabic references are scarce. Research Methodology: This research is based on the inductive method, following the rules of scientific research and collecting scientific material from major books, with evidence, discussion and analysis.

Keywords: e-commerce, e-marketing

INTRODUCTION

Trade comes from trade and commerce in the sense of buying and selling. It is the circulation of money for the purpose of profit. Every contract that seeks profit and gains benefits for both parties is a trade, whether it is a sale and purchase contract, or a lease, or the process of exchanging goods or services for money.

Trade is an economic activity through which goods and services are traded, whether at the level of governments, institutions, companies or individuals, according to agreed rules and regulations. While this e-commerce can only be done using various media and electronic methods - such as fax, pager, and telephone - the most important thing is the internet.

There are many definitions of the term e-commerce; This is due to the novelty of the term and its emergence as an expression spanning three areas: (digital economy - information technology - and the commercial sector); Thus, the definitions vary according to the different perspectives of the authorities that launched the definitions, reaching eleven definitions. In 2016, the distribution of halal products had a fairly large market share, as explained below:

1. Business and commercial activities conducted through international information networks.
2. A process that includes activities to produce, distribute, market, sell or deliver goods and services through electronic media.
3. An integrated set of agreement making, establishing commercial relationships, distributing, marketing and selling products through electronic means.
4. The process of buying and selling products and services, exchanging information and money through networks such as the Internet or wireless communication networks such as mobile phones, ordering and calling, payment and delivery.
5. The use of electronic computers via the Internet, without the need for both parties to meet them, but the contract is signed electronically.
6. A set of digital transactions related to commercial activities between projects, between projects, between projects and individuals, or between projects and management.

Through the above definition, we can distinguish the basic constants whose existence represents the concept of electronic commerce, which are the following elements:

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Our focus:
Social and Culture

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1. Commercial activities represented in: marketing and advertising of goods, merchandise and services, negotiation and agreement making and contract settlement, payment of financial obligations, distribution operations, shipping and follow-up procedures.
2. Using electronic means and media (computer – Internet).
3. The existence of electronic payments and contract processes.
4. Human cadre who handle this technology (seller - buyer - intermediary - service provider)

So e-commerce is the process of advertising and defining goods and services, then implementing the process of making agreements, concluding contracts, buying and selling these goods and services, and then paying for the purchase value through various communication networks that connect sellers and buyers.

There are many types or forms and images of parties dealing with electronic commerce. They are the patterns and levels in which electronic trading revolves. The explanation is as follows:

1. Government reciprocal trade (G-G))

It is referred to as Government to Government and includes all types of interactions between agencies of one government, or one government and another, such as the exchange of information between agencies, including large strategic commercial or business aspects of government.

2. Trade between government and business (G-B))

This is referred to as Government to Business, where the government uses information networks to send and receive information from companies.

3. Government-to-consumer (G-C) trade

This is expressed as Government to Customer, where education and education services are provided and vacancies are announced, for example.

4. Trade between business and government (B-G)

This is referred to as Business to Government, and it includes any taxes, duties, customs, requests for information, or authorizations the company has to the government.

5. Trade between business and business (B-B)

This is referred to as Business to Business, and includes all commercial activities that occur between the company and its branches, such as obtaining certain orders or sending invoices, all through international information networks.

6. Trade between business and consumers (B-C)

Business to Customer is the sale of goods, merchandise, and services directly to consumers, and this is called retail commerce, or e-marketing.

7. Consumer-Government Trade (C-G)

This is called Customer to Government and is represented in paying the necessary taxes and fees to the government and applying for jobs advertised by the government.

8. Consumer Business Trading (C-B)

This is expressed by Customer to Business, and here consumers are looking for products and compare prices from different companies by browsing the company's e-marketplace website.

9. Consumer-to-consumer (C-C) trade

This is expressed by Customer to Customer, namely the sale of one consumer to another without intermediary intervention.

RESEARCH METHODS

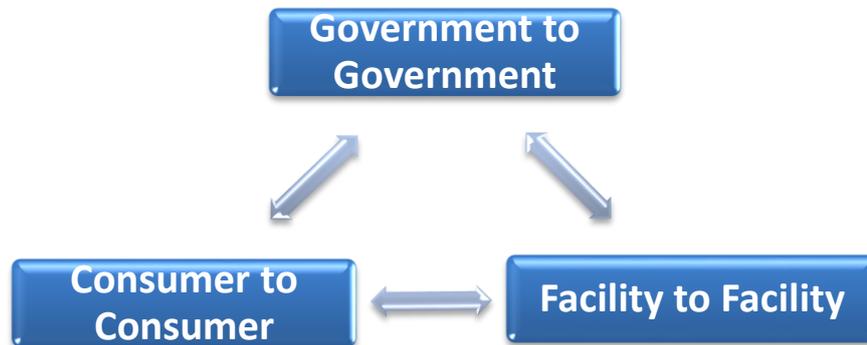
This research is based on an inductive method, a descriptive approach is used in this study to describe the relationship between business people, especially online buying and selling. The data collection technique in this study used primary data by conducting round table discussions with online business people. In addition, secondary data is also used to obtain data quality with triangulation techniques which include collecting scientific material from main books and books.

The data analysis techniques used include the Creswell (2010) method including 1. Processing and preparing data for analysis, 2. Reading the entire data/processing the symptoms that occur by the object of research, 3. Applying the coding process to describe settings, people, categories categories, and themes to be analyzed, 4. Interpreting the data.



RESULT AND DISCUSSION

The following figure shows the three main parties dealing in e-commerce between them:



The areas or applications of e-commerce are summarized as follows:

1. Retail Trading: Is sales that have been contracted and paid for over the Internet with late delivery, eg: book trading.
2. Banking & Finance: Services provided by banks via the internet, such as: bank transfers, buying and selling shares and stock exchange prices.
3. Distribution: sales are conveyed via the Internet, such as: films, computer programs and information, and are the largest in the network.
4. Engineering design: It is a collaborative work method that brings together more than one person who does not unite them in one place via the Internet, such as: the Ford Automotive Industry team where they are in four different geographic locations.
5. Business transaction: Business support
 - These are all commercial transactions on the Internet, such as: commercial exchanges between companies, where the sale and exchange of information is presented electronically.
6. Publishing: Publications made by publishers are displayed and distributed over the Internet, such as: Arabic Internet magazines.
7. Personal services: These are medical, legal, technical and administrative consultations carried out via the Internet.
8. International trade: It is represented in: customs, taxes, facilities, payment methods, export and import rules, and legal legislation, which are projects developed in the form of points to facilitate trade.
9. Tourism agency services: This includes booking travel tickets, booking confirmations, and booking hotels and restaurants.

E-commerce has a set of features and advantages that set it apart from the rest, and they are as follows:

1. Electronic media represented by a computer connected to the Internet; In order to carry out commercial activities through it.
2. Global e-commerce that knows no spatial, temporal and geographic boundaries; Activities are carried out through commercial sites and can reach the worldwide market of Internet users.
3. E-commerce is one of the contracts for long-distance communication, and among the absent, it is impossible to identify the identity of the contractor, to reveal the identity of the dealer, or to directly identify the quality of the product.
4. The possibility of implementing all components of the business process.
5. The absence of paper documents and the availability of electronic alternatives.
6. The relationship between e-commerce and electronic communication media that are subject to technological changes create systems and rules in which e-commerce can change and develop rapidly.
7. Speed in doing business; Because it only costs a few minutes or seconds. The absence of a traditional mediator role in e-commerce.

Advantages of E-Commerce

E-commerce has many advantages which are represented in many benefits for governments, commercial enterprises and consumers, which are as follows:

1. Benefits of e-commerce for the government
 - a. Expand local to global market coverage.
 - b. Increase national exports; For the possibility of marketing globally with limited fees and speed of transaction completion, and the ability to analyze markets and respond quickly to consumer demands.
 - c. Assisting small businesses and their participation in the global trade movement, including cost reduction, marketing and advertising.
 - d. Creating new opportunities for entrepreneurship and competition at the lowest possible cost.
 - e. Improve and improve the efficiency of government services and public sector companies.
 - f. Savings in costs and expenses, which is reflected in the price of goods, purchases of goods and an increase in the standard of living.
 - g. This allows individuals to run their businesses from home, and this reflects positively on reduced congestion and reduced pollution.
 - h. Facilitate, distribute, and improve public services, such as: health, education, and social services, at lower costs.
2. Benefits of e-commerce for business
 - a. Ease of company access to global markets without the need to spend large funds in the establishment of fixed equipment abroad, such as offices and branches.
 - b. Provide opportunities to showcase products and attract customers.
 - c. Reduce personnel and space, which in turn leads to lower costs.
 - d. Improve the image of the company, develop its performance, improve its services, and seek new partners, which leads to flexibility in dealing and increases business opportunities.
3. Benefits of e-commerce for consumers
 - a. Save time and effort There is no time or space limit limiting purchases for consumers.
 - b. Providing consumers with opportunities, alternatives and information about products in several different places rather than being restricted to a particular place, allowing them to choose.
 - c. Allows fast sending of his messages to the seller and responding to them, which will benefit him if he buys the product.
 - d. Allows consumers to design a product or service buying experience according to their needs.
 - e. Minimize a lot of excess costs.
 - f. Cutting the way to monopolize goods and services, by providing information to consumers about all products.
 - g. The consumer's freedom to choose the companies they deal with based on the services they provide to them.
 - h. Speed of consumer access to many goods.

Disadvantages of E-Commerce

Just as e-commerce has advantages and disadvantages, e-commerce also has disadvantages and drawbacks, namely:

1. The inability of consumers to inspect the product in real time causes several problems after purchase.
2. Ease of buying prohibited goods, which results in loss of money if the goods do not arrive.
3. Possible contract fraud, fraud and manipulation of data.
4. Possibility of penetrating commercial sites and leaking secrets, to the detriment of companies and individuals, which is a violation of privacy.
5. Possibility of using a fake credit card or stealing their number.
6. Difficulties in resolving disputes arising from e-commerce transactions; Lack of paper documents.
7. Limited individuals who are able to run an e-commerce business.

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E-Marketing

Marketing is one of the tools for the success of any business in existence, and it is the first step in buying online; Because it serves to understand the needs and wants of customers or consumers and provide them with products that achieve their satisfaction and satisfaction. The following is a statement of the concept of e-marketing.

Marketing is the process of planning and applying marketing concepts, pricing, promotion and distribution of ideas, goods, and services to create exchanges that meet organizational and individual goals. E-marketing is the process of using the internet and associated digital technologies to achieve a company's marketing goals and support modern marketing concepts.

Researchers conclude from these two definitions that e-marketing:

1. Scientific advertising and product promotion - whether goods, services, ideas or information.
2. Using electronic devices and media via the Internet.
3. The aim is to increase the effectiveness of marketing activities with technological advantages, including speed and modernization, and find mechanisms to attract customers and turn them into buyers.
4. Able to visualize and promote goods and services through the internet, through a website containing pictures of goods and services to be marketed.

The success of trading mainly depends on the understanding of marketing by the marketing managers in their company and the extent to which they apply it; To build trust and new relationships with customers. Awareness will increase consumer awareness, such as: knowledge of product rights - guarantees and laws to protect rights. Marketing feeds the economy and boosts its growth. It works to raise the standard of living.

1. Help companies sell their products with the aim of growth and survival.
2. Assist innovation and renewal by stimulating demand for new goods and services.
3. Provide new job opportunities.
4. Prepare strategies and programs to meet the needs of local and foreign markets.

The objectives are:

1. Improvement and continuity for profit.
2. Expansion in the field of market share
3. Achieve customer satisfaction by satisfying their needs.
4. Build a commercial name that is credible and has high trust from product buyers.

There is a basic element of the marketing process, namely material consumer needs. Their wants are a means of satisfying needs. Demand is determined by the consumer's desire to buy, his willingness to shop and his purchasing power. Products need to be purchased to satisfy needs and wants, so that: (something that satisfies needs). Exchange Marketing occurs only through the exchange process, which is the essence of the marketing process, and a natural way to satisfy needs and wants.

Next up is the electronic marketing mix. It is a component or element of marketing activities used to achieve the goals sought by the organization and satisfy the needs of the target market. It consists of four elements:

E-Product

A set of benefits obtained by consumers to satisfy their needs, both physical and psychological.

E-Price

The art of translating the value at a certain time and place of the goods and services offered into a monetary value in accordance with the currency circulating in society. This is to achieve maximum profit, maximum sales, and stability.

E-Promotion

It is a marketing communication to trigger consumer behavior to buy a product, request a service, or get a certain response from it. It helps consumers to shop 24 hours a day, provides a wide variety of products and relationships, provides the opportunity to do price comparisons before buying, find what consumers want in the fastest and easiest way, and overcome geographic barriers.

E-Distribution

Each product must be available at the right place and time, and distribution achieves this, via e-mail for digital products, and scattered sales centers for physical products. The stage of purchasing goods through several stages, namely as follows:

1. Presentation (providing information)

Where the product displays its goods or services and markets it according to consumer demand or according to the market, then promotes it through various means of advertising in an easy and clear way to consumers.

2. Reception

The consumer chooses what suits him or her from the items offered, then contacts the bidder via email, then approves and sends letters, legal contracts, drawings and pictures related to the sale and purchase.

3. Execution

There are many obligations between bidders and consumers, as follows the bidder manages, prepares and prepares the commodity so that it is suitable for delivery in the required and agreed form.

Complete the payment process to obtain goods or services, as is done electronically because electronic payment systems are at the core of e-commerce, as they connect sellers, buyers and banks where:

- a. Complete the purchase form. This includes: credit card numbers and some other data.
- b. Transfer the form and card number to the bank device that deals with the buyer.
- c. Confirm data validity and balance availability.
- b. Message to the seller that the data is correct and approval is allowed and the value of the goods is deducted from the buyer's account.
- c. Actual delivery of the commodity in question according to the agreed type and method.

CONCLUSION

As a conclusion of this study, we draw the following conclusions:

1. E-commerce is defined as: the process of announcing and defining goods and services, then carrying out the operations of making deals, concluding contracts, buying and selling those goods and services, and then paying for the purchase value through various communication networks that connect sellers and buyers.
2. The types of electronic commerce in question: the parties dealing with it. There are many types or shapes and images, and that is the pattern and level at which e-commerce revolves. There are nine: Common government trade - trade between governments and commercial enterprises - trade between government and consumers - trade between business and government - trade between commercial enterprises and commercial enterprises - trade between businesses and consumers - trade between consumers and government - trade between consumers and business - trade between consumers and consumers.
3. The fields or applications of e-commerce are summarized in: retail trade - banking and finance - distribution - engineering design - commercial transactions - publishing - specialized services - international trade - tourism agency services.
4. Characteristics of electronic commerce: the globalization of electronic commerce - electronic commerce is a long-distance communication contract - the absence of paper documents and the availability of electronic alternatives - the speed of business settlement; Because it only costs minutes or seconds - the absence of a traditional broker role in e-commerce.
5. E-commerce has many advantages, reflected in many benefits for governments, businesses and consumers, which are represented in: Increasing national exports; global marketing potential
6. With limited fees and speed of transaction settlement, the ability to analyze the market and respond quickly to consumer demands - Facilitate distribution and improvement of public services, such as: health, education, and social services at lower costs - Easy for companies to access global markets without have to spend a lot of money for the installation of fixed facilities abroad such as offices and branches Speed of consumer access to many goods.

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7. Among the negatives of e-commerce: ease of buying prohibited goods, resulting in loss of money if not delivered - possible contract fraud and cases of fraud and data manipulation - possible commercial penetration of websites and disclosure of secrets, to the detriment of companies and individuals, which is a violation privacy - the possibility of Using a fake credit card or stealing their number.
8. Marketing is: “The process of planning and applying the concepts of marketing, pricing, promotion and distribution of ideas, goods and services to create exchanges that meet organizational and individual goals.”
9. Visualize: Promote goods and services through the Internet, through websites containing images of goods and services to be marketed.

This topic is not widely discussed because of its modernity and few references, so this field is still open to those who want to research it, because it is a fertile field for research, study and exploration, especially in terms of application to the contemporary. Fact.
May Allah accept from us that you are All-Hearing, All-Knowing

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