Topic: Merits and Demerits of Increasing Internet Usage for E-Commerce

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Abstract

In today’s world where everything is so fast paced and globally interconnected, the usage of internet has shown drastic increase in its usage. Regardless of the age and gender, the usage of the internet is getting increasingly common and amazingly popular. Every passing day is bring change and new challenge for firms and for individuals, challenges of getting interlinked with other business operations running worldwide and changes in technology which should be adopted by the firms and individuals on timely manner. In all the continents, usage of internet is equally popular and equally important to stay in touch with latest business or economic news, be it local or global to get an idea what’s going on in the world.

Keywords
E-Business, E-Commerce, Internet, Online Business, Internet Usage

Introduction

Internet usage is getting increasingly common these days, invention of smart phone devices have made it possible for individuals to use internet while they are on the go, different studies shows that people are now more towards portable devices rather than towards traditional desktops when it comes to use internet. From laptop or from desktop, from tablet or from smart phone, internet is being used everywhere and people are now aware how to handle these devices and at the same time how to surf internet. Internet became more famous when people got this awareness that they can converse with their friends and family members who are living far and can’t be reached physically, they can use different software to get in touch with their friends and family members living abroad with absolutely no cost, not only they can converse but they can start a video session too, again with no additional cost. Before internet, people use to use telephone as a communication mean but it uses to be very expensive, even now if a country which is far from your region could cost you too much. This made users internet very frequently and this also brought awareness to the non internet users and those non users converted into users as soon as they heard about it. 2011 Studies shows that out of the total world’s population which is estimated 7 billion, 65% of the world’s population doesn’t use internet and rest of the 35% is the internet users which must have increased by now. (Wikipedia).

We have seen a lot of online business (E-Business) which was only possible via internet and other facilities which made our life easier was only possible because of the internet and its common use. Online retailers are earning billions of dollars every year just because now they are linked globally and they can reach out to those customers which are far and couldn’t be reached ever before.

Software Development

Big giant software makes i.e. Microsoft, Google etc, have invested gigantic amount of money into software development research, in the race of winning each other’s market share, they have introduced unique and user friendly software to the business and home users to entertain their daily demands and to cater the global market. Android by Google is the latest example of software development. All this happened because of the revolutionary introduction of Internet.
Internet Users by Region

Studies of 2011 (International Telecommunication Union) shows us region wise usage of internet; this will tell us that how much of the population of which region is using internet. The stats are mentioned below;

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Africa</td>
<td>13%</td>
</tr>
<tr>
<td>America</td>
<td>56%</td>
</tr>
<tr>
<td>Arab States</td>
<td>29%</td>
</tr>
<tr>
<td>Asia and Pacific</td>
<td>27%</td>
</tr>
<tr>
<td>Independent States</td>
<td>48%</td>
</tr>
<tr>
<td>Europe</td>
<td>74%</td>
</tr>
</tbody>
</table>

Since the above mentioned stats are taken from the studies of 2011, this is obvious that now the internet users must have increased.

Merits

Let us look at some of the Merits of the internet usage;
1. The strongest benefit offered by the Internet is information. It acts as a precious resource of information. You can find any type of information on any subject with the help of the search engines like Yahoo and Google etc.
2. Communication The primary goal of the Internet is communication. It has done extremely well in this field, however the development process is still going on to make it more dependable and quick. By sending an e-mail, we can contact a person who is physically present thousand miles away within the fraction of a second’s time.
3. Entertainment Internet functions as a popular medium of entertainment. A wide variety of entertainment including video games, music, movies, chat room, news and others can be accessed through the Internet.
4. E-commerce is the idea that is implemented for any form of commercial strategy or business transactions that entails transmission of data from one corner of the world to another. E-commerce has become a fantastic option through which you can shop anything.
5. Formation of communities Internet helps in formation of communities or forums. Here a number of people can participate in different types of debates and discussions express their views and gather valuable knowledge.
6. Services A variety of services are offered via Internet, for example job searching, online banking, buying movie tickets, hotel reservations and consultation services etc. When you avail these services offline, they become more expensive.

Demerits

Let us look at some of the demerits of the internet usage;
1. Spamming: Spamming denotes distribution of unsolicited e-mails in large numbers. They are meaningless and they unnecessarily block the whole system. These activities are treated as illegal.
2. Theft of personal details while using the Internet, there is high probability that your personal details like name, address and credit card number may be accessed by con artists and used for fraudulent purposes.
3. Pornography: Pornography is definitely harmful for your children. There are numerous pornographic sites available over the Internet and watching any of those can have very bad influence on the mental health of your children.
4. Virus threat Virus is a program that interrupts the usual operation of your personal computer system. PCs linked to the Internet have high probability of virus attacks and as a result of this your hard disk can crash, giving you a lot of trouble.
Conclusion

Studies show us that the usage of internet has both positive and negative impacts on human lives. With the increasing usage of internet, even though the amount of the flow of information is increasing too but it’s up to the user to decide which is right and what the wrong information is. We see that explicit materials are rapidly taking place over internet; youth is getting increasingly involved in illegal activities such as cyber crimes, even though governments are working together of different countries internationally to put a stop on cyber crime but it is still being practiced, identity theft, personal information theft is growing rapidly. On the other hand, internet has supported a lot of families to earn online and to feed them. Easy communication, stay in touch with the international economic conditions and to get regular update on stocks was never so convenient before internet.