

# VIRTUAL COMMUNITY: The New Hope for E-Commerce

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## **Abstract:**

A Virtual Community is a network which work within a social network of individual by any specific media and which have no limit about geographical area as well as political restriction. The Vital aim of virtual community is to achieve socialization i.e. a person may be share his feelings, his opinion and his knowledge without any boundaries. As we know that the most popular communities of exchange view, ideas and achieve socialization is virtual community which consist of various online communities. This Type of communities is used for a variety of social and professional group. From this communities were promoted as the business model in E-business or E-Commerce. This type of Communities is still perfect place to listen to customers. In this article author give a better knowledge about virtual communities and how it is useful for customer become the part of E- Commerce.

**Keywords:** Virtual community, E-commerce, Benefits & Limitation of virtual community, Future.

## **1. Introduction:**

As we know that we are a social people and we need some one, some place to share our own ideas, feelings, opinions etc. In previous century the community define is very small geographical area like villages or neighborhoods but now in modern age when person want share his own ideas, views in all over the world with the help of Internet. So he can need a better way for sharing his feelings, ideas to someone within a time. For that purpose the concept of Virtual Community introduce. Virtual Community is not only for sharing the ideas, facts or information but it is useful for extending a work, for developing a business or a better relationship. By that reason it attract the E-Commerce person for better and more chip way to expand there business.

## **2. Virtual Community:**

Virtual Community organizes and brings together individuals, groups and business in cyberspace around common interest or purpose. The manner in which a virtual community develops must be dictated by the organic need of its member. In simply define Virtual Community are – “A Collection of individuals who from a bond through E-Communication”.

Or in other words – “Frontier less, geographically dispersed community of people and organization connected via internet or other network are called Web World or Virtual World or Virtual Community.”

Today world are converted in virtual world and this virtual world interactive of all virtual community forms. This type of community persons are connected by living as an adventure in a computer based world.



Fig.1: Virtual Community

### **2.1 Benefits of virtual community:**

**2.1.1 More flexible:** Accessible 24 hours and 7 days, any place any where as long as you have an internet connection.

**2.1.2 Easy relevance:** It gives a place to exchange a real life examples and experience.

**2.1.3 Community:** Over time can develop into a supportive, stimulating community which participants come to regard as the high point of their course.

**2.1.4 Limitless:** You can never predict where the discussion will go; the unexpected often results in increased incidental learning.

**2.1.5 Choice:** A quick question or comment, or a long reflective account is equally possible.

### **2.2 Limitation of virtual community:**

**2.2.1 Overloading information:** A large volume of information and messages can be overload and hard to follow, even stress-inducing.

**2.2.2 No physical documents:** No physical documents to any conversation, without facial expressions and gestures or the ability to retract immediately there's a big risk of misunderstanding.

**2.2.3 Directionless:** Participants used to having a teacher or instructor telling them what to do can find it a leaderless environment.

**2.2.4 Inefficient:** It takes longer than verbal conversation and so it's hard to reply to all the points in a message, easily leaving questions unanswered.

**2.2.5 Threads:** Logical sequence of discussion is often broken by users not sticking to the topic.

## **3. E-commerce**

Electronic Commerce are commonly known as E-Commerce or E-Business consist of the selling and purchasing of services and products over electronically such as Internet or her Computer networks. E-Commerce has almost over right become the dominant online activity. No single definition of E-Commerce, it means only commercial activity which is performed or linked to or supported by Electronic Communication. The most important activity performed by E-Commerce is involved commercial relationship between business and individual's consumer. The vital use of E-Commerce is conducted Internet Marketing, Online Transaction Processing, Electronic fund transfer, Electronic data interchange and inventory management system. In now days E-Commerce uses the WWW at least some point in transaction lifecycle. E-Commerce that is doing a work between businesses is called Business-To-Business or B2B. Electronic Commerce is conducted between

business and consumers no or without any intermediate services. The best example of E-Commerce is Online Shopping where the buyer is directly buy product online and seller are directly sell own item without any intermediate process.

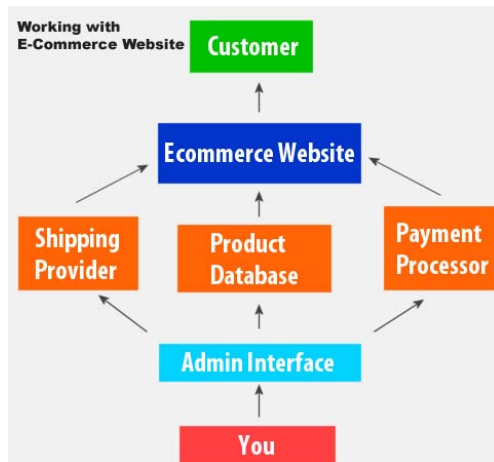


Fig. 2: Working with E-Commerce website

### 3.1 Major component of e-commerce

The Major Component of E-Commerce is –

- 3.1.1 **Web browser:** A software program that allow people to access the WWW. Internet Explorer and Netscape navigator are the most popular web browser.
- 3.1.2 **Web server:** Computer that host the information that internet users access via their web browser. Web server are special internet computers that store and deliver web pages. A web server can host one or more web sites.
- 3.1.3 **Transaction manager:** Electronic money exchanges including via credit cards, electronic checks, smart cards, digital cash and electronic fund transfer.
- 3.1.4 **Standards:** Methods of facilitating e-Commerce interactions include and are meant to ensure transaction security, reliability, electronic data interchange.
- 3.1.5 **E-commerce software:** The most visible part of the E-Commerce is the software that puts it all together. The basic function of E-commerce software is – Customers registration and authentication, online catalog viewing, order capturing and processing, customer service etc.
- 3.1.6 **E-mail:** E-mail as a support E-Commerce web sites.
- 3.1.7 Knowledge management technologies.
- 3.1.8 Multimedia and broadband access technologies.

### 4. How to useful community concept in e-commerce model:

Today, a large number of business model are worked in the short life span of E-Commerce. E-Commerce supports this type of business model transaction and take a useful for unique capabilities which the Internet and WWW afford. Those Business model or enterprises are adapted the concept of Virtual Community for spreading their business for promoting their products, advertisement and for online business to all over world. Some of the following points to represent the interconnection between E-Commerce and Community -

**4.1 Brokering and trading transaction:** Many of the organization or business enterprises have providing the trading tips to the users or customers who are connected to the company community. With the help of this tip customers row up of our transaction and get more money from paying a few costs.

**4.2 Online billboard:** Few years ago, a traditional way of display a advertisement in a paper but today the first and widely use for Virtual Community is as a substitute for conventional display advertising in paper and his concept achieve by world wide web. The use of paper is not useful for a proper advertisement or for growth of a business because this is very costly for advertisement or business purpose, more time reaching one destination to another and many other problem but today the use of WWW or Communities the information are more easily interchange within the world. New Technologies Business policy, Products, , New Machine for production and many other services are easily, Chipley and very quickly are achievable.

**4.3 E-commerce community model:** Now days a very vitally used area in commercial business for building a E- Commerce is Virtual Community. Virtual Community associated with web site and Linking our business to their product or customer. The working of this type of community is if an individual comes to identify with a community then they are more likely to accept the terms & conditions of that community and their behavior as a consumer will be influenced as a result.

## 5. The future:

We are saying that the technology circles are wireless, mobile, tablets, multi media and broadband. All of this technology change are rapidly developing and being incorporate into online and E-commerce activity.

By recognizing that E-Commerce and the opportunity it present is no more technologies or I say it, ideologically daunting than credit cards the possibility for E-commerce to enhance the growth and local contribution of Community Economic Development Model is significant.

## 6. Conclusion:

Virtual communities may allow users to more easily explore their own identity and lower their social inhibitions and communicate without the social tensions of real life. In order to avoid the problems of the 'consequences of freedom of expression', virtual communities should carefully limit the freedoms of users through social sanctions and system constraints. Even with technological advances and an all but guaranteed future, we must remember that all communities, virtual or actual, are based on people, and people are social creatures. The community's people form in cyberspace need to be nurtured and given social support.

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