

## Emerging m-commerce & the Outburst of e-payment

The new online era brings forth the booming development of financial technology. The consuming public no longer pays in the traditional way. The ways of payment are faced with rapid changes and challenges. Confronting the menacing wave of overseas “Third-Party Payment”, our country cannot develop e-commerce due to the restriction of the Banking Act. However, in May 2015, Legislative Yuan passed the Act Governing Electronic Payment, thus opening a new age of e-payment.

The ongoing basic modes of e-commerce, whatever in forms of business to business (B2B), business to customer (B2C), or customer to customer (C2C), are operating within the following basic structures: money flow, logistic flow and information flow. In Taiwan, the information flows among internet malls and the logistics operation mechanism have both grown very mature. Money flows suitable for online trading appear multifarious. Traditional bank services such as ATM transfers, credit cards, cash, checks and money transactions cannot deal with e-commerce. Nor can they satisfy online trading’s 24-hour business mode.

In 2014, there were around 100,000 online stores in Taiwan. By 2015, it has grown 10 to 20 percent, with an increased number of 10,000 to 20,000 stores online. In 2014, the total trading sum of e-commerce was 880 billion NTD. After the implementation of Electronic Payment Act, the sum rose up between 120 billion to 200 billion dollars. In a word, e-commerce has zoomed up as a trillion-dollar industry.

The benefit of the booming development of global e-commerce is that it breaks through the limitations of business hours and trading places imposed by physical stores. Online trading helps the seller save rental expenses and labor cost while the buyer can enjoy shopping without going out. With increasing number of available merchandise and services, “cash on delivery” can no longer fulfill the realistic demands of e-commerce.

The mature development of information technology and mobile devices

renders the growth of e-commerce and m-commerce fast and booming. As new online services keep expanding, international non-financial institutions also try to provide services using internet as their financial aids. Presenting breakthrough novelties, they aim to snatch a portion of the traditional financial market. The popular “third-party payment” has emerged in this way.

Through online third-party reliance function, the US PayPal and Chinese Alipay provide a safe, speedy and cheap online payment mechanism. Both of them have achieved outstanding profits. The US PayPal itself is not a bank yet does the bank business. It was the first “Third-Party Payment” that discarded traditional postage of checks or transactions but rather utilized emails to check fund transactions among its users. The Chinese Alipay went even further by crossing the boundary between physical and virtual access.

There is a high density of convenience stores in Taiwan. They offer an easy access to merchandise and a belated collection of cash. However, the overcharged service fees discourage many sellers from participating in C2C (Customer to Customer) trading. Despite the popularity of credit cards, there are other factors hindering C2C trading, such as uneven online store qualities, small business scales, and uneasy accesses to authorized store qualification. Consumers feel insecure to expose their credit card information online. In addition, online credit payment requires 3D verification, dynamic password, and other security mechanism. The complexity often leads to an abortive trading. The problem of forged cards and denied installments also fail to meet the needs of e-commerce.

According to the survey made by the Institute for Information Industry, Taiwan’s e-commerce output value in 2015 reached 100,069 billion, with 613.8 billion from B2C and 393.1 billion from C2C. The annual growth rate of B2C output value in 2014 was 16.1% and 15.9% in 20145. In 2016, the annual output value of B2C was 687.5 billion, with a growth rate of 12%. All these demonstrate a steady growth of e-commerce in Taiwan.

In a micro-profit age, the “one fixed day off and one flexible rest day”

system is exerting a heavy impact on Taiwan's domestic labor market. Through the implementation of Electronic Payment Act, all trades in Taiwan hope to be directed into an e-payment environment to reduce cash expenses and increase profits by joining in an automatic, online and unmanned e-commerce market.

In Taiwan, convenience stores have replaced traditional grocery stores. However, most people are still unaware of the impact that e-payment may cast on the future new retail industry. The American retailing giant Amazon and Costco are actively transforming themselves to seize the new retail market. The Chinese Alibaba Group is currently launching a new retail concept of "on-line, off-line, and logistics." With the emerging wave of unmanned stores sweeping around the world, all walks of life in Taiwan are certain to confront it.

#### 48 新興行動商務 電子支付大爆發

網路新時代，金融科技服務快速起飛，消費大眾付款跳脫傳統模式，支付型態面臨快速改變與挑戰，面對海外「第三方支付」來勢洶洶，我國受限於**銀行法**，電子商務無法施展，2015年5月「**電子支付機構管理條例**」經立法院通過施行，進入電子支付新世紀。

現行電子商務基本模式，不論企業對企業(B2B)、企業對個人(B2C)或個人對個人(C2C)，剖析其運作架構，不外乎**金流、物流、資訊流**，國內各網路商城資訊流及**物流作業機制**相當成熟，適用於網路交易的金流呈現多元面貌，**貨到付款**(現金)、**支票、匯款、ATM轉帳、信用卡**，現金、支票、匯款等傳統銀行服務對電子商務力不從心，無法滿足網路24小時交易模式。

2014年，我國約10萬家個人及網路商店，2015年成長1至2成，增加1至2萬家，103年電子商務市場交易規模達新台幣8,800億元，**電子支付條例**施行後，增加新台幣1,200億元至2,000億元，整體電子商務產業躍升為**兆元產業**。

全球電子商務快速發展的優勢，打破實體商店營業時間及交易地點的限制，在網路上買賣商品或服務，賣方省店租、人力成本，買方足不出戶，隨時享受購物樂趣。隨著網路可銷售的商品與服務多元，「買家一手交錢，賣家一手交貨，銀貨兩訖」不能滿足現實需要。

資通訊科技與行動裝置成熟，讓**電子商務與行動商務**快速發展，新興網路服務快速擴展，國際非金融機構紛紛推出**以網路為金融輔助工具**服務，以突破性巧思搶食傳統金融市場，熱門的「**第三方支付**」更異軍崛起。

美國 PayPal 與中國**支付寶**透過網路第三方信賴功能，提供安全、快速、便宜的網路支付機制，取得傲人業績。美國 PayPal 不是銀行卻做銀行生意，最早使用電子郵件驗證身分的用戶間轉移資金，避免傳統郵寄支票或匯款，算最早的「**第三方支付**」，支付寶更是跨越實體與**虛擬通路**。

國內超商密集，超商取貨方便熱門，貨款延後收取、手續費過高，很多賣方不願參與，C2C 的個人賣方基礎薄弱，信用卡雖然被普遍使用，網路商店素質參差不齊，營業規模小，不易取得申請受理信用卡的**特約店**資格，消費者對暴露信用卡資料有外洩疑慮，信用卡在網路支付要求**3D 認證、動態密碼等安全機制**，操作複雜，交易失敗率高，跨國刷卡面臨**偽卡、無法分期付款**等，無法滿足電子商務需要。

資策會產支處調查，2015 年台灣電子商務市場產值約 1 兆 69 億元，B2C 佔 6,138 億元，C2C 佔 3,931 億元，B2C 產值 2015 年成長率 15.9%，2014 年成長率 16.1%，2016 年產值 6,875 億元，年成長率為 12%，台灣電子商務穩健成長。

面對**微利(Micro-profit era)**時代，「**一例一休**」制度再次衝擊我國勞動力市場，透過電子支付法令通過，各行各業經營者無不希望加速導入電子商務或電子支付環境，減少現金支付，以自動化、網路化、無人化創造商機。

台灣便利商店淘汰傳統雜貨店，街頭巷尾有便利商店，多數民眾未感受「電子支付」對未來**新零售業**的衝擊。美國零售巨頭 Amazon 亞馬遜、Costco 好市多積極轉型，搶灘新零售市場；**阿里巴巴**拋出「**線上、線下、物流**」新零售概念，無人商店開張掀起全球波瀾，台灣各行各業業無法避免。