SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

Course: Computer Systems And Applications (sem VI) | Unit: 1 | Prepared by: Dr. Neelam Yadav

What is ecommerce?

Ecommerce refers to commercial transactions conducted online. This means that whenever you buy and sell something using the Internet, you're involved in ecommerce.

Basically, any form of business transaction conducted electronically can be referred to as e-commerce. Those involved in the transactions can represent multiple combinations of customers, businesses, vendors or other suppliers, or government agencies.

Unique features of E-commerce technology are:-

source: https://e-businessinindia.blogspot.com/2019/08/8-unique-eCommerce-technology.html

1. **Ubiquity-** A traditional business market is a physical place, access to treatment utilizing document circulation. For example, clothes and shoes are usually directed to encourage customers to go somewhere to buy. E-commerce is ubiquitous meaning that it can be everywhere. E-commerce is the worlds reduce cognitive energy required to complete the task.

2.**Global Reach**- E-commerce allows business transactions on the cross country bound can be more convenient and more effective as compared with traditional commerce. On the e-commerce businesses, the potential market scale is roughly equivalent to the network the size of the world's population.

3. **Universal Standards**- E-commerce technologies are an unusual feature, is the technical standard of the Internet, so to carry out the technical standard of e-commerce is shared by all countries around the world standard. Standard can greatly affect the market entry cost and considering the cost of the goods on the market. The standard can make technology business existing become more easily, which can reduce the cost, the technique of indirect costs, besides, can set the electronic commerce website 100$ per month.

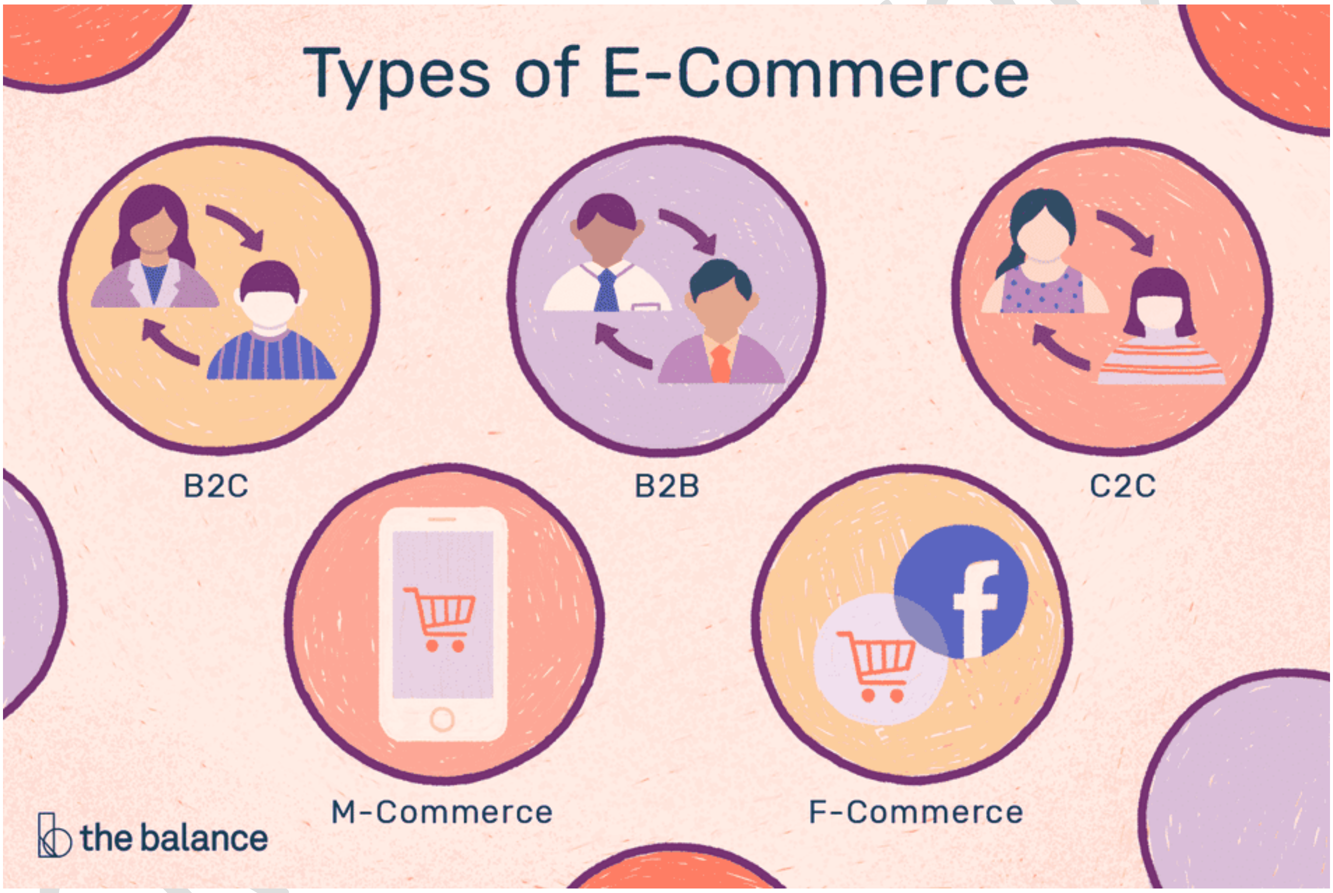
4.Information richness: Advertising and branding are an important part of commerce. E-commerce can deliver video, audio, animation, billboards, signs, etc. However, it's about as rich as television technology.

5.**Interactivity-** Twentieth Century electronic commerce business technology is called interactive, so they allow for two-way communication between businesses and consumers.

6.**Information Density-** The density of information the Internet has greatly improved, as long as the total amount and all markets, consumers, and businesses quality information. The electronic commerce technology, reduce information collection, storage, communication, and processing cost. At the same time, accuracy and timeliness of the information technology increase greatly, information is more useful, more important than ever.

7.**Customization:** E-commerce technology allows for Customization. Business can be adjusted for a name, a person's interests and past purchase message objects and marketing message to a specific individual. The technology also allows for custom. Merchants can change the product or service based on user preferences or previous behavior.

8.**Social technology:** When you want to sell a product, you can put the information about your product on a social media site. You just copy and paste the link of the page with the description of the product. But here you need to copy the link to publish it on a social media site. You won't find a button on the website where you can share a product on a social media site.



source: https://www.thebalancesmb.com/let-s-ask-the-basic-question-what-is-ecommerce-1141599

Classifying ecommerce according to the parties involved

Another effective way to classify ecommerce sites? Look at the parties participating in the transaction. These typically include:

1. Business to consumer (B2C) – Transactions happen between businesses and consumers. In B2C ecommerce, businesses are the ones selling products or services to end-users (i.e. consumers).

Online retail typically works on a B2C model. Retailers with online stores such as Walmart , Macy's, and IKEA are all examples of businesses that engage in B2C ecommerce.

2. Business to business (B2B) – As its name states, B2B ecommerce pertains to transactions conducted between two businesses. Any company whose customers are other businesses operate on a B2B model.

Examples include xero, an online accounting software for small businesses, ADP, a payroll processing company, and Square, a payments solution for SMBs.

3. Consumer to business (C2B) – Consumer to business ecommerce happens when a consumer sells or contributes monetary value to a business. Many crowdsourcing campaigns fall under C2B ecommerce.

Soma, a business that sells eco-friendly water filters is one example of a company that engaged in B2C ecommerce. Back in 2012, Soma launched a Kickstarter campaign to fund the manufacturing of their product. The project was successful, and Soma went on to raise $147,444.

4. Consumer to consumer (C2C) – As you might have guessed, C2C ecommerce happens when something is bought and sold between two consumers. C2C commonly takes place on online marketplaces such as eBay, in which one individual sells a product or service to another.

M-Commerce

M-commerce is short for "mobile commerce." This is largely a subsection of B2C transactions, but the rapid penetration of mobile devices with internet access has opened new avenues of e-commerce for retailers and their customers. M-commerce generally involves e-commerce taking place on mobile phones.

One of the most common examples of m-commerce is electronic ticketing. Air tickets, movie tickets, train tickets, play tickets, tickets to sporting events, and just about any kind of tickets can be booked online or through mobile apps. Instead of receiving a paper ticket, buyers download an electronic version of the ticket that can be scanned just like paper tickets. While electronic ticketing does not eliminate lines at entry points, it does reduce long lines for ticket purchases or picking up tickets at a will-call booth.

References:

1. https://e-businessinindia.blogspot.com/2019/08/8-unique-eCommerce-technology.html

2. https://www.thebalancesmb.com/let-s-ask-the-basic-question-what-is-ecommerce-1141599