



CSC-370

E - Commerce

(BSc CSIT, TU)

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E - Commerce Types

- **Business - to - Customer(B2C)**

online sale of a products or services from a business to an end-consumer

Eg. Amazon, Daraz etc

- **Business - to - Business(B2B)**

sale of goods or services between businesses electronically

improve the efficiency and effectiveness of a company's sales efforts

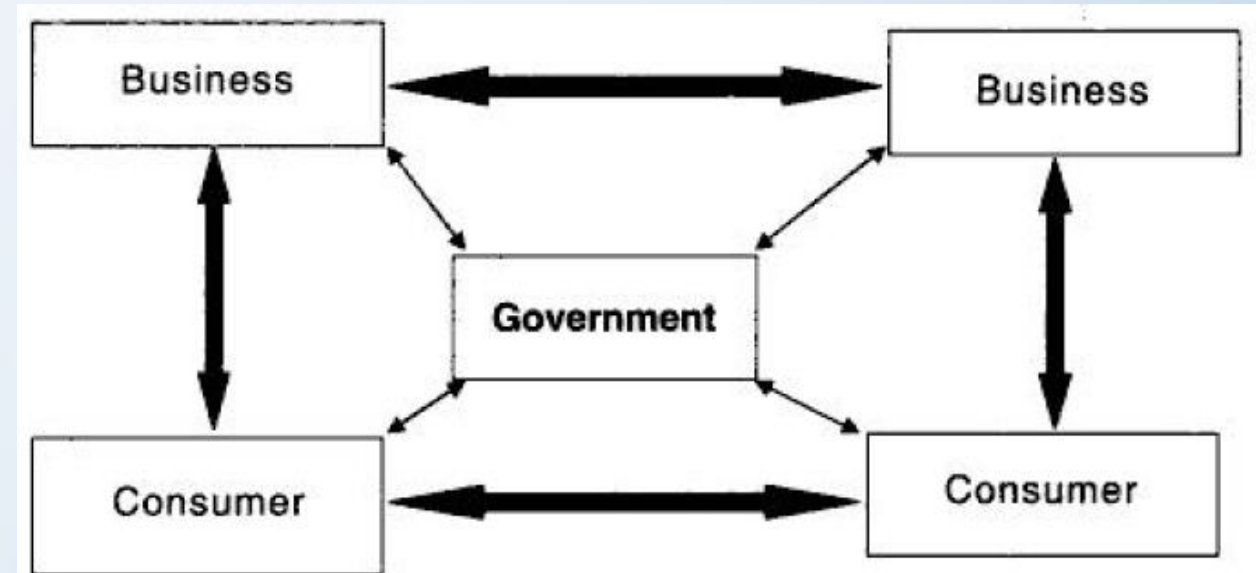


Fig. 2.4 E-business transaction model.

E - Commerce Types

- **Business-to-Government(B2G)**

Businesses selling to local, state and federal agencies

Eg. igov.com

- **Customer-to-Customer(C2C)**

Customers sell directly to other customers electronically

Eg. ebay.com, hamrobazar

- **Customer-to-Business(C2B)**

customers offer products or services to businesses

Eg. priceline.com

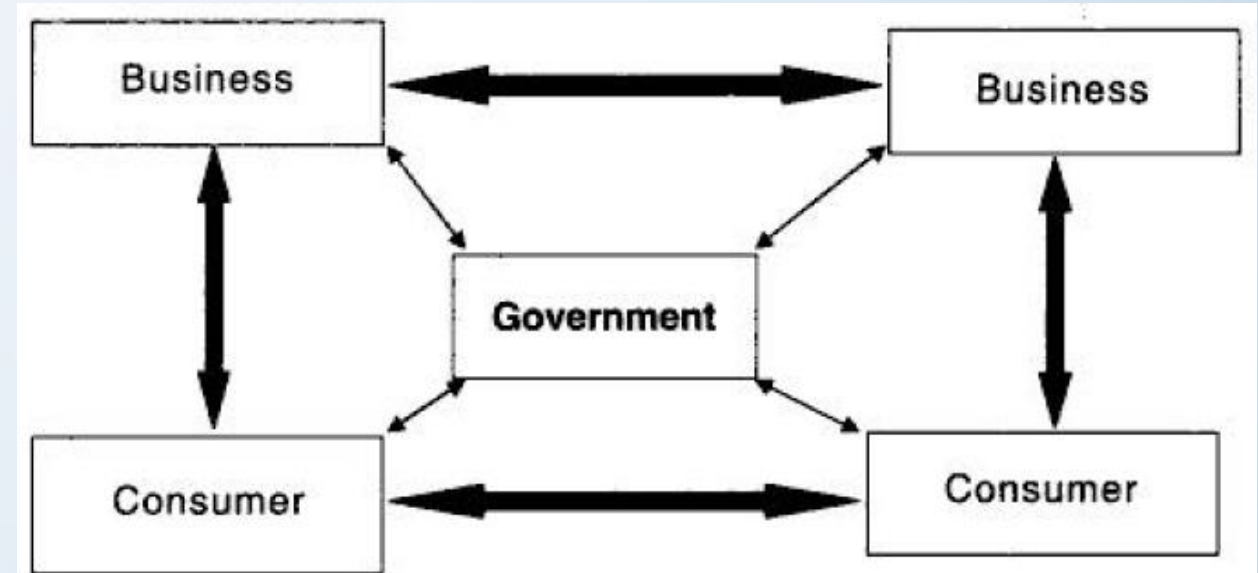


Fig. 2.4 E-business transaction model.

Mobile Commerce (M – Commerce)

- is the buying and selling of goods and services through wireless handheld devices such as smartphones and tablets
- As a form of e-commerce, m-commerce enables users to access online shopping platforms without needing to use a desktop computer
- Eg. in-app purchasing, mobile banking, virtual marketplace apps like the Amazon mobile app or a digital wallet such as Apple Pay, Android Pay and Samsung Pay
- M - Commerce usage worldwide : 59%
[simicart.com/blog/m-commerce-statistics]



Mobile Commerce (M – Commerce)

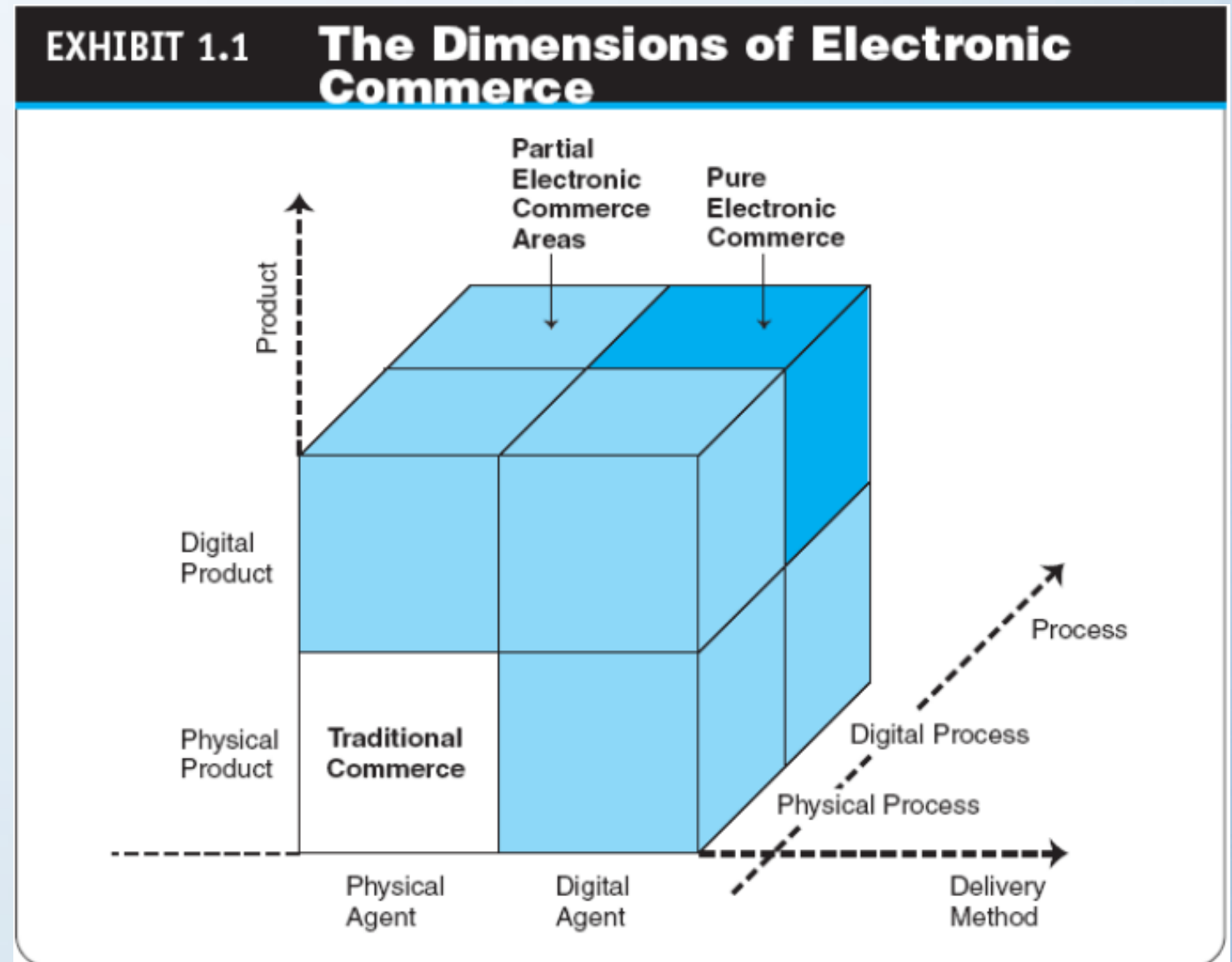
- The ultimate form of e-commerce and m-commerce in an 'anytime, anywhere' fashion.
- It involves the use of ubiquitous networks to support personalized and uninterrupted communications and transactions at a level of value that far exceeds traditional commerce
- The use of ubiquitous networks is to support personalized and uninterrupted communications and transactions between a firm and its various stakeholders to provide a level of value over, above, and beyond traditional commerce.
- It is the combination of electronic, wireless/mobile, television, voice commerce

Pure vs Partial E-Commerce

- Depending up on the digitization of products(services) sold, process, and delivery agent, there are two types of E-Commerce

Pure E-Commerce : If all of the above (product/service, process, delivery agent) dimensions are digital, then e-commerce is called pure e-commerce

Partial E-Commerce : Partial otherwise



Challenges in E-commerce

- An absence of online identity verification
- Competitor Analysis
- Stuck in at the old way of approach to selling
- Shopping cart abandonment
- Maintaining customer loyalty
- The headache of product return and refund
- The struggle of competing on price and shipping
- Competing against retailers and manufacturers
- A problem of data security

Status of E-Commerce in Nepal

- In past recent years due to education and reach to Internet among the many people in Nepal has brightened the future of E-commerce.
- The interest of students in the field of IT and the growth of IT companies has helped a lot in the awareness and interest in youths for Internet and IT.
- This has directly created more opportunities to uplift E-Commerce in Nepal.
- It is noted that 63% of total population uses internet service in Nepal.
- This status proves that there is a good scope of E-Commerce in Nepal
- With the introduction of new technologies, digital stores and interactive apps, there is a big boost in sector of e-commerce.
- Many online portals and shopping portals are being launched.
- They are doing good business along with providing the best services.

Status of E-Commerce in Nepal

- They provide festival offers and various discounts to customers.
- A large number of people in Nepal stills think twice before purchasing online. Despite of the technological advancement, security is still a concern in people's mind.
- Various frauds and scams are hampering the growth of e-commerce in Nepal.
- Some of the successful companies playing a vital role in the growth of this industry are mentioned below

Kaymu (www.daraz.com.np)

Sastodeal (www.sastodeal.com)

Foodmandu (www.foodmandu.com)

Muncha (www.shop.muncha.com)

Metrotarkari (www.metrotarkari.com)

Overview of Electronic Transaction Act of Nepal

- ETA (Electronic Transaction Act) deals with issues related to cybercrime and also help in making and implementing laws over cybercrime
- It has made different requirements so that if anyone found having cybercrime, he/she will be punished according to the scene of the crime.
- He /she can be jailed for minimum from 6 months to a maximum of 3 years and has to pay the penalty according to the offense.
- However, the cybercrime has been overgrowing in Nepal because of an inadequate tracking system and the advancement needs still to build like in other developed countries.
- The lack of proper updates of ETA, the hackers again hack the governmental confidentiality.
- ETA yet hasn't adequately addressed Online payment, due to which we still don't have a fast and reliable online payment system too. [ref : ictframe.com]