CSC-370
E - Commerce
(BSc CSIT, TU)

Ganesh Khatri
kh6ganesh@gmail.com

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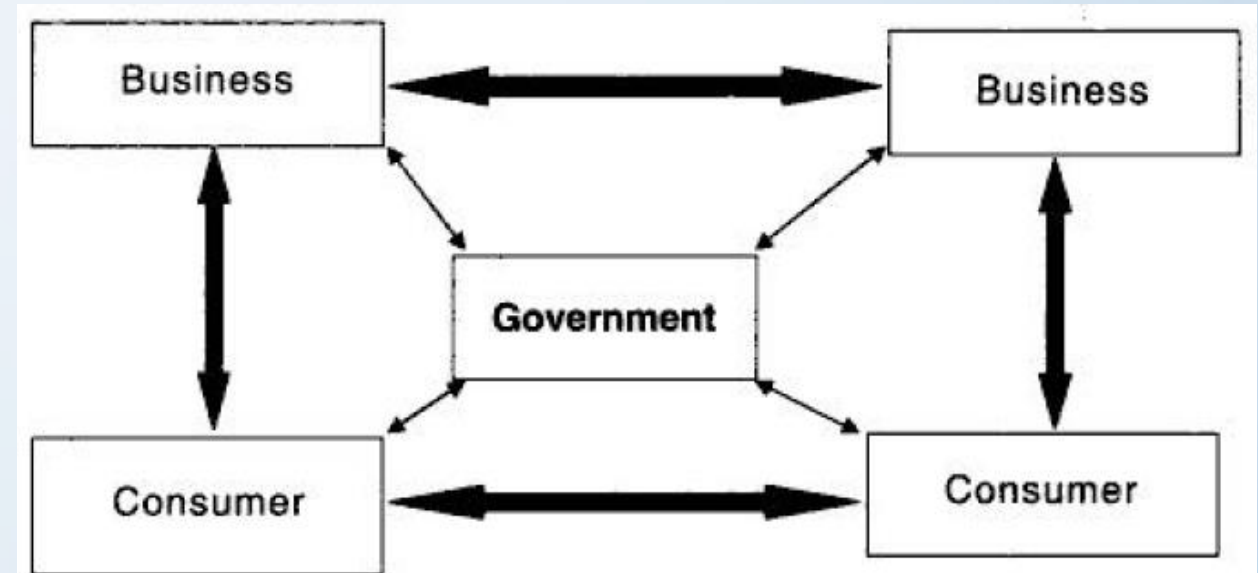 - improve the efficiency and effectiveness of a company's sales efforts

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)**
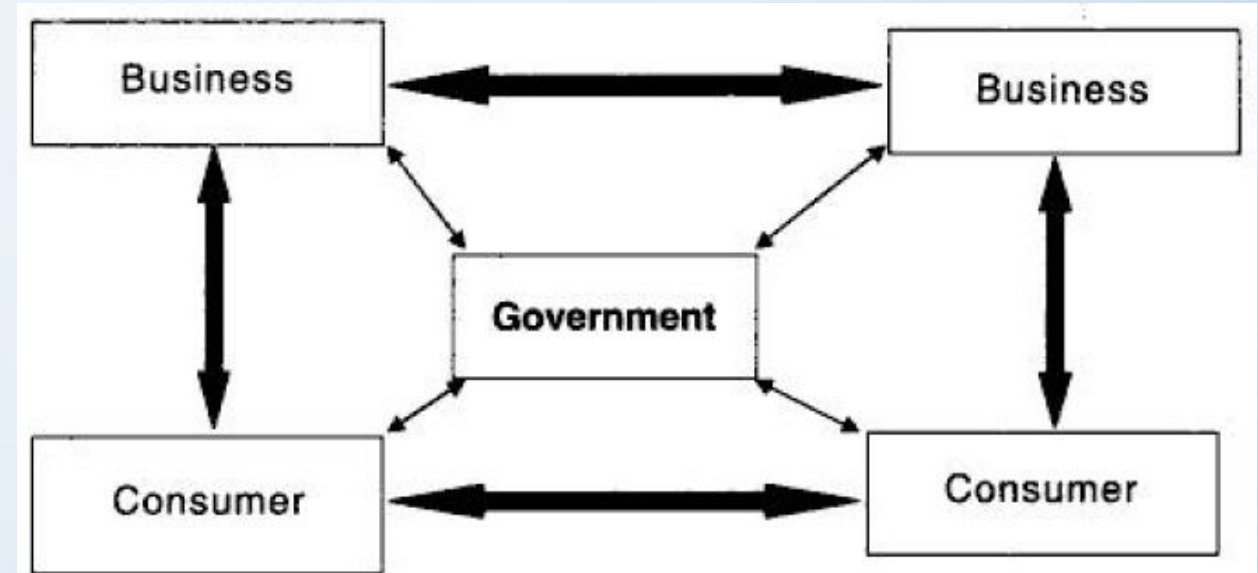 - customers offer products or services to businesses
  - Eg. priceline.com

Fig. 2.4 E-business transaction model.

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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]

Ubiquitous Commerce (U - 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

EXHIBIT 1.1 The Dimensions of Electronic Commerce
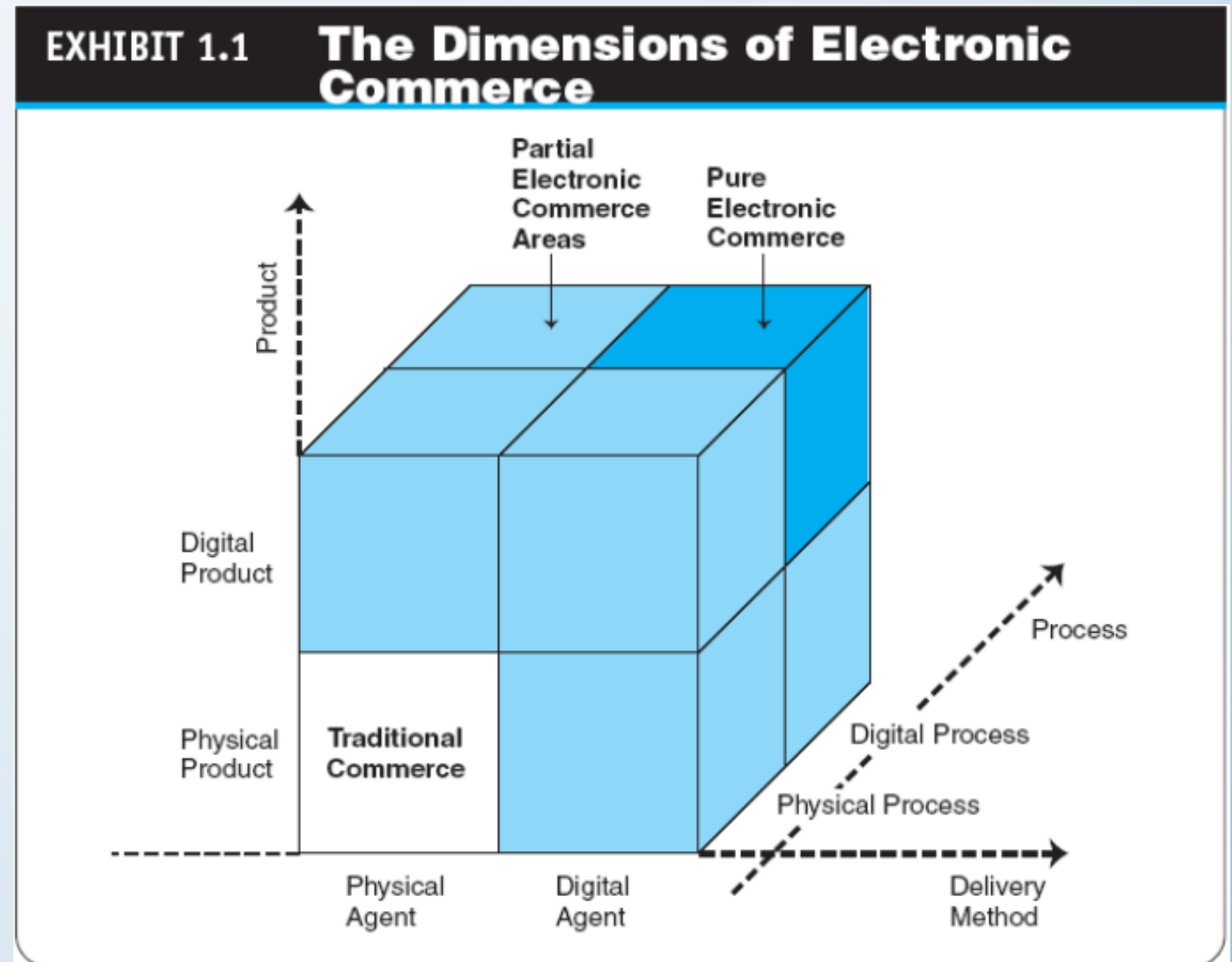
Challenges in E-commerce

- 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]