

# **CONTAI COLLEGE OF LEARNING & MANAGEMENT SCIENCE**

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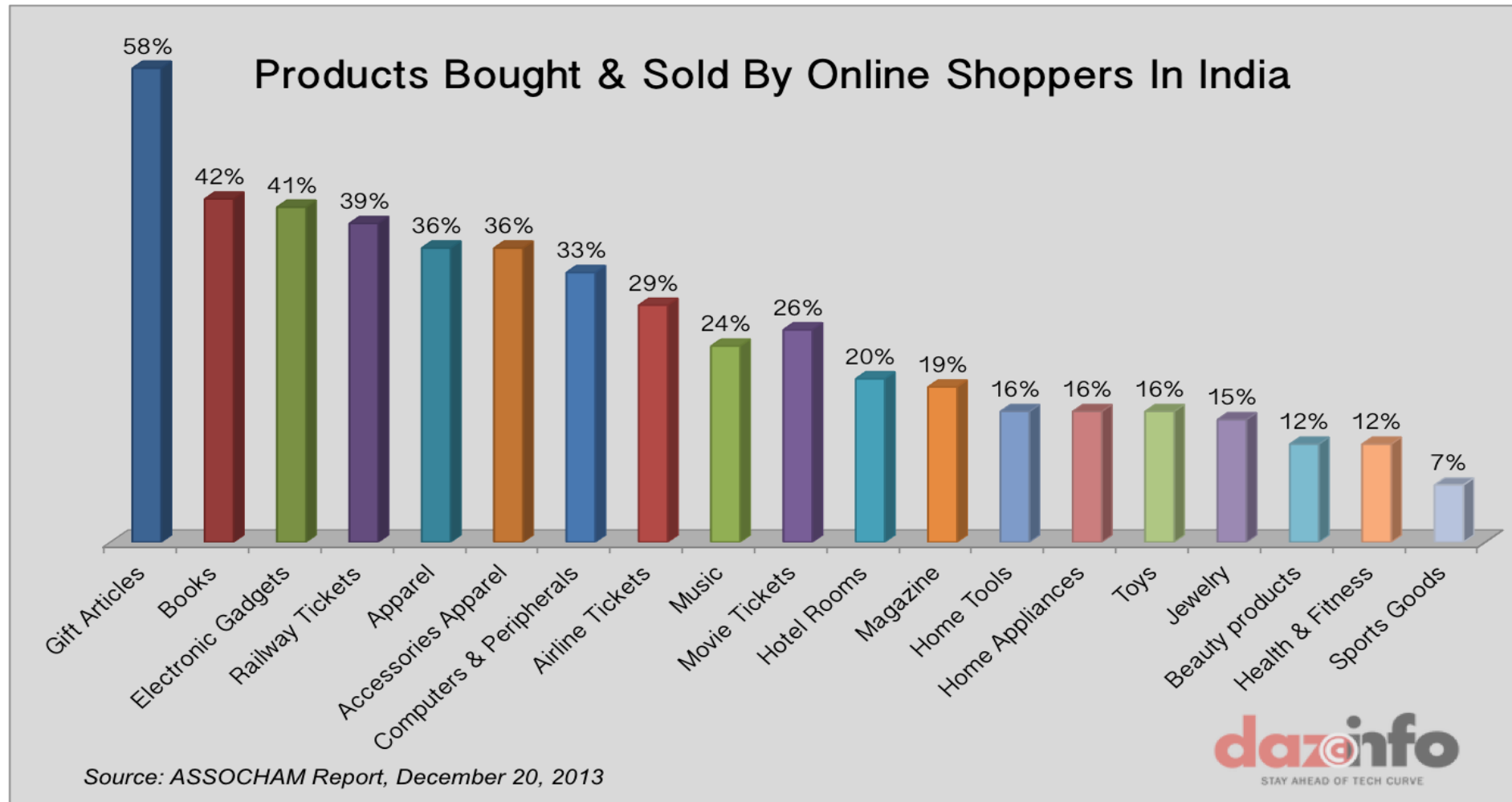
SUBJECT NAME: E-COMMERCE

SESSION: 2021-2024

## ❖ What is E-Commerce?

- Commonly known as Electronic Marketing.
- “It is consist of buying and selling goods and services over an electronic system such as the internet ad other computer networks.”
- “E-commerce is the purchasing, selling and exchanging goods and services over computer networks (internet) through which transaction or terms of sale are performed Electronically.”

## ❖ Online shopping stats in India:



## ❖ ADVANTAGES ❖

- **NO GEOGRAPHICS LIMITATION:** No limitation is there. E-Commerce is converted world into a global village. Buyers and sellers meet via internet.
- **SAVINGS:** Sellers need not to go to the store physically. Hence, it saves both time and money.
- **24\*7 BUSINESS:** E-Commerce is a 24\*7 business. There is no opening and closing time for the store.
- **HUGE VARIETY:** Customers can easily select products from different providers without moving around physically.
- **LEAST CAPITAL REQUIRED:** High initial cost is not required. Business can be started with least amount of capital.

➤ **Convenience:** Being a very convenient way to do shopping, E-commerce has become the easiest and most popular way for shopping. Products can be ordered anywhere on the planet with just a simple tap on the mobile device connected to the Internet. With such an easy way, consumers effortlessly pick merchandise from various sources with no physical constraint.

➤ **Many options and range (options & options):** E commerce has broad array of merchandises and amenities, consumers can get to see a varied choice of products and services to chose the best of them, unlike traditional marketing system, one can see only a limited stock McKinsey & Company, (2019).

➤ **Comparison in prices:** With E-commerce platforms, consumers are provided with more opportunities to see different price points and features and thus pick less expensive and superior options (Clarke, 1999). Comparing choices in a conventional or physical marketing system can be very difficult, since visiting all the stores and asking for prices can be exhausting to the customers. The issue of asking about prices can be a little embarrassing for some customers, and some others do not even dare to ask about the price of a certain item. However, with online shopping, everything is tool to hand and clear in front of users.

## ❖ DISADVANTAGES ❖

- **HABITUATE:** No doubt e-shopping is getting popular day by day but still there are people who prefer store to store shopping because they are habitual of doing so.
- **SECURITY:** E-commerce sites, payment gateways are prone to attack from hackers and thus, customer's identity is at threat.
- **QUALITY:** Quality of products is not assured.
- **IT ISSUES:** There are no tech issues that can keep you from accepting cash at a physical store, but IT issues can be a big problem for e-commerce websites. If your website suddenly crashes or you're having a problem with your payment processor, that downtime could potentially cost you money and customers. What's even worse is that fixing these IT issues could cost you even more. Keeping it simple can help you avoid some of the potential IT issues that come with e-commerce, but tech problems are something to be aware of.

➤ **Delay in delivery:** Waiting is one of the online shopping features, which turns into a problem if customers are not patient enough. To shop online means to wait up to one week, or sometimes more, to have your order in your hands. The gratification anyone gets while doing actual shopping is always delayed while shopping online where customers do not hold the physical item in their hands for a while after the procurement (Bhasin, 2019).

➤ **Lack of the personal touch:** E-commerce is missing one of the factors that many customers consider to be essential, which is the personal touch. In other words, some consumers need to feel the intimate experience from physically going to the store and interrelating with sales assistants. So, with online shopping there is no place for new relationships to be born (Searchcio, 2019; Al-Abbrow et al., 2019; Alnoor, 2020).

➤ **Damage during Transportation and Delivery:** The product bought online can be damaged or spoiled during delivery.

➤ **Restricted Consumer Services:** In the case that a consumer has any enquiries about a certain item in a physical shop, the assistant, the cashier or even the store manager all are ready for help. In contrast, the customer service on e-commerce websites can be restricted: the site may only offer services at a specific work scheduled.



Thank you...