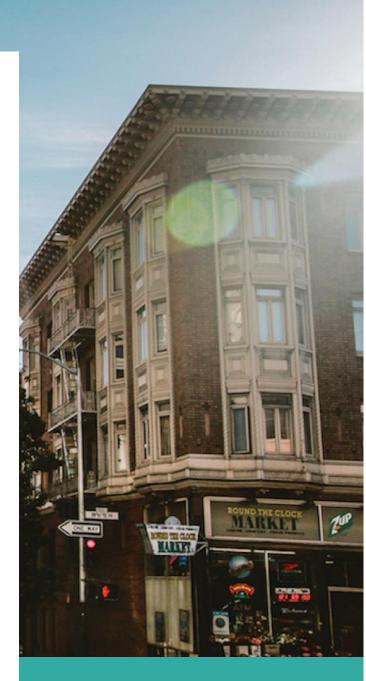# E-Commerce Technology

ACU – 3222 ASSIGNMENT

E-Commerce Research

Introduction

University of Vavuniya

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Reg No: 2018/ICT/18

E-Commerce Technology

Introduction

"Electronic commerce, commonly written as E-commerce, is trading in products or services using computer networks, such as the Internet." (Kutz, 2016)

There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business. The existing value of e-commerce is to allow consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency, especially for busy office workers, and also saving a lot of valuable time.

(BigCommerce Pty. Ltd, 2023) The trends identified here all point to three main objectives:

- Reducing friction in the buying (and selling) journey **(Ortto, n.d.)**
- Creating rich brand experiences
- Selling anywhere and everywhere

In other words, the future of ecommerce will be driven by increasing convenience for both merchants and their shoppers, providing rich, compelling shopping experiences, and enabling experiences across channels in a consistent, customer-friendly way.

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