

A REPORT ON AN E-COMMERCE WEBSITE

What is e-commerce?

Electronic commerce is short to e-commerce. It is the process of buying and selling products or services using the internet. There is a major procedure behind the e-commerce concept as well as any other business. Developing, marketing, selling, delivering, servicing and paying for the products and services are the main steps involved in this process. To run an efficient E-commerce platform companies need the right information literally good understanding of consumer needs and want. E-commerce attracts a lot of customers since accessibility very high compared to a typical showroom. E-commerce is complex as well as a typical business.

Marketing

Marketing is very important for any business. Identifying, anticipating and satisfying customer requirements are the major role in marketing. There should be an efficient and effective marketing plan to any kind of business since an e-commerce site is more accessible Based on the products and services offered the entire market should be segmented and target and promotions should be carried out accordingly.

Inventory Management

Inventory management is very important to an E-commerce platform to ensure that all products listed are available in their stocks and if any of the items are out of stock reorder quantity should be set. When an order is placed the relevant product should be picked from the inventory and package it and should be hand over to the logistics division as soon as possible.

Operations C2C

Consumer-to-consumer (C2C) is a type of e-commerce in which consumers' trade products, services, and information with each other online. These transactions are generally conducted through a third party that provides an online platform on which the transactions are carried out.

Operation B2C

Business that sells products or provides services to an end-user consumer. Operations differ from type of the e-commerce platform to another type such as B2C and C2C.

Pros and Cons

Pros for Customers

- ❖ 24/7 service availability.
- ❖ Customers can select a variety of products from one place.
- ❖ No travel cost and save time.
- ❖ Customer feedbacks help to identify the quality of the product

Cons for the Customer

- ❖ Quality issues can occur because the user can't touch the product physically.
- ❖ Some products may be lost during the delivery.
- ❖ Shipping prices are high in some products than its value.
- ❖ Customers can't have the product immediately. It takes a few weeks to be delivered to your doorstep.
- ❖ There are many hackers with fake accounts to take the customer finance details and debit card information, etc...

Pros for the Vendor

- ❖ Can operate the business from anywhere.
- ❖ There is no need to have a physical company.
- ❖ Low cost to start and easy to manage the business.
- ❖ Can sell products internationally ignoring theoretical geographic limitations

Cons for the Vendor

- ❖ Web site must be up to date. Therefore a specialized ICT team is required.
- ❖ Businesses can be lost because some people are not familiar with online transactions.
- ❖ Some faults can occur on the website.
- ❖ Fraudulent transactions rate is high.

Purpose of the Website

The E-commerce website I've chosen is ebay.com. This is one of the most popular e-commerce website on the internet. It's available in many different countries. Users can use this site to purchase their products easily, eBay sells a variety of products that are usable to make daily work easy. From huge items like "motor cars" to small items are available in this site. As the quality and the service that they had provided to the customer in past, this website became one of the most popular e-commerce website. Due to the previous feedbacks and reviews of the customers.

The Goods Provided

ebay.co.uk sells a wide range of products starting from fashion apparels to electronics devices.

- ❖ Cell Phones and Accessories
- ❖ Cameras and Photo
- ❖ Business and Industrial
- ❖ Clothing, Shoes, and Accessories
- ❖ Computers/Tablets and Networking
- ❖ Home and Garden
- ❖ Jewellery and Watches
- ❖ Health and Beauty
- ❖ Consumer Electronics
- ❖ Crafts
- ❖ Dolls and Bears
- ❖ Gift Cards and Coupons
- ❖ Musical Instruments and Gear
- ❖ Pottery and Glass
- ❖ Real State
- ❖ Sporting Goods
- ❖ Video Games and consoles
- ❖ eBay Motors

Structure of the Website

Homepage

The homepage of a website is the most important part of the website. Because it's the first page that will display when a user opens the website. If the homepage looks attractive, the user will go to the other pages through the homepage. ebay.co.uk has very charm and attractive homepage. with low-intensity colours and nice pictures to improve the attraction of the website. However, it has a constant theme and colour on every page, to give a professional look to the webpage.

Below picture shows the homepage of the website.

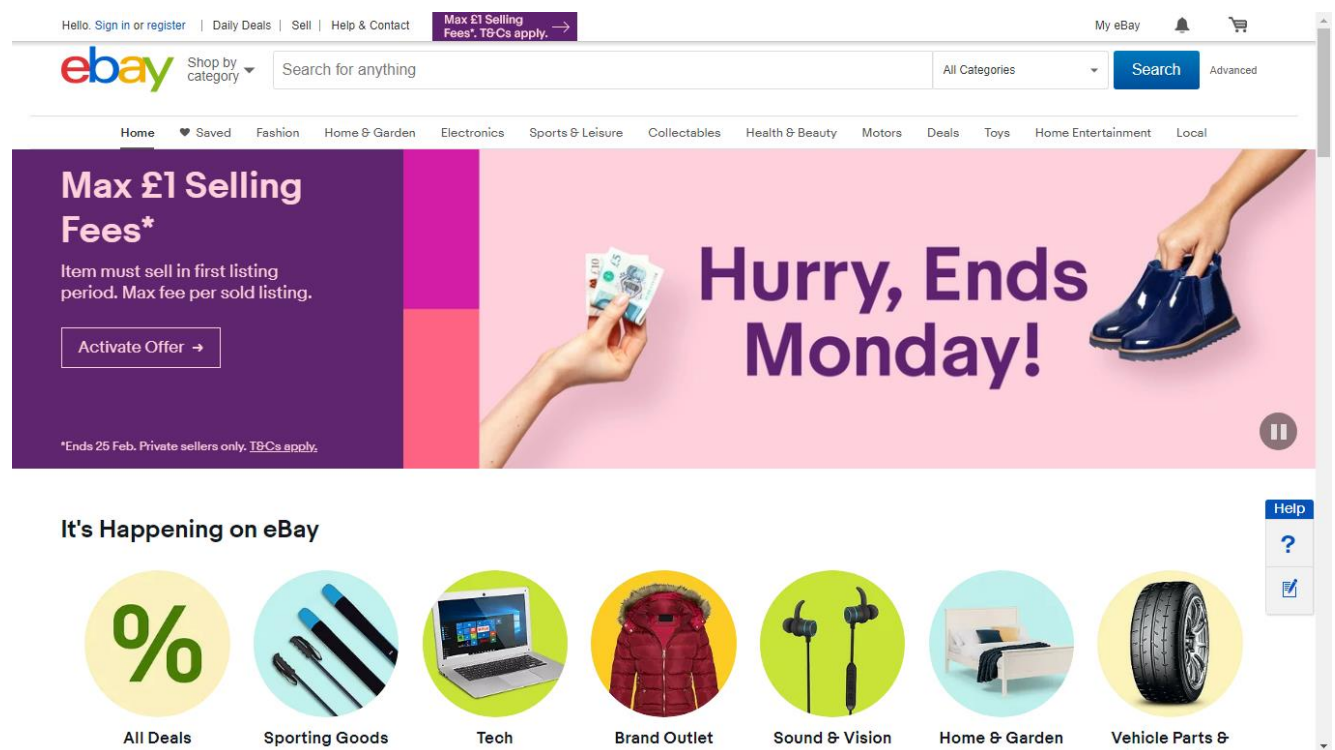


Figure 1

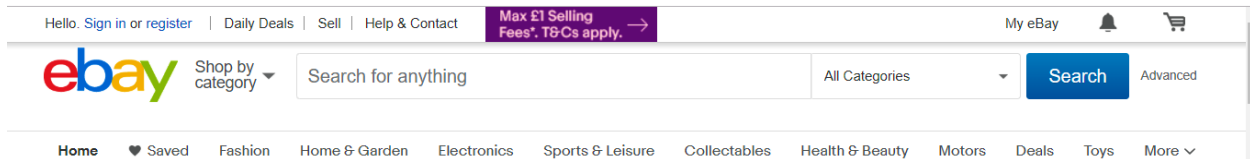


Figure 2

The top frame of the page consists of the following links search panel; sign in daily deals, My eBay, etc. These links will display in every page because this frame does not change whenever a user clicked a button or a link. In figure 2 there are many links in the bottom of the frame, whenever the user clicks one of these links, the relevant page will be open. The user can get back to the homepage from any other page by just clicking the eBay logo which is available in the left side of the top frame.

There are also many drop down menus in the top frame. My eBay, Shop by category are examples of it. When a user clicks on the "shop by category" link, a drop-down menu will appear with all the categories that are available on the website.

Below image shows the dropdown menu of the "shop by category" link.

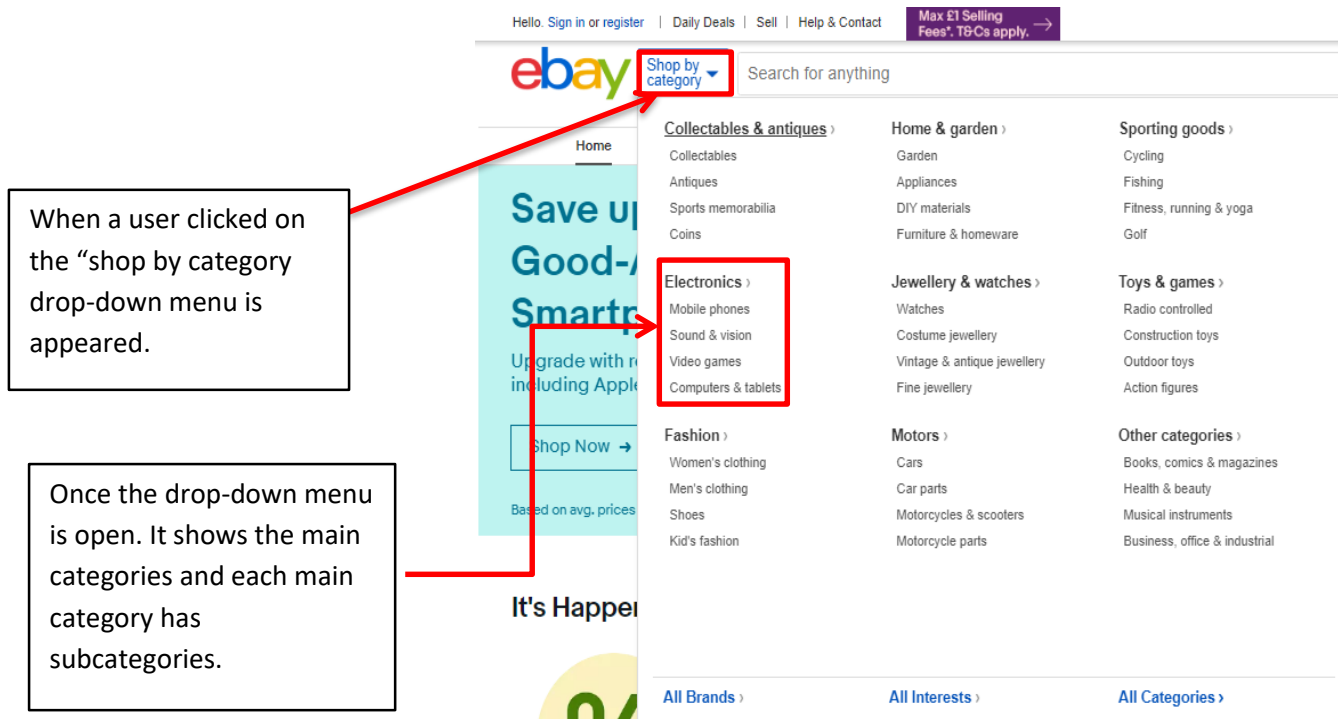


Figure 3

Figure 3 shows that the search bar also appears in the top of the frame and it will not change throughout the website. Because the search bar is the most important navigation tool on any e-commerce website.

Sign in or register link is placed in the top of the frame. So the user can easily sign in and out to the account without delay.

The drop-down menu of the website is more attractive as it shows all categories and subcategories without scrolling up or down.

The main frame of the display also came with a banner which shows below in figure 4, it is used to attract the people into the website by displaying new products and deals in the banner. However, if the buyer is happy to purchase any product that is displayed in the banner, he/she can look and purchase it by clicking the relevant post which is available in the banner once this is done buyer will get into a new webpage.

Figure 4



Navigation buttons can use to go to the next slide.

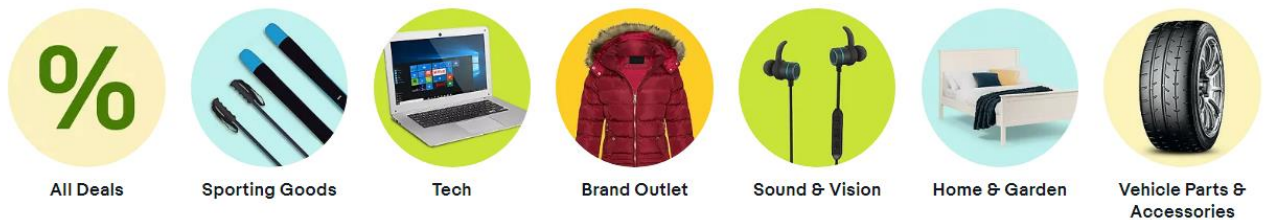
The slides change and display different products with new offers.

The slide show can be stopped by clicking the pause key.

Below the banner there are few categories are displayed according to most popular customer rankings.

Figure 5

It's Happening on eBay



A user can have a look of the above department by clicking on their preferred category, once they clicked on any selected category another webpage will be opened which shows subcategories under the chosen category. So the user can choose the most suitable items because it shows all of the items in those subcategories .so its easy to find new items and many products by using this department.

Below image shows the subcategories of the chosen category.

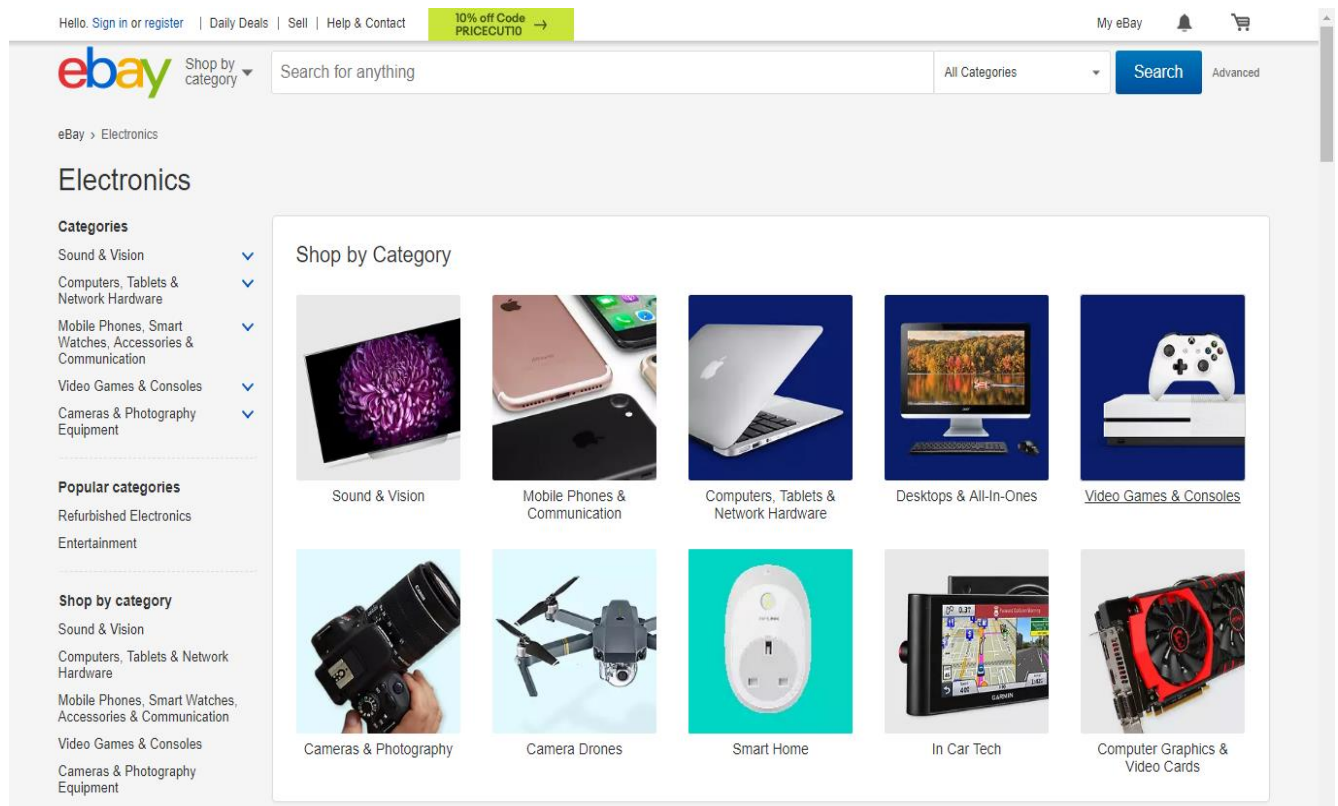


Figure 6

User can select any subcategory that they wish; once this is done many items will be displayed with their names and prices and also these items show a number of watching, user reviews by stars, number of items sold and many. However, a user can find these kinds of details without clicking on an item it's a good method use to provide a piece of particular information about a product.

Below image shows the products in the relevant subcategory

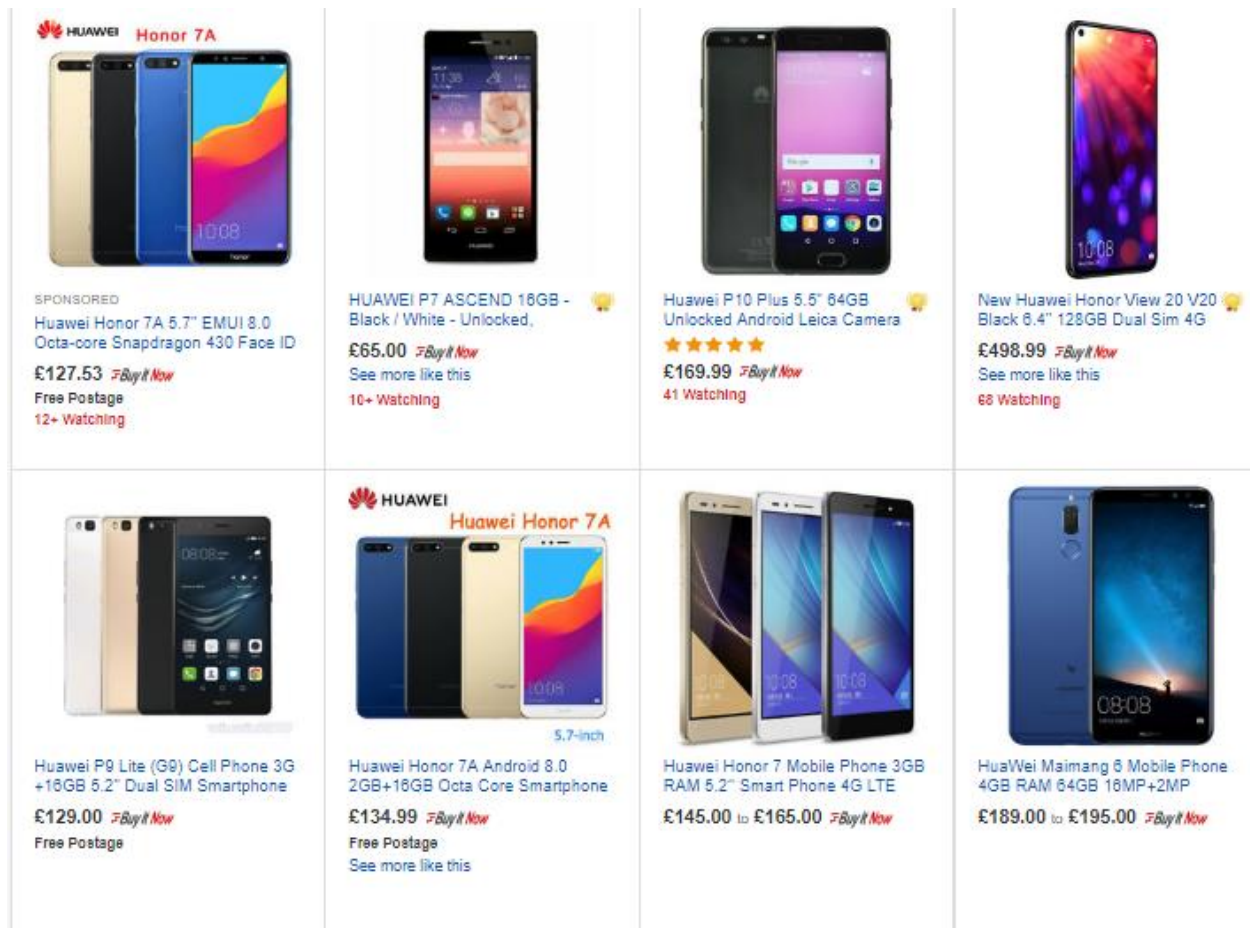


Figure 7

Bottom frame of the ebay.co.uk consists with categories and subcategories and this frame also remains constant throughout the website. However, this is also the most important part of the website because it has the most important categories like help and contact, community, etc. The user can use this frame to learn more about ebay.co.uk

Below image shows the bottom frame of the ebay.co.uk

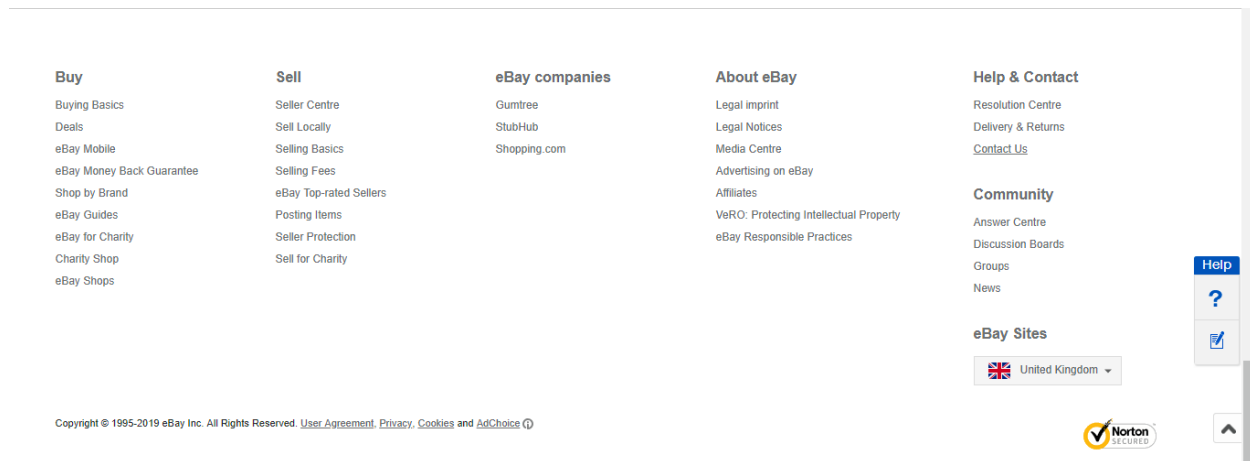
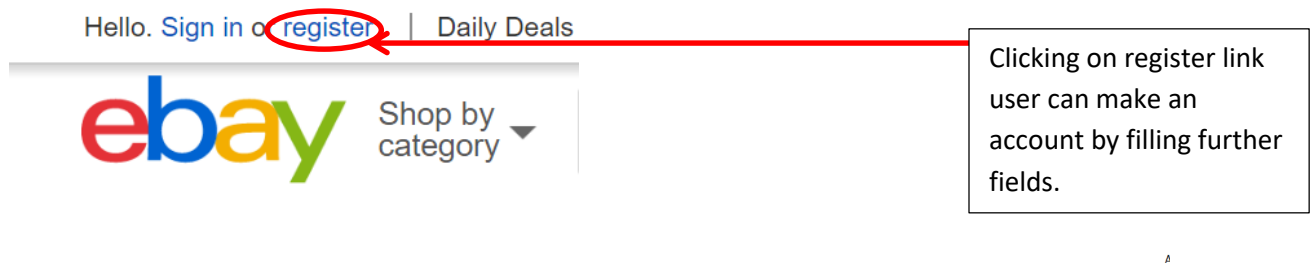


Figure 8

Creating an account and Signing in

User can create an account by clicking the register link which is available in the top of the frame.



This screenshot shows the 'Create an account' registration form. The title 'Create an account' is at the top, with a link 'Have a business? [Create a business account](#)' below it. The form contains the following fields: 'First name', 'Surname', 'Email', and 'Password' (with a 'Show' checkbox). A red box highlights these four input fields. A red arrow points from this box to a callout box on the left that says: 'By filling the following fields users can make their account easily.' Below the form, there is a 'Register' button. To the right of the form, there are two social login options: 'Continue with Facebook' and 'Continue with Google'. A small disclaimer about marketing emails is visible below the form fields.

Figure 9

As I shown in the above figures the user can make their account easily by providing a few personal information. In ebay.co.uk without an account user cannot purchase any item from the eBay. Once the registration is done user will get an account and has facilities to do more in the eBay.

The search bar

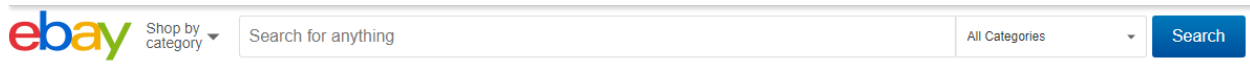


Figure 10

The search bar is an essential part of every e-commerce website. Because it makes easy to find an item that consumer wants without searching all the webpages. However, this search bar makes easy to find a product as user can select the category and able to search on that relevant category.

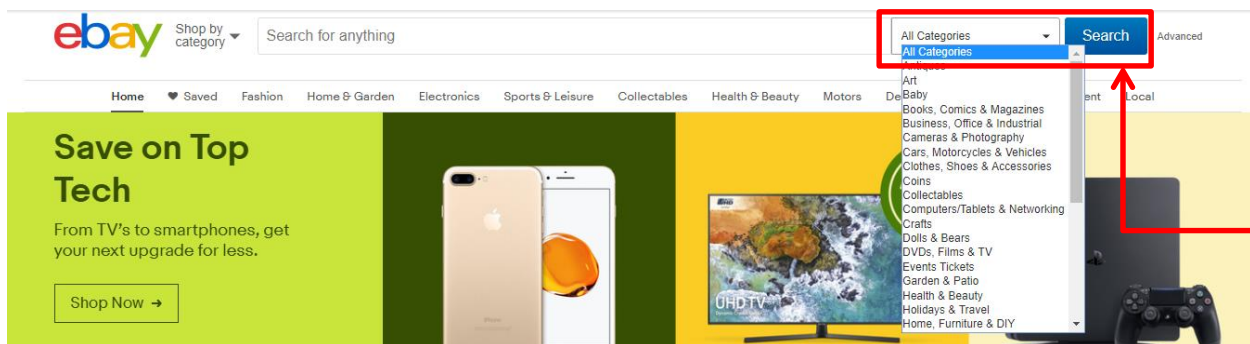


Figure 11

User can change the product category so they can search for items easily

Searching for a product

Searching for a product is not hard. It's very easy and below image shows an example of a product search with the results after the search.

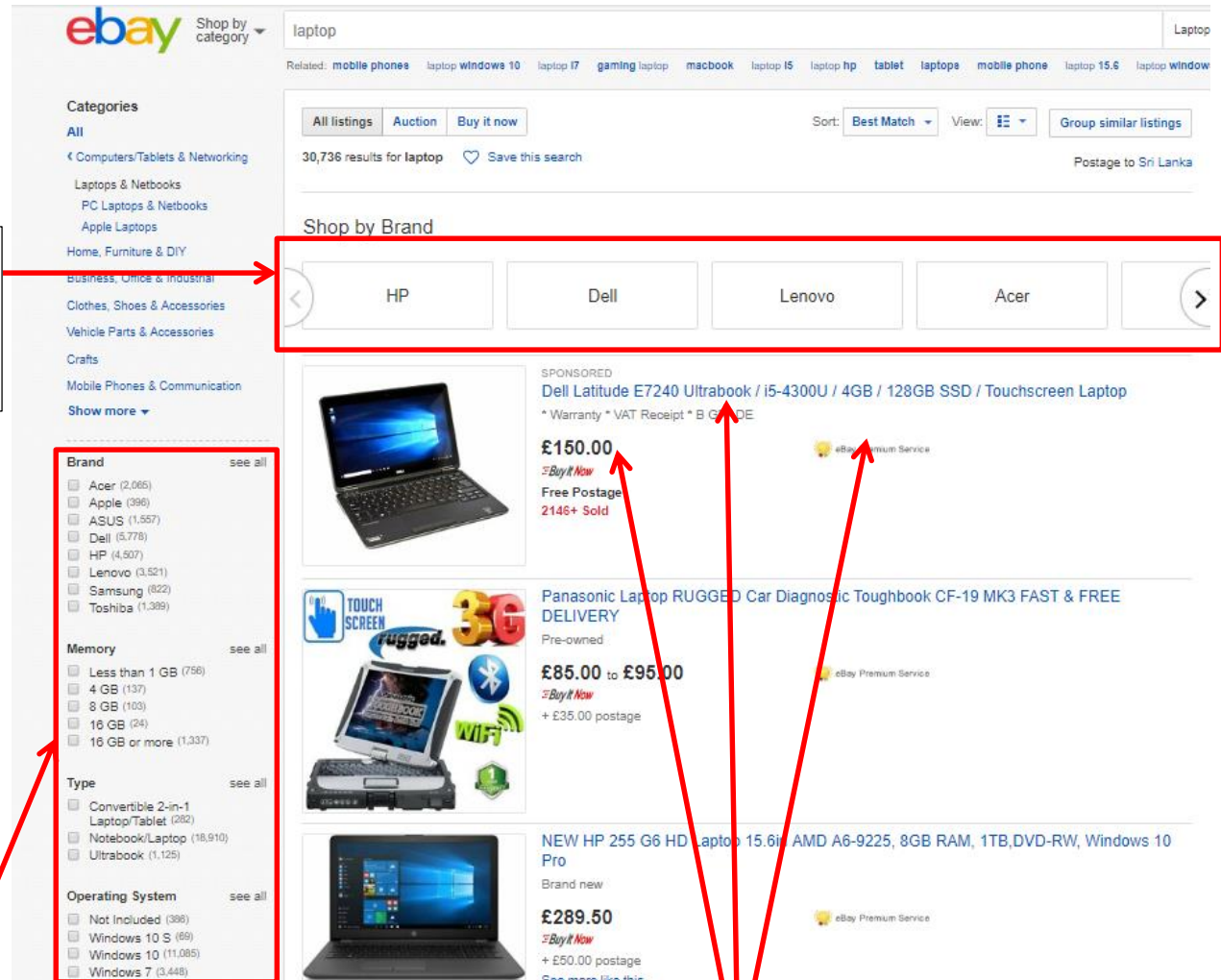


Figure 12

Product information provided

The image below shows an example of the product information provided by the website. The website provides much information to the customer so the customer can have a good knowledge of the product before purchasing it. Also, he/she can have a lot of information about the product by scrolling the page down but it's a little bit boring.

Figure 13

The image shows a product page for an Apple iPhone XS. The main product image is a large, high-resolution photo of the phone. Below it is a row of smaller images showing the phone from different angles (front, back, side). A red box highlights the main image, and a red arrow points to it with the text "User can zoom the images using the cursor". Another red box highlights the smaller images, and a red arrow points to them with the text "Many images are provided with different perspectives.".

The product title is "Apple iPhone XS 512GB UK Factory Unlocked - GOLD - Apple Warranty". Below the title, there is a red box containing "1 viewed per hour" and "2 product ratings". A red arrow points to this box with the text "User can have a check on previous product ratings.".

The price is £1,249.99. Below the price, there is a red box containing "Buy it now" and "Add to basket". A red arrow points to this box with the text "User can add to the basket or buy it now by clicking on relevant links.".

Below the price, there is a red box containing "Postage: Will post to Sri Lanka. Read item description or [contact seller](#) for postage options. | [See details](#)" and "Delivery: Varies". A red arrow points to this box with the text "Postage fees, payment methods, returns, shipping services are displayed".

Below the price, there is a red box containing "Payments: [PayPal](#) [VISA](#) [MasterCard](#) [American Express](#) [Discover](#) [Processed by PayPal](#)" and "Returns: 30 days refund, buyer pays return postage | [See details](#)".

At the bottom, there is a red box containing "Have one to sell? [Sell it yourself](#)".

Purchasing a product

Once the user has selected a product by searching, he/she can add the product into the cart. Before doing these thing users must be logged in to the account.

The below screenshots show results once the user click on 'Add to basket'

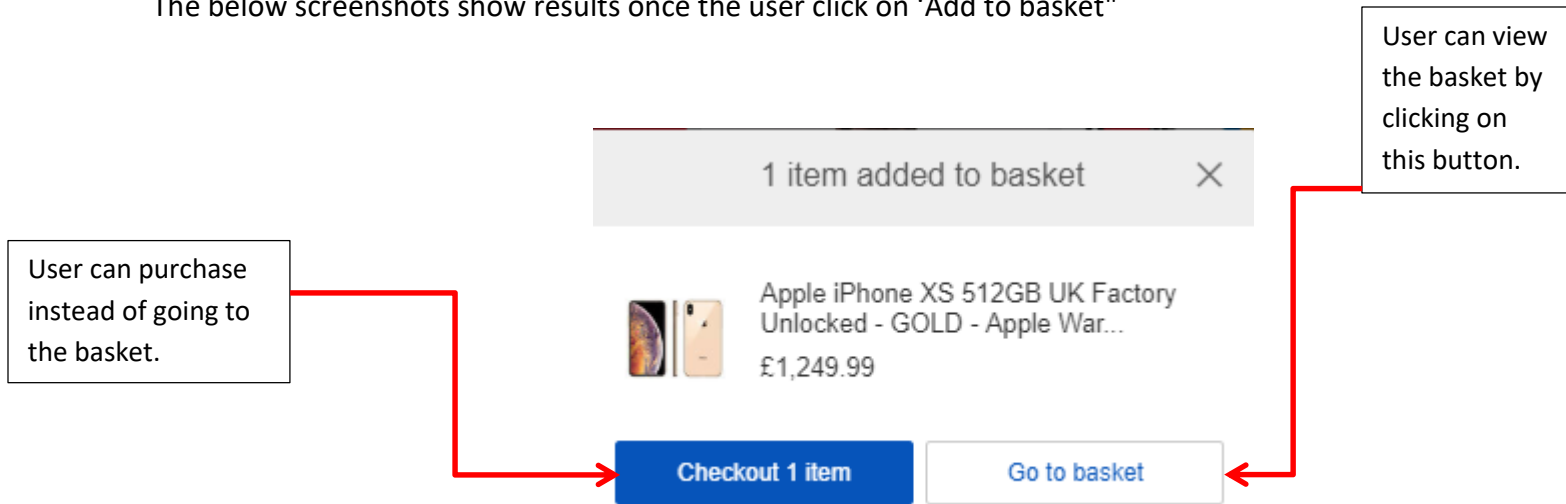


Figure 14

As shown in figure 14, once the user added something to the basket above result is appeared. User is able to purchase the product by either going to the basket or without going.

Below image shows what happened when the user continues to purchase going through the 'Go to basket'

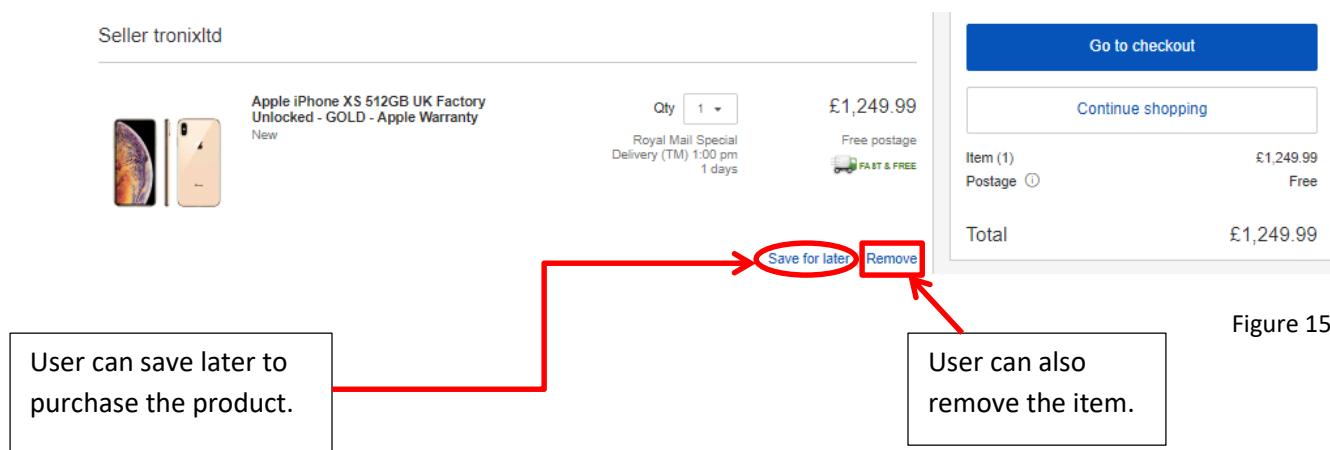
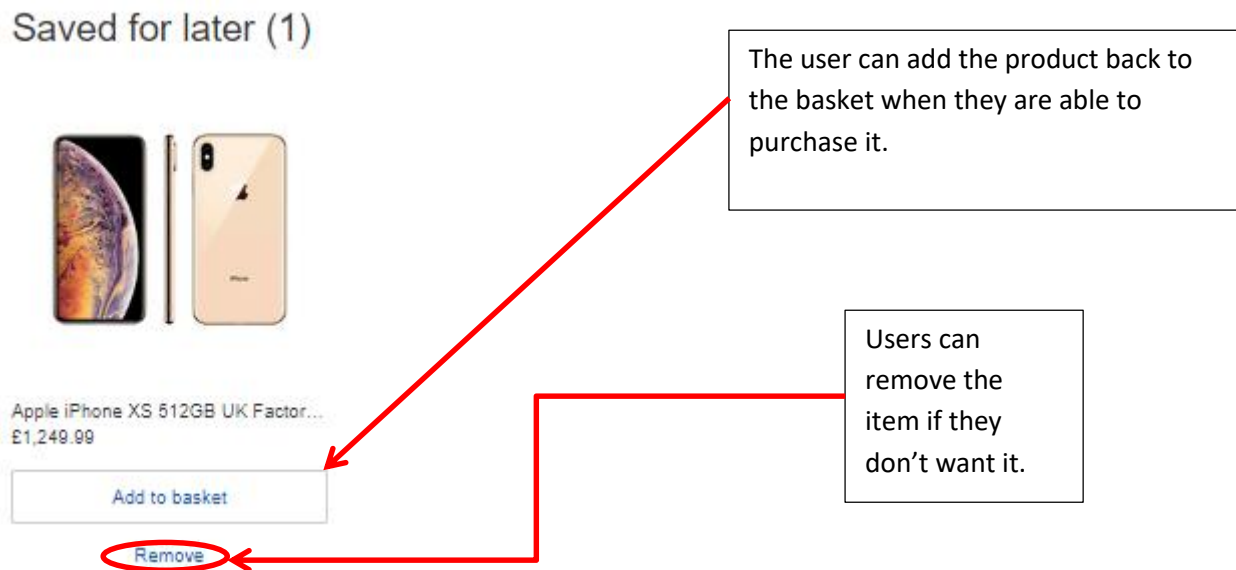


Figure 15

As the above image shown, user has the ability to remove the product or save it for later.

The image below shows the result when the user clicked on “save for later”

Figure 16



Once the user selected the items that he/she wants, user can continue to the checkout. The below picture shows what will happen after the user clicked on the "Go to check out" button.

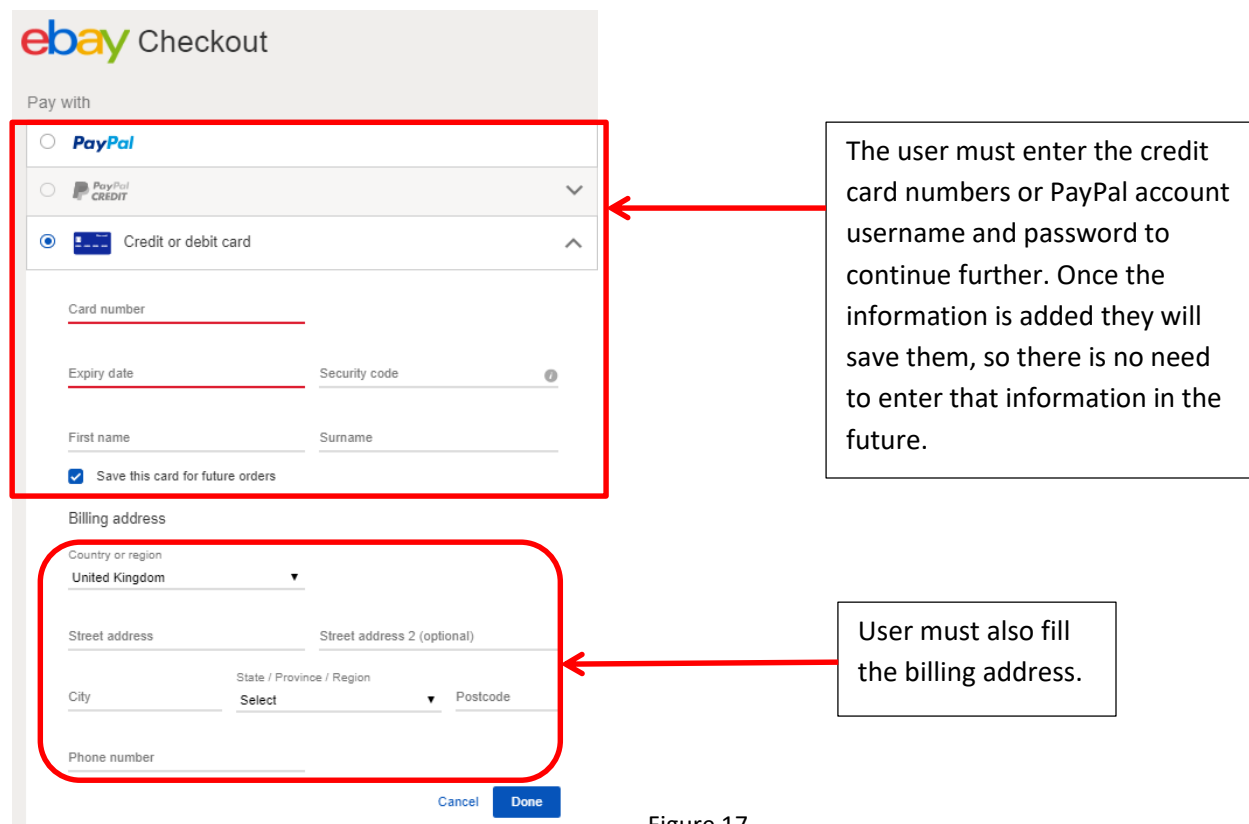


Figure 17

Post to

V. Bhattarai, Ciobbaya
36/A bad ad Aḍambathenna
W. Bhattarai, C6rṇa 30Ḷ36
SīfA)Bē,
77xoo cōcā

Country or region
Canada ▼

First name _____ Surname _____

Street address _____ Street address 2 (optional) _____

City _____ State / Province / Region
Select ▼ Postcode _____

Phone number _____

☐ Save as primary address

[Cancel](#) [Add](#)

User's primary address is displayed top of the image. If the user wants to send the product to that address below fields are not required to be filled.

Users can use below fields if they want to send the product to another place except primary address. Once the user filled those fields user can send the product to their preferred address by clicking “Add” button


Figure 18


Once this task is done user can check out the product, below image shows the result that will appear after completing the above task.



How do you like our checkout?
[Tell us what you think](#)

Pay with

☐ **PayPal**

☐  **PayPal CREDIT**

☒  **Credit or debit card**

 x-9520
 

To add more items, [go to basket](#)


Subtotal (1 item) £1,249.99

Postage Free

Order total **£1,249.99**


By placing your order, you agree to PayPal's [privacy policy](#) and acknowledge the [terms for payments](#) without a PayPal account.

Confirm and pay

 **MONEY BACK GUARANTEE**
[See details](#)


Post to


bryan adams
sadhudhauhduhad
cambridge, Cambridgeshire 1245
United Kingdom
07xxxxxxxx54
[Change](#)



Review item and postage

Seller: tronixltd

Message to seller 



Apple iPhone XS 512GB UK Factory Unlocked - GOLD - Apple Warranty

£1,249.99

Quantity

1

This button is visible as the user filled all the fields.

Figure 19

User can make the order the product by just clicking on the 'confirm and pay' button because all the above tasks are done completely.

Customer Information Capturing Methods

ebay.co.uk uses various ways to capture their customer's information. Overt and covert are the main methods that they use. Capturing data with the knowledge of the customer is known as "covert data", and capturing data without the knowledge of the user is called "overt data".

Over Data Capturing Method

❖ Customer registration

As I mentioned before the user must make an account in ebay.co.uk to purchase a product. In this process, user has to provide his/her personal information like name, address, email, and more.

So they use these details for user's further transactions

❖ Customer reviews and feedbacks

The user can leave feedbacks for the sellers once they received the item that they purchase. And also they can review the purchased items by giving good comments with star ratings. ebay.co.uk uses this method to improve their product quality and many improvements for the website.

❖ Billing and shipping details

Users must provide their billing and shipping details in the purchasing process, so ebay.co.uk uses this details to identify user's location so then they can use these details to ship the products to their user's place.

Covert Data Capturing Method

❖ Search history

Users search history will be recorded once the user searched for the product, so they use this service and provide the most relevant products to the user based on what they searched.

❖ Cookies

Cookies are small information files that are used to create a connection between the user and the computer, these files saved on the computer hard drive. These files remember users login password and user name. so it makes easy to log in to the account without entering the password and the username.

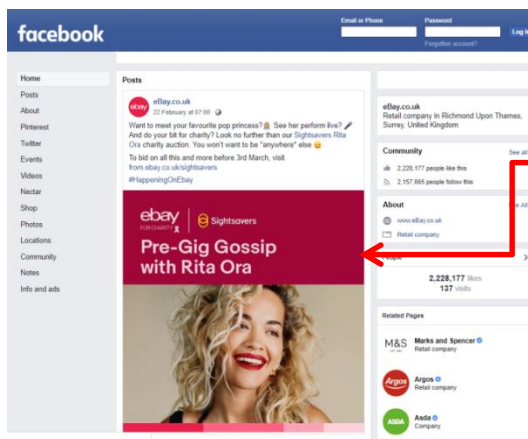
Cookies are also used to save the users shopping cart information, as the users add products to their cart and it will update. The products of the shopping cart will not be changed when the user close and reopen the browser.

When the users search a product many times the cookies save the users search data and provide similar products to the user when the user login to the account next time.

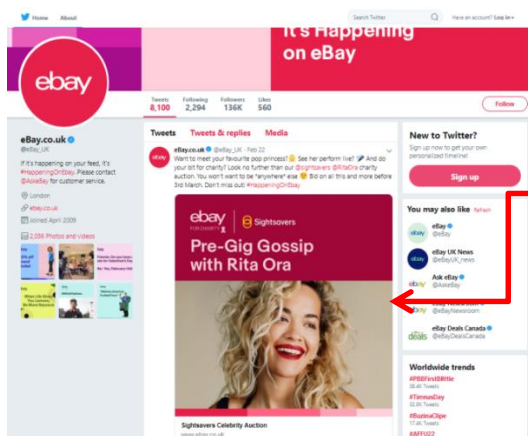
Techniques used to engage, retain, and entice customers

Social media

Now a day's social media has become one of the most essential parts for the working world. ebay.co.uk uses social network to advertise and attract people to their website, when the user like their page then user will get new updates and new features along with deals. However, ebay.co.uk uses the most popular social media network like facebook, twitter, Instagram, etc.



ebay.co.uk web page on facebook



ebay.co.uk webpage on twitter

Recommended product

Based on the user reviews and last purchase history ebay.co.uk recommends similar products to the user so they promote their product to the users and introduce new similar products. So user looks fo that product, however, they use this service to increase their business.

Your Recently Viewed Items [See All →](#)



\$114



\$142.42



\$14.95



\$12.41



\$50.16



\$3.66

Your Recently Viewed Items [See All →](#)



\$3.66



\$1,633.30



\$233.89



\$169.86



\$254.78



\$313.58

Accessibility and usability

A user can have access to ebay.co.uk from anywhere in the world using any digital device which has internet connection. ebay.co.uk is compatible with any web browsers like Mozilla Firefox, Safari, Chrome, etc. User can run the website using any browser without any technical errors.

ebay.co.uk has a very attractive structure and it's well designed for the consumer so users can use this website to purchase products without having much knowledge. As it's very user-friendly, and the navigation process is very easy as everything is labelled nicely. The registration process on this website is well designed, so the user can make their account easily once they visit the homepage. ebay.co.uk is a very efficient website as it is well designed for the users.

Customer Experience Gained from ebay.co.uk

The customer can shop from ebay.co.uk easily, there are only a few steps that customer be taken in order to purchase on ebay.co.uk

Finding the website is very easy as it has a very simple URL which is www.ebay.co.uk.com by typing this URL on any search engine user able to have a visit to the website. Once the user gets in he/she can learn everything easily because everything is in English. There is no need to have the technical knowledge to use this site. anyone who has good English knowledge can use this website easily and very efficiently.

A customer can start shopping by looking product from the product category, which is situated at the top frame or customer can search product by typing product name on the search bar. After this is done user able to see many products. The customer can also use filter tool to which is the available left side of the search results.

After the customer has found the product he/she can open it by clicking on the product. after he/she can see product images along with details and more about the product. However, a user can see all the description of the product by scrolling down. And also customer can see a few recommended product too these are appeared due to the cookies.

Customer can buy the product by just clicking on the "buy it now" button. once this is done, the user must sign in to continue for the purchase. If the user is not an existing customer he/she can make an account by filling a few fields.

Finally, the customer has to provide a billing address and payment details in the payment stage. after filling this customer can go to the delivery stage and has to fill all the delivery information including delivery address, country, etc. After that customer is eligible to check out. The product will be shipped within one day and once it shipped user can have delivery dates and tracking information. In case customer wants to return the product he/she hand it over to the customer within 30 days by paying the return postage cost. After customer receives the parcel he/she will cancel the order and issue a full refund to the customer. However, a refund will take at least 7 days to appear on the user's account.

This is what the customer will experience from shopping at ebay.co.uk. He/she won't have to go through a hard process because all the steps are very easy and simple, so anyone can understand it.