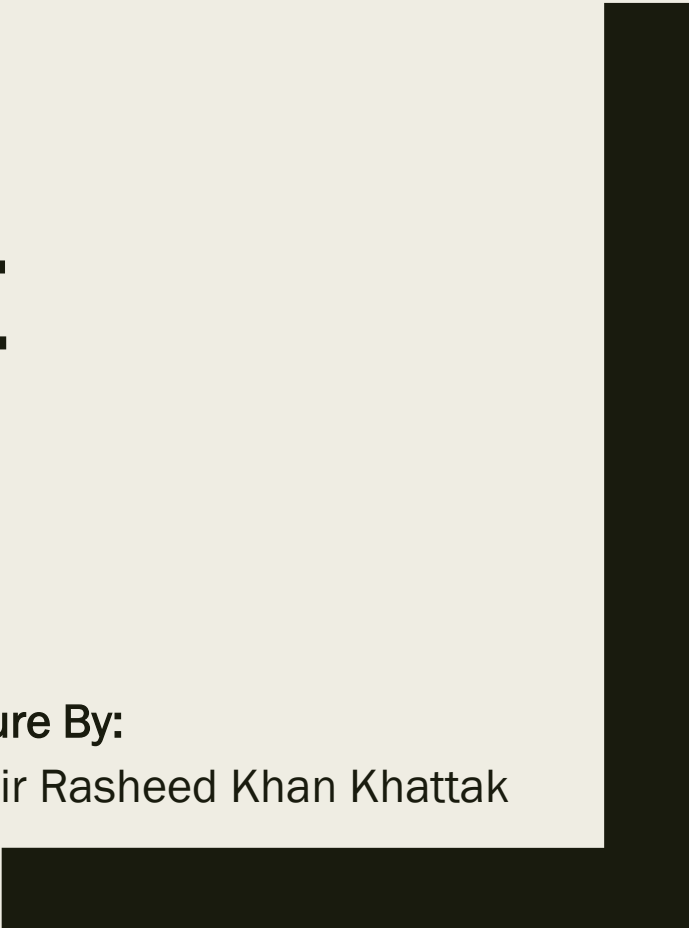




E-COMMERCE

Lecture – 03

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Objectives

1. Define e-commerce and describe how it differs from e-business.
2. Identify and describe the unique features of e-commerce technology and discuss their business significance.
3. Describe the major types of e-commerce.
4. Evolution of e-commerce.
5. Discuss the origins and growth of e-commerce.
6. Identify the factors that will define the future of e-commerce.
7. Describe the major themes underlying the study of e-commerce.
8. Identify the major academic disciplines contributing to e-commerce.

What is E-commerce?

- E-Commerce refers to the performing online commercial activities, transactions over internet.
 - *Use of Internet and Web for business transaction.*
- It includes activities like buying and selling product, making monetary transactions etc over internet.
- Internet is used for E-commerce. Websites and applications (apps) are required for e-commerce. it is mainly connected with the end process of flow means connected with the end customer.
 - ***More formally:***
 - i. Digitally enabled commercial transactions between and among organizations and individuals.

What is E-commerce?

■ Examples:

- of E-Commerce are online retailers like amazon, flipkart, Myntra, paytm mall, seller of digital goods like ebooks, online service etc.

■ Activities of E-Commerce are :

1. Buying and selling product online
2. Online ticketing
3. Online Payment
4. Paying different taxes
5. Online accounting software
6. Online customer support

What is E-business?

- E-Business refers to performing all type of business activities through internet.
- It includes activities like procurement of raw materials/goods, customer education, supply activities buying and selling product, making monetary transactions etc over internet.
- Internet, intranet, extranet are used in e-business. Websites, apps, ERP, CRM etc are required for e-business.
- **Examples**
 - of E-Business are e-commerce companies and its various internal business activities, auction site, classified site, software and hardware developer site etc.

What is E-business?

- **Activities of E-Business are :**
 1. Online store setup
 2. Customer education
 3. Buying and selling product
 4. Monetary business transaction
 5. Supply Chain Management
 6. E-mail marketing

Difference between E-Commerce and E-business?

Sr. No	E-Commerce	E-Business
1	E-Commerce refers to the performing online commercial activities, transactions over internet.	E-Business refers to performing all type of business activities through internet.
2	E-Commerce is a narrow concept and it is considered as a subset of E-Business.	E-Business is a broad concept and it is considered as a superset of E-Commerce.
3	Commercial transactions are carried out in e-commerce.	Business transactions are carried out in e-business.
4	In e-commerce transactions are limited.	In e-business transactions are not limited.

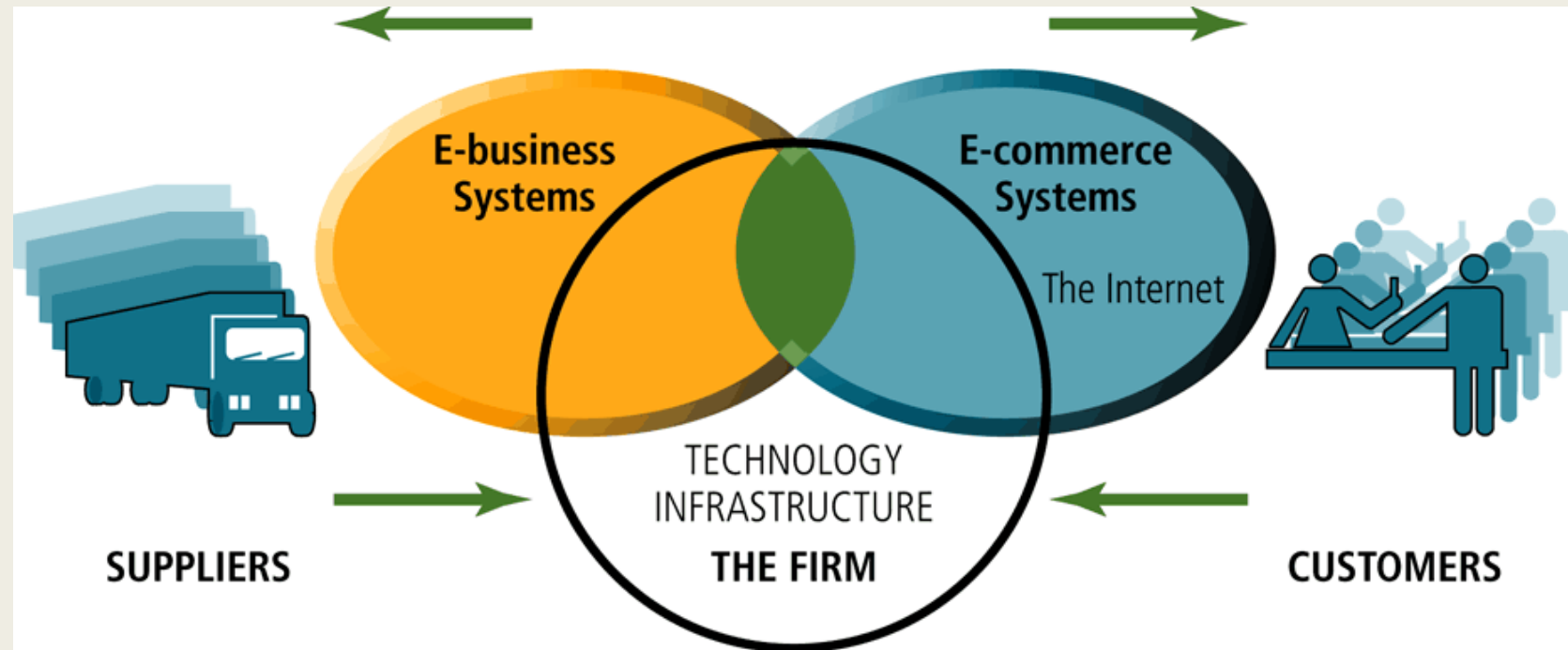
Difference between E-Commerce and E-business?

Sr. No	E-Commerce	E-Business
5	It includes activities like buying and selling product, making monetary transactions etc over internet.	It includes activities like procurement of raw materials/goods, customer education, supply activities buying and selling product, making monetary transactions etc over internet.
6	It usually requires the use of only a website.	It requires the use of multiple websites, CRMs, ERPs that connect different business processes.
7	It involves mandatory use of internet.	It involves the use of internet, intranet or extranet.

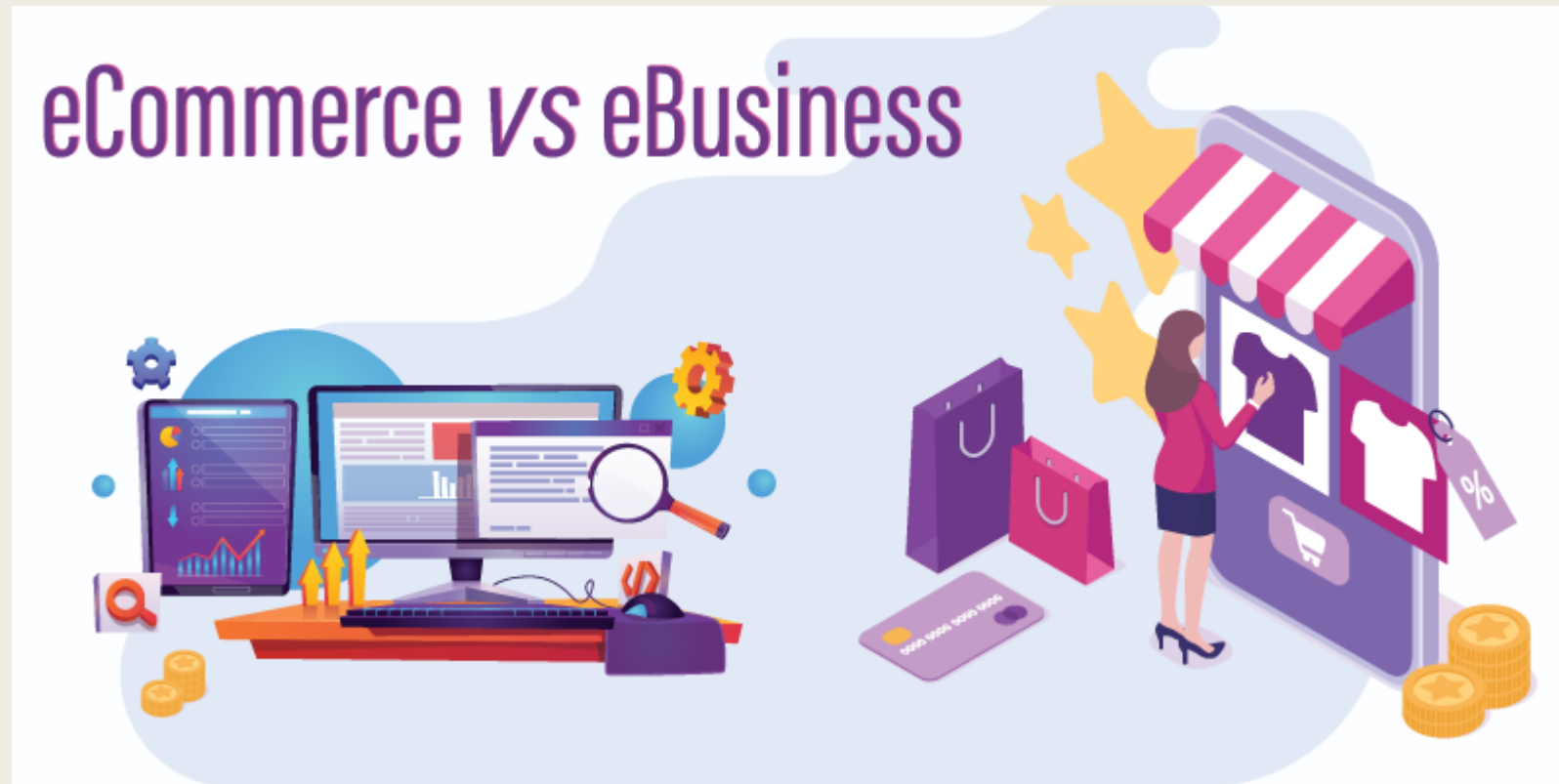
Difference between E-Commerce and E-business?

Sr. No	E-Commerce	E-Business
8	E-commerce is more appropriate in Business to Customer (B2C) context.	E-business is more appropriate in Business to Business (B2B) context.
9	E-Commerce covers outward/external business process.	E-Business covers internal as well as external business process/activities.

Difference between E-Commerce and E-business?



Difference between E-Commerce and E-business?



Why we Study E-commerce?

- E-commerce technology is different, more powerful than previous technologies
- E-commerce bringing fundamental changes to commerce. Introduce new buzz words:
 - **Marketplace:** a physical place where you go for business transaction.
 - **Marketspace:** marketplace extended beyond traditional boundaries; removed from temporal and geographic limitations.
 - **Information asymmetry:** any disparity in relevant market information among parties in a transaction.

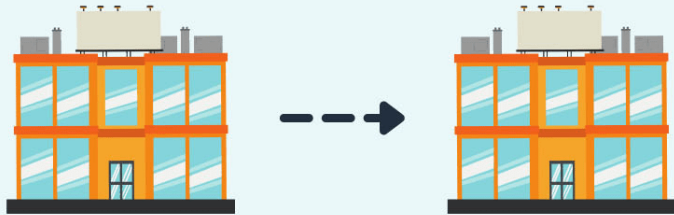
Unique Features of E-commerce Technology

1. **Ubiquity:** available everywhere anytime, i.e. Internet/Web technology is available everywhere; at work, at home, and elsewhere via mobile devices and round the clock (anytime).
2. **Global reach:** the total number of users or customers an e-commerce business can obtain is a measure of its reach. The technology reaches across cultural and national boundaries, round the globe.
3. **Universal standards:** technical standard of conducting e-commerce. There is one set of technology standards, namely Internet standards as compared to different standards followed by different nations.
4. **Information richness:** complexity of the content of a message. Unlimited information of a product is available through video, audio, and text messages at internet and social media.

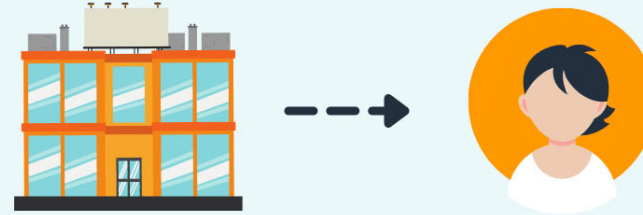
Unique Features of E-commerce Technology

5. **Interactivity:** The technology works through interaction with the user. One shopkeeper can handle large number of clients simultaneously at internet.
6. **Information density:** the total amount of information available to all market stakeholders. the technology reduces information collection costs and raises quality through social media.
7. **Personalization/customization:** Personalization: The targeting of marketing messages to specific individuals by adjusting the message to a person's name, interests, and past purchases. (Customization) delivery of product or service based on a user's preferences or prior behavior
8. **Social technology:** user content generation and social networking. The e-commerce technologies have evolved users to create and generate contents in the form of web, Facebook pages, text, video, music and photos with worldwide communities.

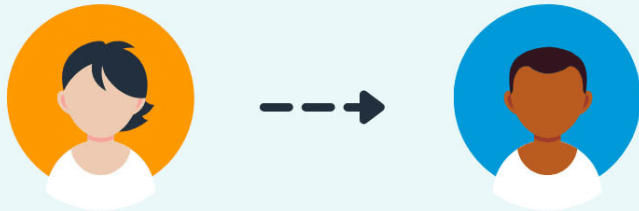
Types of E-commerce Models



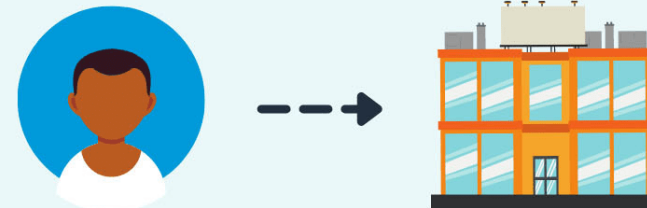
① **Business to Business**



② **Business to Consumer**



③ **Consumer to Consumer**



④ **Consumer to Business**

6 types of e-commerce

B2B

Business to business

Businesses sell products or services to other businesses, such as through an online directory or product website.

B2C

Business to consumer

Businesses sell products or services to non-business customers, such as in an online retail store.

C2C

Consumer to consumer

Consumers sell products or services to other consumers, such as on eBay and Craigslist.

C2B

Consumer to business

Consumers sell products or services to businesses. For example, Google AdSense and influencer marketing services enable bloggers and other web content providers to sell advertising space to businesses.

B2A

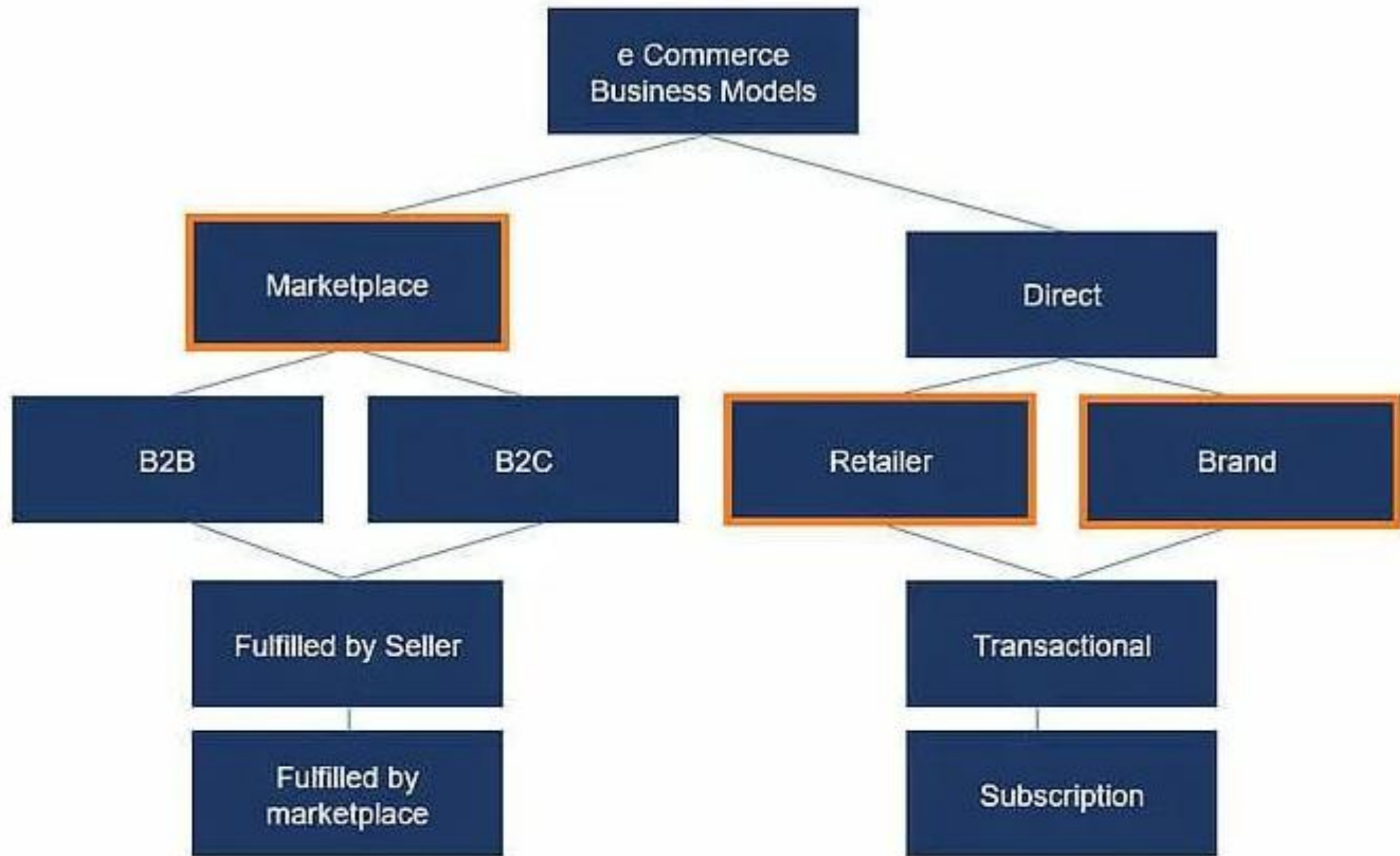
Business to administration

Businesses conduct transactions with public administration or government bodies, such as an ammunition manufacturer selling to U.S. Army.

C2A

Consumer to administration

Consumers conduct transactions with public administration or government bodies, such as filing taxes.



Thankyou