**Chapter-1.Ecommerce and Social Media**

**1. Introduction to E-commerce:**

* E-commerce stands for Electronic Commerce, which means buying and selling goods or services over the internet.
* Instead of going to physical stores, people can shop online using computers or mobile devices.

**2. History of E-commerce:**

* E-commerce began in the 1960s with electronic data interchange (EDI), allowing businesses to exchange documents electronically.
* The internet explosion in the 1990s led to the rise of online shopping websites like Amazon and eBay.
* Today, e-commerce has evolved into a massive industry, encompassing various platforms, payment methods, and delivery services.

**3. Categories of E-commerce:**

* Business-to-Consumer (B2C): When businesses sell products or services directly to consumers. Example: Buying books from Amazon.
* Business-to-Business (B2B): When businesses sell products or services to other businesses. Example: A company buying office supplies from a wholesaler online.
* Consumer-to-Consumer (C2C): When consumers sell products or services to other consumers. Example: Selling used items on eBay or Facebook Marketplace.
* Consumer-to-Business (C2B): When individuals offer products or services to businesses. Example: Freelancers offering their skills on platforms like Upwork or Fiverr.

**4. Advantages of E-commerce:**

* Convenience: Shop anytime, anywhere, without the need to travel to physical stores.
* Variety: Access to a wide range of products and services from different sellers.
* Price Comparison: Easily compare prices and find the best deals.
* Accessibility: People with disabilities or those in remote areas can access products and services easily.
* Lower Costs: Often, online prices are lower due to reduced overhead costs for businesses.

**5. Steps to Use Amazon:**

* Create an Account: Visit the Amazon website and sign up for an account by providing necessary details like name, email, and address.
* Browse Products: Use the search bar or browse through categories to find the products you want to buy.
* Add to Cart: Once you find a product you like, click on it to view details and then click "Add to Cart" to put it in your shopping cart.
* Checkout: Go to your shopping cart, review the items, and proceed to checkout.
* Payment: Choose your preferred payment method (credit/debit card, net banking, etc.) and enter the necessary details.
* Place Order: Review your order and click "Place Order" to finalize the purchase.
* Track Order: After placing your order, you can track its status through your Amazon account.
* Delivery: Wait for your order to be delivered to your doorstep.

**Conclusion:**

* E-commerce has transformed the way we shop, offering convenience, variety, and accessibility like never before. Understanding how to use platforms like Amazon opens up a world of possibilities for consumers in the digital age.

**Chapter-2.**