E-Commerce

Electronic commerce or e-commerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

E-commerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future, the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.

Carrying out these transactions electronically provides vast competitive advantages over traditional methods. When implemented properly, e-commerce is often faster, cheaper and more convenient than the traditional methods of bartering goods and services.

E-commerce businesses may also employ some or all of the followings:

* Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chat bots, and voice assistants.
* Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales.
* Business-to-business buying and selling.
* Gathering and using demographic data through web contacts and social media.
* Business-to-business (B2B) electronic data interchange.
* Marketing to prospective and established customers by e-mail or fax (for example, with newsletters).
* Engaging in retail for launching new products and services.
* Online financial exchanges for currency exchanges or trading purposes.

# Types of E-commerce:

## Business-to-Business (B2B)

Business-to-Business (B2B) e-commerce encompasses all electronic transactions of goods or services conducted between companies. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce.

## Business-to-Consumer (B2C)

The Business-to-Consumer type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates. These types of relationships can be easier and more dynamic, but also more sporadic or discontinued.

This type of commerce has developed greatly, due to the advent of the web, and there are already many virtual stores and malls on the Internet, which sell all kinds of consumer goods, such as computers, software, books, shoes, cars, food, financial products, digital publications, etc.

## Consumer-to-Consumer (C2C)

Consumer-to-Consumer (C2C) type e-commerce encompasses all electronic transactions of goods or services conducted between consumers. Generally, these transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out.

## Consumer-to-Business (C2B)

In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowdsourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products.

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## Business-to-Administration (B2A)

This part of e-commerce encompasses all transactions conducted online between companies and public administration. This is an area that involves a large amount and a variety of services, particularly in areas such as fiscal, social security, employment, legal documents and registers, etc. These types of services have increased considerably in recent years with investments made in e-government.

## Consumer-to-Administration (C2A)

The Consumer-to-Administration model encompasses all electronic transactions conducted between individuals and public administration. Examples of applications include:

* Education – disseminating information, distance learning, etc.
* Social Security – through the distribution of information, making payments, etc.
* Taxes – filing tax returns, payments, etc.
* Health – appointments, information about illnesses, payment of health services, etc.

Both models involving Public Administration (B2A and C2A) are strongly associated to the idea of efficiency and easy usability of the services provided to citizens by the government, with the support of information and communication technologies.

# Advantages of E-commerce

* Faster buying/selling procedure, as well as easy to find products.
* Buying or selling can be done 24\*7\*365.
* More reach to customers, there is no theoretical geographic limitations.
* Low operational costs and better quality of services.
* No need of physical company set-ups.
* Easy to start and manage a business.
* Customers can easily select products from different providers without moving around physically.
* Products and services are easy to find.
* Doesn’t require much (if at all) physical space.

# Disadvantages of E-commerce

* Any one, good or bad, can easily start a business. And there are many bad sites which eat up customers’ money.
* There is no guarantee of product quality.
* Mechanical failures can cause unpredictable effects on the total processes.
* As there is minimum chance of direct customer to company interactions, customer loyalty is always on a check.
* There are many hackers who look for opportunities, and thus an ecommerce site, service, payment gateways, all are always prone to attack.
* Sometimes, it becomes difficult to integrate an e-commerce software or website with existing applications or databases.
* Internet access is still not cheaper and is inconvenient to use for many potential customers, for example, those living in remote villages.
* In many countries, network bandwidth might cause an issue.
* The software development industry is still evolving and keeps changing rapidly.

# Major E-commerce Companies in India

1. Amazon <https://www.amazon.in/>
2. Flipkart <https://www.flipkart.com/>
3. EBay <https://www.ebay.in/>
4. Myntra <https://myntra.com>
5. SnapDeal <https://www.snapdeal.com/>
6. ShopClues <https://www.shopclues.com/>
7. Jabong <https://www.jabong.com/>
8. PayTM Mall <https://www.paytmmall.com/>
9. OLX <https://www.olx.in/>
10. Naaptol <https://www.naaptol.com/>

# Placing and Cancelling an Order

## Placing an Order

1. Open [amazon.in](https://www.amazon.in/) in your browser and you will see the homepage. Search a product according to your requirements in the search bar located at the top of the webpage. Choose the product, its color and its variants you want to buy, click on more details to navigate to the product’s details page. Press the ‘Buy Now’ button located on the left side.
2. You will then be directed to the webpage where you need to enter your delivery address and your contact details or you can choose from your saved addresses for faster processing. Click on ‘Deliver to this address’ to continue.
3. Then, you’ll be directed to the payment options page. Here you can choose your preferred mode of payment. After entering your card details (when using debit or credit cards) or selecting Pay on Delivery, click on ‘Continue’ to proceed.
4. You will now be asked to review your order, payment details and delivery details for any discrepancies. If there are none, click on ‘Place your Order’.
5. You will then be shown the confirmation message of your order and estimated delivery date. You may continue shopping if you want to.

## Cancelling an Order

1. To cancel an order, open [amazon.in](https://www.amazon.in/), navigate to Your Orders from the homepage. Select the product whose order you want to cancel.
2. You will now be shown the details of the product you want to cancel and asked to state the reason for order cancellation (which is optional, you may or may not state the reason). Check the order of the product you want to cancel and click on ‘Cancel checked items’
3. You will now be shown a confirmation that your order has been cancelled.