What is E - Commerce ?

E - Commerce includes all buying and selling of goods online. Such buying and selling of goods may occur between 2 businesses (B2B) or between a business and a Consumer (B2C).

Why is E - Commerce so successful ?

It allows consumers to order a very wide variety of products from home and have them delivered to their doorstep.

Current E-Commerce Trends:
- Most E-Commerce transactions occur on mobile devices.
- Accounted for 57% of retail sales in 2024.
- 57% of ecommerce customers prefer engaging through digital channels.
- 2.7 billion digital shoppers globally.

Advantages of E - Commerce For Customers:
- Customers can shop anytime and from anywhere.
- All purchased goods are delivered home.
- A wider range of product availability, i.e., product availability not constrained by geographical factors.
- Use of customer reviews to rate product quality (***Note that reviews can be faked.***)

E - Commerce Customer Pain Points:
- Inability to check products by hand.
- Difficult to determine authenticity of product.
- No personalised shopping experience (***Can be partially solved by AI Chatbot.***)

Recent Changes in E-Commerce:
- GenAI being used to write product descriptions, create entire websites.
- Chatbots help personalise customers' shopping experience.
- E - Commerce businesses put out ads in social media, on messaging apps, etc.
- An **omnichannel experience** is needed (i.e., products and the brand need to be marketed effectively on all these channels such that the customer gets a good CX no matter where they encounter your brand.
- 53% of customers expect their needs to be anticipated, 81% want faster service and 73% want more personalisation.

Different E - Commerce Channels:
- *Mobile Commerce*: E - Commerce on smartphones. These E - Commerce customers want to add a product to a cart, check it out and buy it.
- *Social Commerce*: Here, customers discover a product while browsing through their social media feeds and buy directly through a Social Media platform through shoppable content.
- *E - Commerce Website*: Used on laptops and desktops.

Elements That Make E - Commerce Work:
- *Site Content*: All the content on an E-Commerce site such as images, product descriptions, product pages, etc. must entice customers to use the site and also to buy products and develop a relationship with the brand.
- *Site Navigation*: The user journey of browsing, selecting and buying a product from a site must be as intuitive and effortless as possible. The customer shouldn't need any external help in doing this.
- *Payment*: The payment process must be reasonably fast and highly secure.

E - Commerce Models:
- *Business-to-Business (B2C)*: Selling goods directly to a consumer.
- *Business-to-Business (B2B)*: Sell goods to another business.

Key Questions:
- What is our product ?
- What pain points of customers are we solving?
- Reason behind Pain Points
- Who are our customers?
- Business Model