

GOVERNMENT COLLEGE FOR GIRLS

Topic -

Introduction to E-commerce

Presented by:-

Mrs. Mamta Rani (Computer)

**(PG Department of Computer
Science and Application)**



Topics:-

- **Meaning and Definition of E-Commerce**
- **History and origin of E-Commerce**
- **Emergence of internet**
- **Transition of E- Commerce in India**
- **Traditional commerce V/S E- Commerce**
- **Factors Contributing in the growth of E- Commerce**
- **Challenges of E- Commerce in India**
- **Suggestions to face these challenges**
- **Scope of E-Commerce**
- **Advantages of E-Commerce**
- **Disadvantages of E-Commerce**
- **Conclusion**

MEANING AND DEFINITION OF E-COMMERCE

Meaning -: Electronic commerce (e-commerce) refers to companies and individuals that buy and sell goods and services over the internet. E-commerce operates in different types of market segments and can be conducted over computers, tablets, smartphones, and other smart devices. Nearly every imaginable product and service is available through e-commerce transactions, including books, music, plane tickets, and financial services such as stock investing and online banking



Ecommerce
[ˈe kə-(,)mɑːs]

Companies and individuals that buy and sell goods and services over the Internet.

 Investopedia

DEFINITION OF E-COMMERCE

Perspective	Definition of e-commerce
Communication perspective	E-commerce is a flow of information, payments, products and services over different electronic channels
Business perspective	E-commerce uses technology in order to automate business transactions
Service perspective	E-commerce is a tool for customers and managers of the company which is used to reduce costs, improve quality and cut the delivery time
Online perspective	E-commerce is an atmosphere of products, services and information available online

Source: [7]

HISTORY AND ORIGIN OF E-COMMERCE

Commerce actually goes back to the 1960s when companies used an electronic system called the Electronic Data Interchange to facilitate the transfer of documents. It wasn't until 1994 that the very first transaction. Took place. This involved the sale of a CD between friends through an online retail website called Net Market.

1979: Michael Aldrich invents electronic Commerce

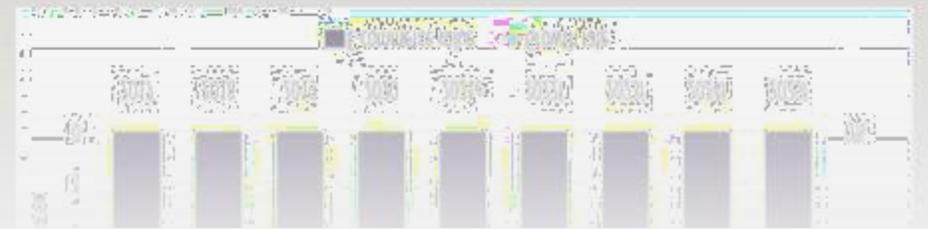
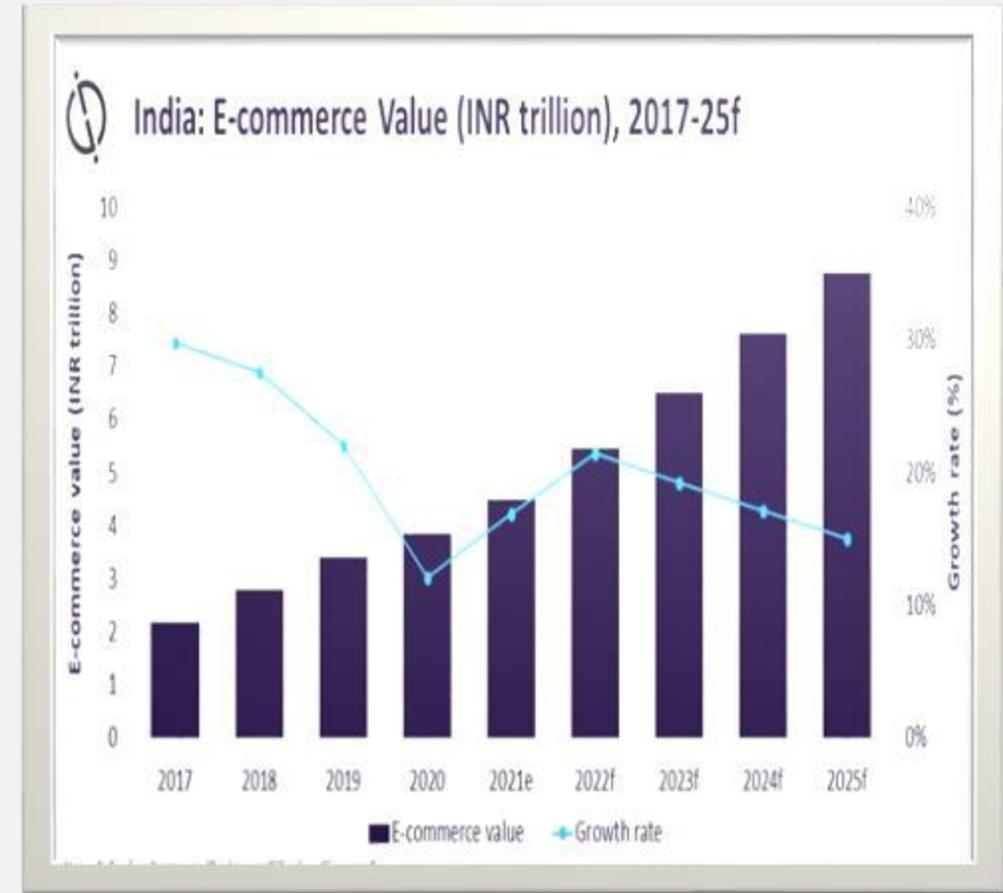
EMERGENCE OF INTERNET

With the wide adoption of the Internet and the introduction of the World Wide Web in 1991 and of the first browser for accessing it in 1993, most e-commerce shifted to the Internet. More recently, with the global spread of smartphones and the accessibility of fast broadband connections to the Internet, much e-commerce moved to mobile devices, which also included tablets, laptops, and wearable products such as watches.



TRANSITION OF E-COMMERCE

E-commerce evolved in India in the late 1990s. The opportunities that were evidenced through the Internet were taken over positively by the business community. The first emergence though benefitted many but the majority could not reap the benefits and had to shut down. The dot-com burst further created the doubts of survival of E-Commerce but today the growth of E-Commerce not only shows that it is alive but a massive growth in this trend can also be shown.



Key Elements	Traditional commerce	E-commerce
Value Creation	Product/Service	Information
Strategy	Classical	Sense and respond Simple rules
Competitive edge	Quality/Cost	Speed
Competitive force	Power of suppliers Product substitution	Low barriers of entry Power of customers
Resource focus	Supply side	Demand side
Customer interface	Face-to-face	Screen-to-face
Communication	Personal	Technology-mediated channels
Accessibility	Limited time	24 x 7
Customer interaction	Seller influenced	Self-service
Consumer behavior	Standardization Mass/one-way marketing	Personalization One-to-one marketing
Promotion	Merchandising	Word of mouth
Product	Perishables, feel & touch	Commodity

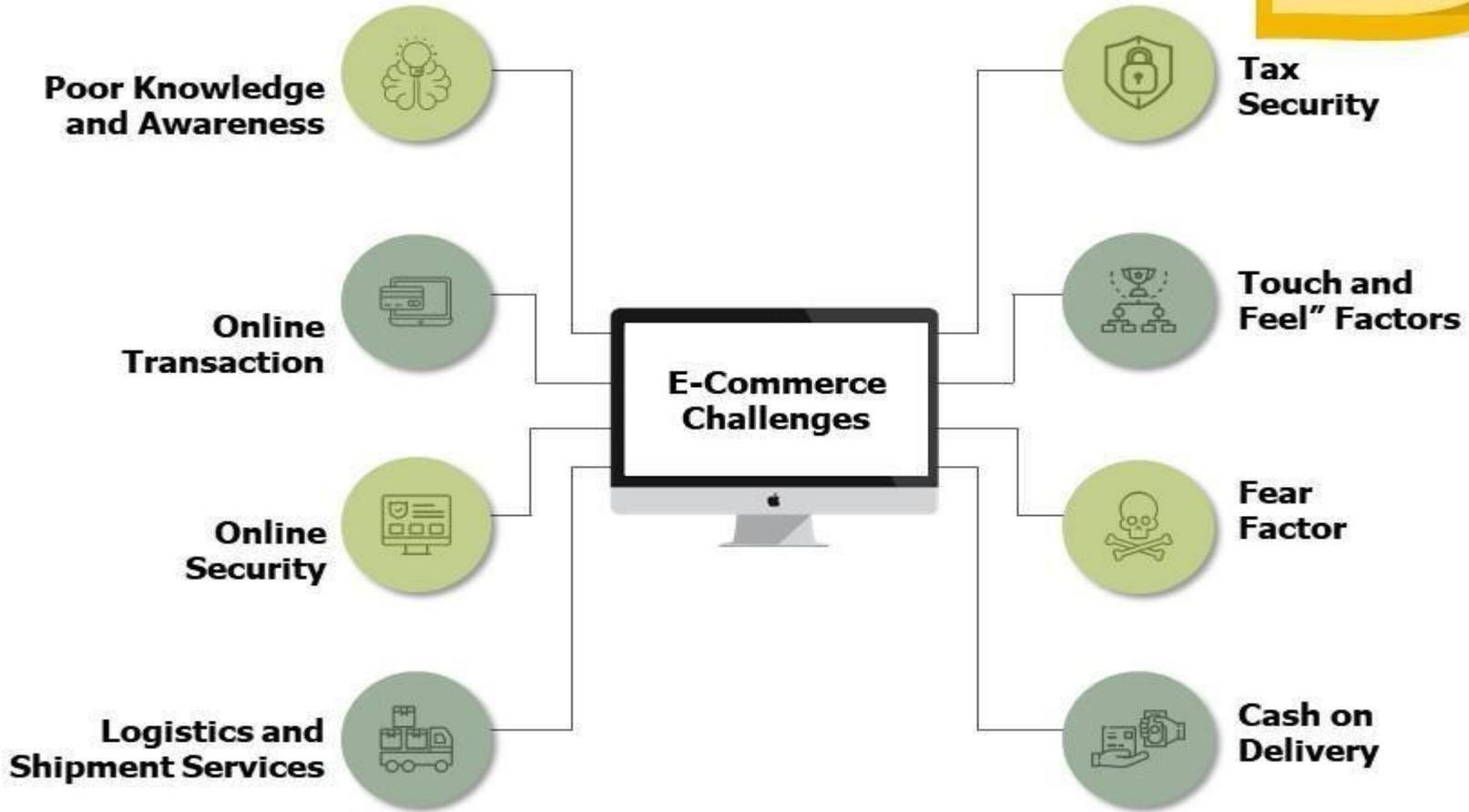
difference
between
traditional
commerce
v/s E-
commerce

FACTORS CONTRIBUTING IN GROWTH OF E-COMMERCE IN INDIA



Ecommerce Challenges

This slide depicts the various challenges that are faced by ecommerce industries worldwide.



CHALLENGE

Suggestion to overcome the challenges.

- The E-commerce sites should be advertised more in order to attract customers.
- E-commerce sites should be end to end encrypted.
- Organizations should reduce the gap between placing the order and delivery of the product .
- Development of system which allows easy transfer of data and its updation.
- The experience of touch - feel Factor should be provided.

The Biggest Problems To Overcome When Selling Online



Onboarding

Name, Address, PAN, Brand Authorization Letter - Have same name on all



Product Images

Upload HD Images with white background



Pricing Products

Stay Competitive to Win BuyBox



Inventory

Monitor & Update quantity when required



Discounts

Offer Money off, Free Delivery, Cashback, Lightning Deals



Reviews & Ratings

Monitor and Respond Smartly to Reviews



Returns

Ensure Quality Checks. Insure premium products



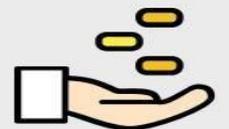
Advertise

Advertise your products on Marketplaces for better visibility



Payments

Reconcile payments & Ask for Claims



Examples of E-Commerce



SCOPE OF E-COMMERCE

- Selling can be focussed to the global customer
- Pre-sales, subcontracts, supply
- Financing and insurance
- Commercial transactions: ordering, delivery, payment
- Product service and maintenance
- Co-operative product development
- Distributed co-operative working
- Use of public and private services
- Business-to-administrations (e.g. customs, etc)
- Transport and logistics
- Public procurement
- Automatic trading of digital goods
- Accounting
- Dispute resolution

Advantages of e-Commerce



1

Increased Reach

eCommerce allow for increased customer reach, as businesses can sell to customers anywhere in the world.

2

More Flexibility

eCommerce offers greater flexibility and scalability, as businesses can easily grow without the need for additional physical locations.

3

Round the Clock Operations

eCommerce allows for 24/7 sales and operations, and customers can purchase at their convenience.

4

Better Decision Making

With eCommerce businesses can easily analyze their sales and marketing data, which will help them to make informed decisions.

Disadvantages of e-Commerce



1

Potential security threats

Online stores need security, just like physical stores.

2

Highly Competitive Industry

Both small businesses and established brands are on the same playing field.

3

Shipping logistics

Your goods must reach your customers on time and in perfect condition.

4

Downtime Means Losing Customers

Downtime affect customer trust and disrupt business, affecting profits.

Tangible and intangible benefits

Tangible benefits	Intangible benefits
<ul style="list-style-type: none">• Increased sales from new sales leads giving rise to increased revenue from:<ul style="list-style-type: none">- new customers, new markets- existing customers (repeat-selling)- existing customers (cross-selling).• Marketing cost reductions from:<ul style="list-style-type: none">- reduced time in customer service- online sales- reduced printing and distribution costs of marketing communications.• Supply-chain cost reductions from:<ul style="list-style-type: none">- reduced levels of inventory- increased competition from suppliers- shorter cycle time in ordering.• Administrative cost reductions from more efficient routine business processes such as recruitment, invoice payment and holiday authorization.	<ul style="list-style-type: none">• Corporate image communication• Enhancement of brand• More rapid, more responsive marketing communications including PR• Faster product development lifecycle enabling faster response to market needs• Improved customer service• Learning for the future• Meeting customer expectations to have a web site• Identifying new partners, supporting existing partners better• Better management of marketing information and customer information• Feedback from customers on products

Conclusion

Traffic generation is a continuous struggle for most *eCommerce websites* and online stores. You cannot simply rely on SEO, sit back and relax. You need to consistently create high quality content around the core products in your store to attract new visitors, convert them into email subscribers and then eventually into paid customers. A traffic generation strategy built around high quality content is much more dependable and offers long term returns.

