

E-commerce

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- **E-Commerce:** conducting business through the use of networks or the Internet
- Purchase products online
- Use shopping portals to compare prices and products



Types of E-Commerce



- **Business-to-business (B2B) e-commerce**
 - business providing supplies to other businesses via the Internet
 - Ex: Intel selling microprocessors to Dell
- **Business-to-consumer (B2C) e-commerce**
 - a concept of online marketing and distribution of products and services over the Internet.
 - Ex: shopping online
- **Consumer-to-consumer (C2C) e-commerce**
 - Refers to the exchange of business between individuals
 - Ex: Amazon, eBay

Advantages



- 24/7 Access
 - online businesses never sleep compared to conventional businesses
 - goods and services can be accessed anytime
- Global marketplace
 - shop anywhere in the world
 - a wide selection of products and services to consumers
- Lower cost of advertising
 - Internet ads cost relatively less than advertising on print or TV media
- Low start-up cost
- Secure payment systems

Disadvantages



- Lack of personal examination of products
- Hardware and software
- Maintenance of website
- Training
- Security risk