Shikshan Prasarak Mandal's Gopal Krishna Gokhale College,Kolhapur

Commerce Department

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Sub: E – Commerce

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COMMERCE

- Commerce is a division of trade or production which deals with the exchange of goods and services form producers to final customers.

E-COMMERCE

➤It is commonly known as electronic marketing.

➤It consists of buying and selling goods and services over an electronic system such as the internet.

➤E-commerce is the purchasing ,selling , and exchanging goods and services over computer networks or internet through which transactions or terms of sale are performed electronically.

The process of E-commerce

- A consumer uses web browser to connect to the home page of a merchant's web site on the internet.

- The consumer browses the catalog of products featured on the site and selects items to purchase. The selected items are placed in the electronic equivalent of a shopping cart.

- When the consumer is ready to complete the purchase of selected items, he provides a bill –to and ship –to address for purchase and delivery

- When the credit card number is validated and the order is completed at the commerce server site, the merchant's site displays a receipt confirming the customers purchase.

- The commerce server site then forwards the order to processing Networks for payments processing and fulfilment.

The process of E-commerce
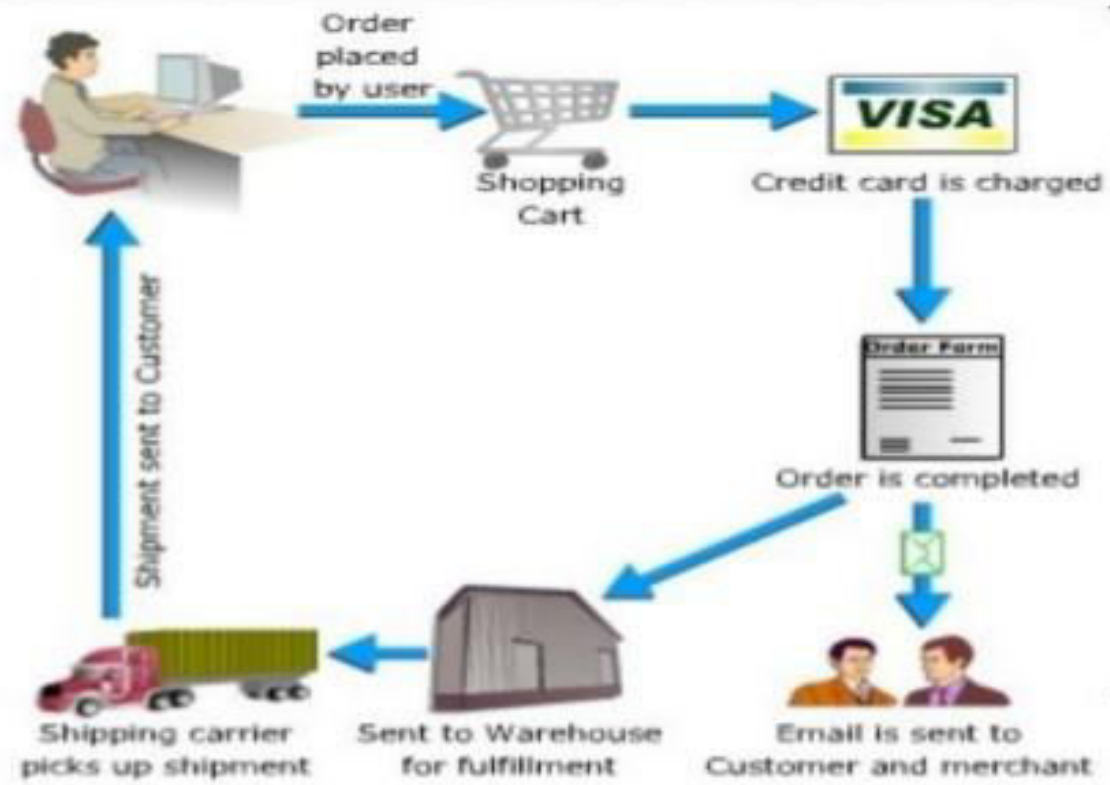
Types of E-Commerce

Different types of e-commerce

➡ **Business-to-business(B2B)**

➡ **Business-to-Consumer(B2C)**

➡ **Business-to-government(B2G)**

➡ **Consumer-to-Consumer(C2C)**

➡ **Consumers-to-Business(B2C)**

➡ **Government-to-Consumer(G2C)**
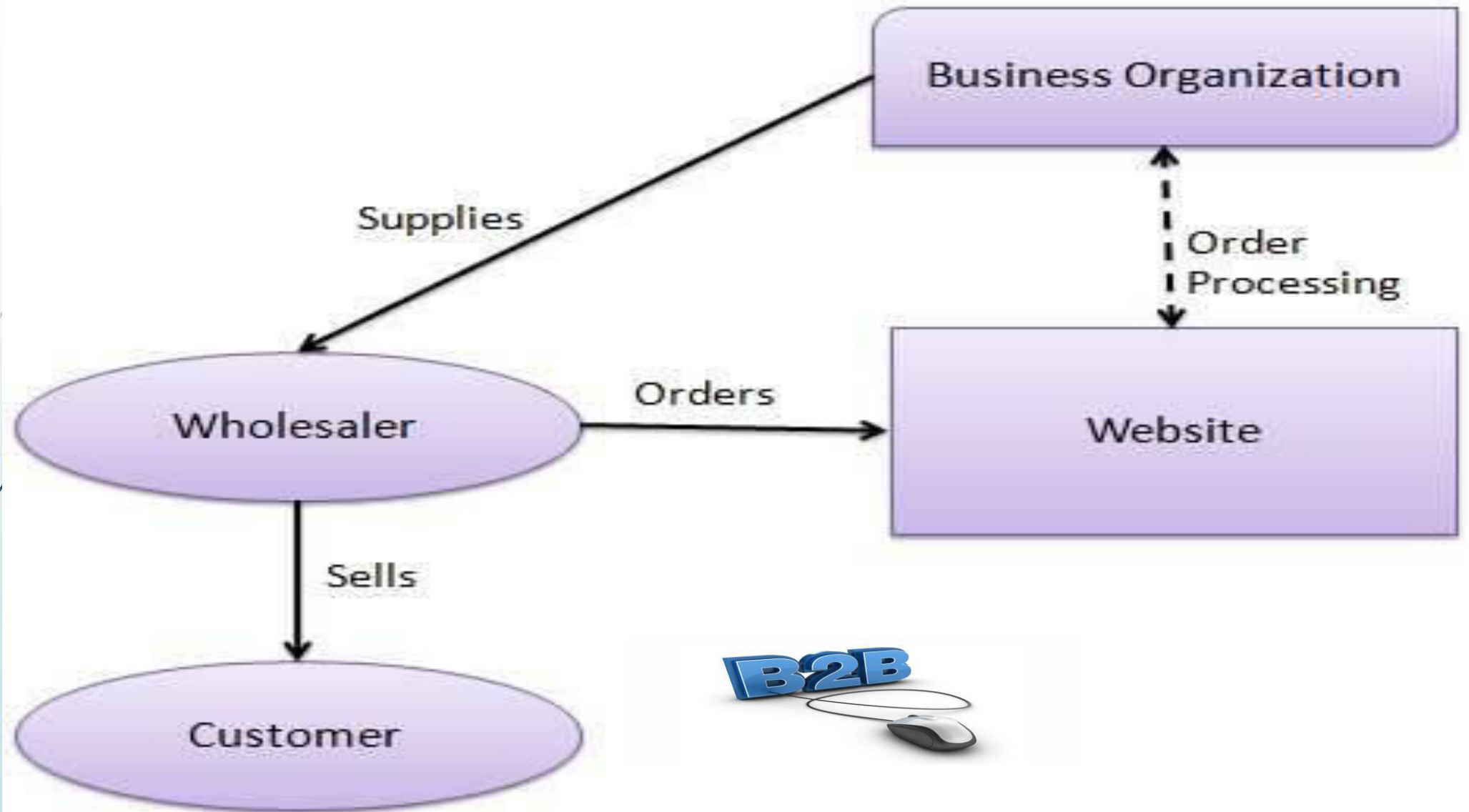
➡ **Government-to-business(G2B)**

What is B2B E-Commerce?

➡ **B2B e-commerce is simply defined as ecommerce between companies. About 80% of ecommerce is of this type.**

Examples:

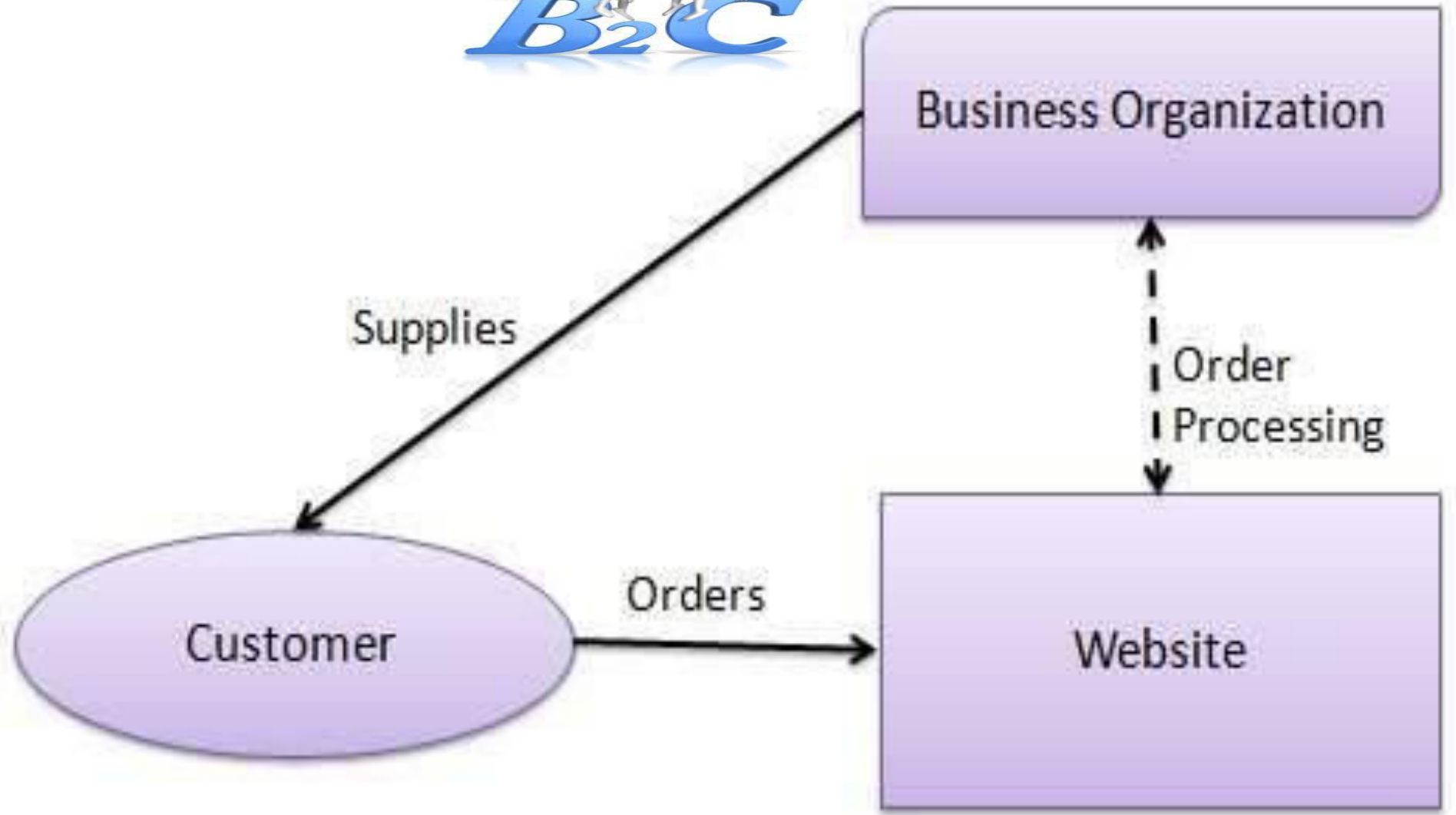➡ **Intel selling microprocessor to Dell**

What is B2C E-Commerce?

➡ **Business to consumer ecommerce or commerce between companies and consumers, involves customers gathering information; purchasing physical goods or receiving products over an electronic networks.**

Examples:

➡ **Dell selling me a laptop**

➡ **Amazon.com , Flipcart.com**

What is B2G E-Commerce?

➦ **Business to government ecommerce or B2G is generally defined as commerce between companies and the public sector. It refers to the use of the internet for public procurement, Licensing procedures, and other government related operation.**

Examples:

➦ **Business pay taxes, file reports, or sell goods and services to Gov.agencies.**
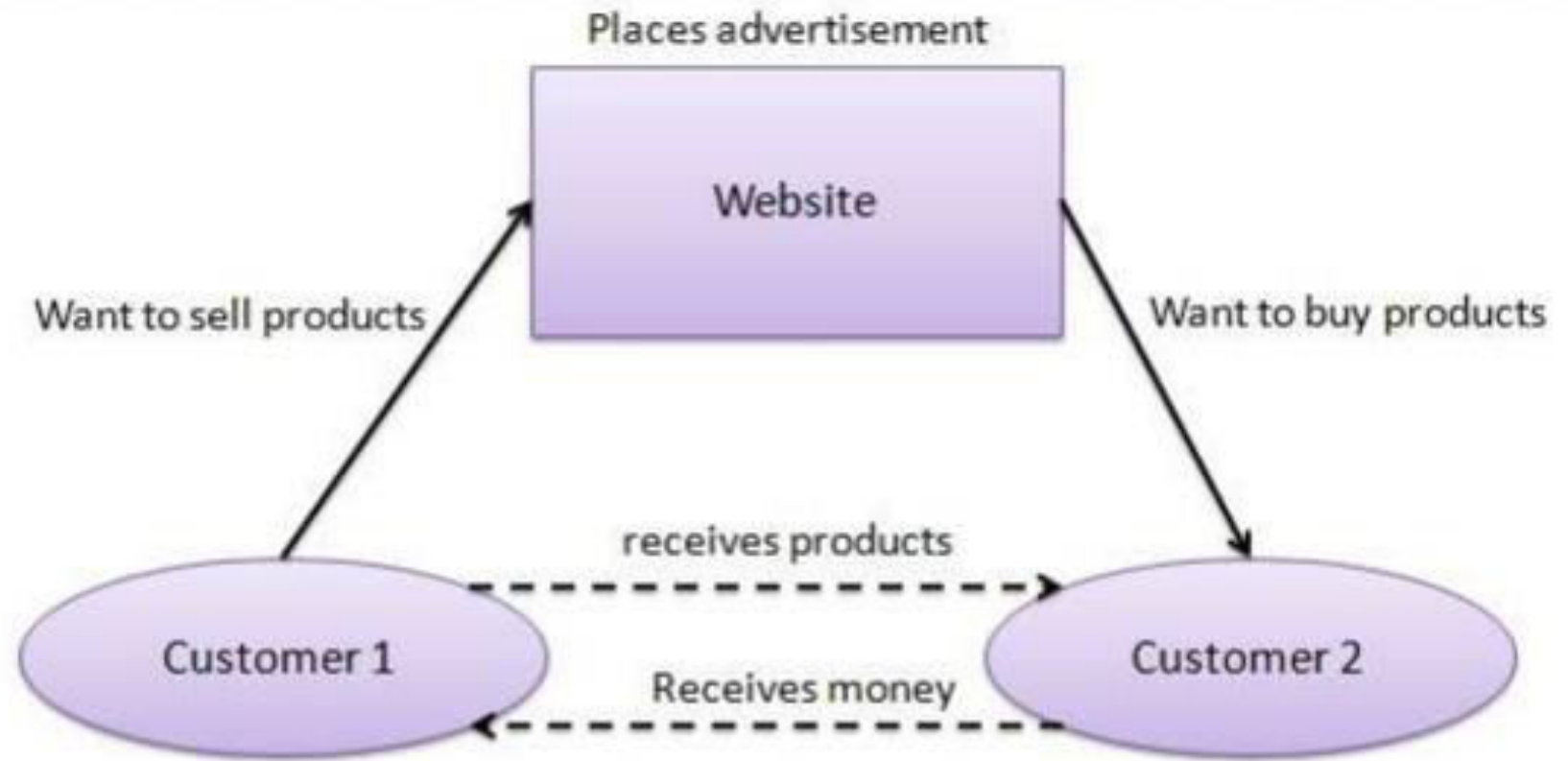
B2G E-commerce
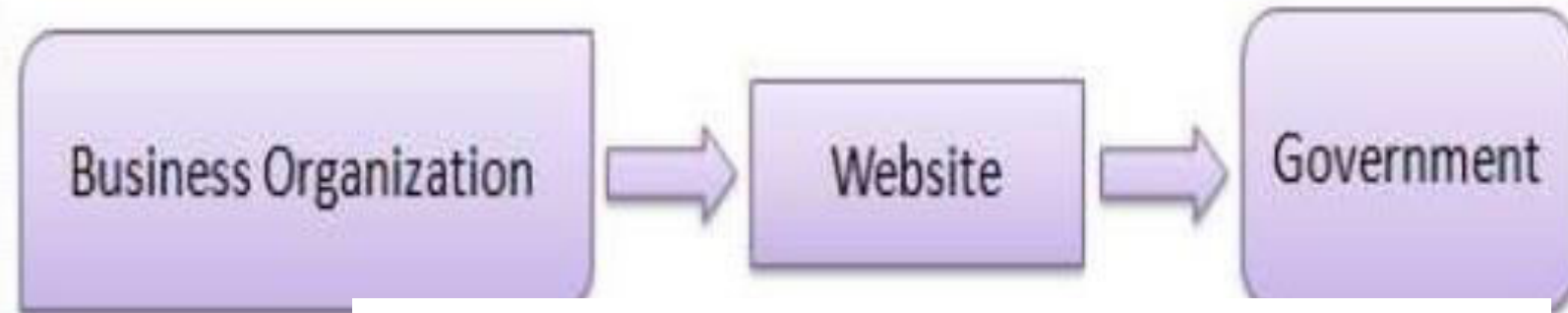
What is C2C E-Commerce?

➡ **Consumers to consumer's e-commerce or C2C are simply commerce between private individuals or consumers.**

Examples:

➡ **Mary buying an iPod from Tom on eBay**

➡ **Me selling a car to my neighbor.**

➡ **OLX, eBay.**

C2C E-commerce

Places advertisement

Website

Want to sell products

Want to buy products

receives products

Customer 1
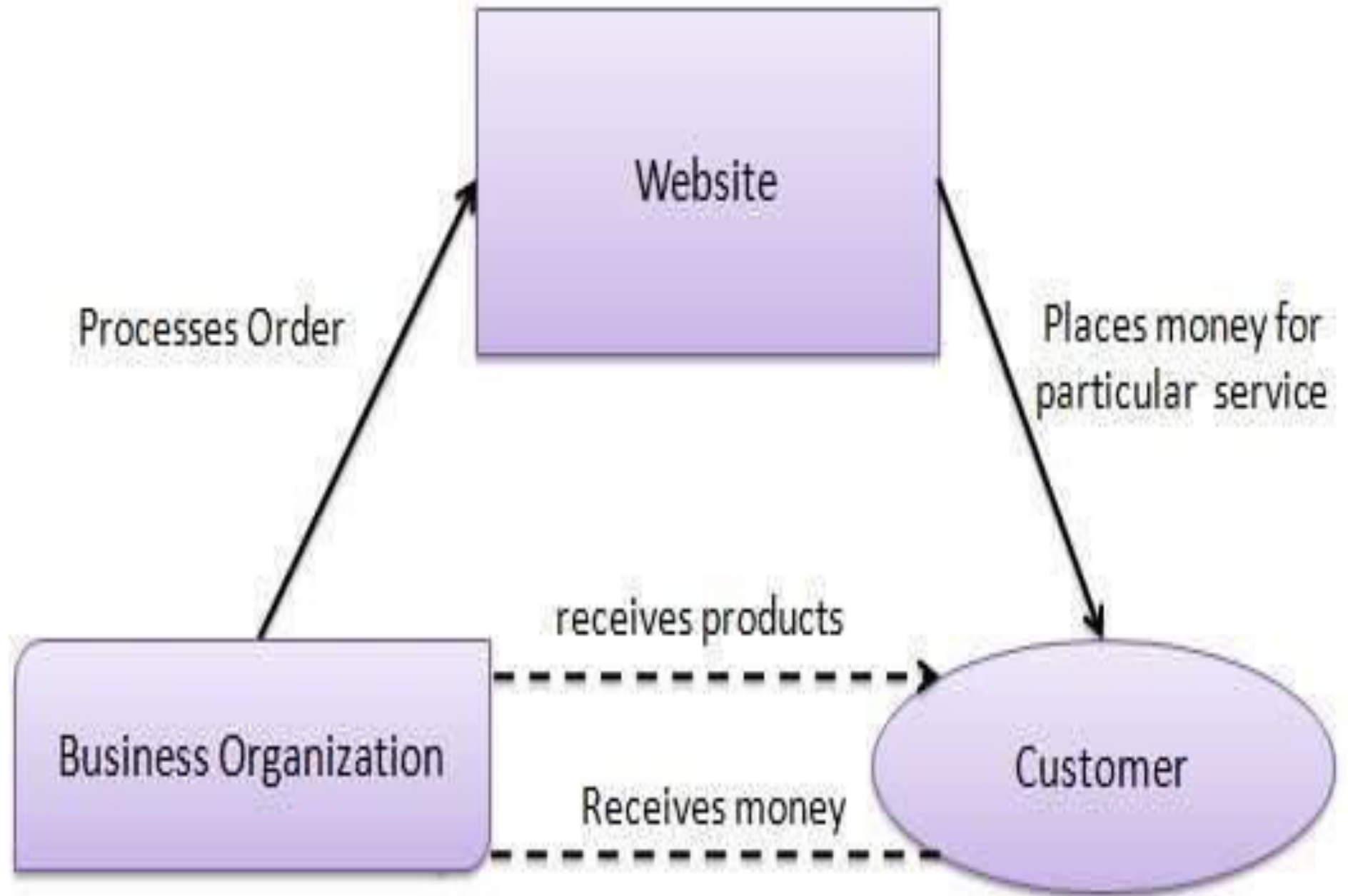
Receives money

Customer 2

C2C

What is C2B E-Commerce?

- In this model customers posts his project with a set budget online, companies review the customers requirements and bid out projects

➡ Examples:

Online trading ,freelancing with website

What is G2C E-Commerce?

➥ **This model is also part of e-governance.**

➥ **The objectives of this model are to provide good and effective services to each citizen.**

➥ **The government provides the following facilities to the citizens through website.**

➥ **Information of all government departments**

➥ **Different welfare schemes**

➥ **Different application forms to be use by citizens.**
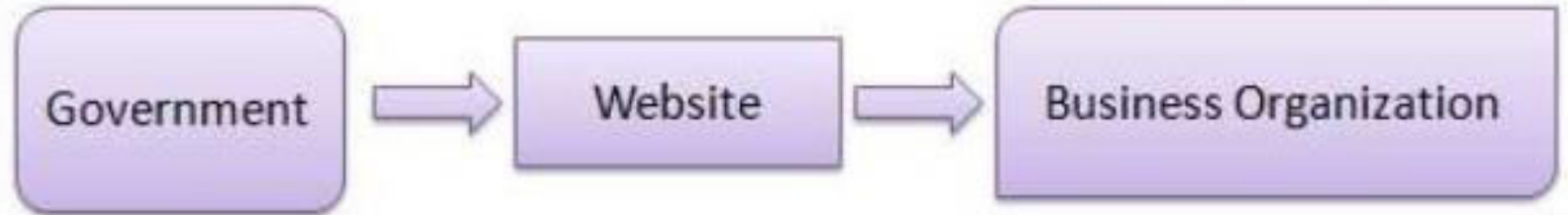
G2C E-commerce

Government → Website → Citizen

What is G2B E-Commerce?

- Government to business (G2B) is a business model that refers to government providing services or information to business organization.

- Government uses B2G model website to approach business organizations. Such website support auctions, tenders and application submission functionalities.

G2B e-commerce

Government ⟶ Website ⟶ Business Organization

Advantages of E-Commerce

➡ **Faster buying/selling procedure, as well as easy to find products.**

➡ **Buying/selling 24/7.**

➡ **More reach to customers, there is no theoretical geographic limitations.**

➡ **Low operational costs and better quality of services.**

➡ **Customers can easily select products from different provides without moving around physically**.

Disdvantages of E-Commerce

➥ **Unable to examine products personally.**

➥ **Not everyone is connected to the Internet.**

➥ **There is the possibility of credit number theft.**

➥ **Mechanical failures can cause unpredictable effects on the total processes.**

Thank You