

NAME : A. DURGA

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GROUP : III B.COM(CA)

ROLL NO : 1

SEMINAR : 1

TOPIC : -

FEATURES, BENEFITS
AND INFLUENCING
FACTORS OF SUCCESSFUL
E-COMMERCE



* E-COMMERCE *

DEFINITION OF E-COMMERCE :-

E-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods and ~~cor~~ services using the internet, and the transfer of money and data to execute these transactions.

E-commerce uses electronic channels to connect buyers and sellers. It works like a physical store - customers visit your e-commerce store and browse your products and make a purchase. However, e-commerce involves back-and-forth communication between your website and its server host.

E-commerce can be conducted ^{through} websites, mobile apps, or online marketplace. It's a thriving industry can be profitable for businesses, and it's driven by technological advances.

The first legal online transaction was in 1994, when one person sold a CD to another. Amazon and eBay launched a year later, and paypal followed in 1988.

"MICHAEL AIDRICH" Invents electronic shopping and makes the first electronic transaction. [1979]

1982:- world's first ecommerce company, Boston computer Exchange, is started.

1991:- The world wide web is invented.

1992:- first ecommerce website - an online Bookstore - Bookstacks unlimited is launched.



* CHALLENGES :-

E-commerce businesses can face challenges such as website crashes, security breaches, and also stiff competition.

E-commerce, or electronic commerce, is the buying and selling of goods and services online. It includes a wide range of activities, such as:-

- * Buying shoes from an online retailer
- * paying for a concert ticket online
- * using a sharing Economy platform to buy a ride
- * Engaging with social commerce on a social media site.



* FEATURES OF E-COMMERCE :-

- * ubiquity — anywhere
- * Global Reach — national boundaries
- * universal standards
- * Interactivity
- * Information Destiny
- * customization

* UBIQUITY :-

- * Internet/web tech is available Everywhere
- * Market place can be created so shopping can happen Everywhere/Anywhere.

* GLOBAL REACH :-

Tech reaches across national boundaries which makes marketplace potentially billion.

* UNIVERSAL STANDARDS :-

universal standards means the standards that are shared by all nations around the world. For example, eBay website has the universal standard that can share by all nations which have this website.

* INTERACTIVITY :-

* The tech works through interaction with the user.

* Interactivity occurs when the brand and product interact with a user before he or she even becomes a customer, creating a uniquely tailored social experience.

* INFORMATION DESTINY :-

The internet vastly increases information destiny. It is the total amount and quality of information available to all market participants, consumers and merchants. E-commerce technologies reduce information collection, storage, communication and processing cost.

* CUSTOMIZATION :-

The tech that allows personalized marketing messages to be delivered to individuals as well as groups.

- Successful Ecommerce will become the nation which will be inseparable from the web because e-shopping is becoming more and more popular and natural.

* ADVANTAGES OF E-COMMERCE :-

* FASTER BUYING PROCESS :-

customers can spend less time shopping for what they want. They can easily browse through many items at a time and buy what they like. when online, customers can find items that are available in physical stores far away from them or not found in their locality.

* FLEXIBILITY FOR CUSTOMERS :-

An important advantage of e-commerce to business is that sellers can provide flexibility to customers. one highlight is that the product and services are ready 24x7. The result is that seller can offer his item any place, any time.



* SEVERAL PAYMENT MODES :-

Buyers like personalisation - the same goes for paying for their orders. Ecommerce marketplaces permit multiple payment modes that include UPI, cash on delivery, card on delivery, net banking, EMIs on credit or debit card and pay-later credit facility.



* PRODUCT INFORMATION :-

If you're purchasing a product online, you can take a look at reviews from previous customers, check out similar products on other websites to see if there are cheaper options, and read the product description and any warranty information.

* ENJOY SIMPLICITY AND COMFORT :-

customers can buy any product from any e-commerce in the world without having to leave their workplace or home. Due to bad weather, Economic and health situations, or any other reason, many people cannot go shopping. A great showcase is a covid19 pandemic when brick-and-mortar stores were closed for months.

E-commerce is convenient for buying goods or services without creating physical limitations. It requires just a few clicks from the comfort of your home to gain the merchandise.

There is also no need for cash. you may simply fill in credit or debit card details and make an immediate payment.



* Influencing factors of Successful E-commerce.



- * Website ✓
- * Merchant Account ✓
- * Shopping cart & Secure Server ✓
- * payment Gateway ✓
- * pricing ✓
- * user friendliness ✓
- * product line
- * Quickness ✓
- * exhibit information clearly ✓

9/9/24

Ans
2.30 to 3

TOPIC: E-Commerce Benefits &
Features @
by: A. Durga Bhavani

S.NO	name of the student	signature
1	M. Saketh	M. Saketh
2	P. Veerababu	P. Veerababu
3	V. Chiru Sandeep	V. Chiru
4	T. vijay Kumar	T. vijay Kumar
5	A. Bapi Raju	A. Bapi Raju
6	P. B. V. N. S. S. Lakshmi Devi	P. B. V. N. S. S. Lakshmi
7	N. Naga Sai Lakshmi	N. N. S. Laxmi
8	S. Aruna Jyothi	S. Aruna
9	K. Naga Sai Satya Priya	K. Priya
10	B. Mary	B. Mary
11	M. Jyothirmai	M. Jyothirmai

~~11/9/24~~

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* Student Seminar *

Name :- A. Aurga
Bhavani

Group :- III B.com/CA

Date :- 09/09/2024

Hall ticket :- 220638200001
No

Topic :- Features,
Benefits and
Factors of E-commerce



* Student Seminar *

* Benefit of E-commerce :-

for Buying process
ability for us

Features of E-commerce

- * ubiquity → Everywhere and Anytime
- * Global Reach → National Boundaries
- * Interactivity → comments, Reviews etc.
- * Universal standards
- * customization →

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