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Basics of E-Commerce

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Abstract: *The current research aims to illustrate the e-commerce situation and analyse e-commerce trends. This research further explores the basic terminologies and types of e-commerce.*

E-commerce can work with computer networks. Anyone sitting in a chair and near a computer can access all Internet services to buy or sell goods.

Unlike traditional transactions that require people to exert effort and physical control, online shopping has made it easier for people to reduce physical activity and save time. E-commerce, which started in the early 1990s, is one of the most valuable thing in the world of Computers and internet.

I. INTRODUCTION

E-commerce is moving forward in modern business. This is a paradigm shift that affects both marketers and consumers. Instead, e-commerce is not just another way of improving existing business practices. This leads to a complete transformation in doing business in the traditional way.

E-commerce, which expects e-commerce sales to reach \$ 599.2 billion by 2024, has grown rapidly since its modest launch. With the outbreak of Covid-19 in March 2020 alone, e-commerce sales jumped 25 percent. The power of e-commerce should not be underestimated as it expands into everyday life and offers significant opportunities for small, medium and large businesses and online investors. You do not have to look far to see the potential of e-commerce businesses. For example, Amazon, which sets standards for consumer-oriented websites and slim distribution networks, sells 4,000 items per minute from SMBs alone.

II. TYPES OF ECOMMERCE BUSINESSES

A. Shops Selling Physical Goods

These are your regular online retailers. Clothing, furniture, appliances and equipment are examples of all physical things. Shopkeepers can purchase physical items through online stores by visiting store websites, adding items to their shopping cart, and making purchases.

B. Service Based E-tailers

In addition to products, services can also be purchased online. Every time you hire educators, part-timers and consultants through online sites, you do business with service-based e-tailers.

C. Digital Products

E-commerce transactions are done through the Internet, which is why in the world of e-commerce, products are commonly referred to as "electronic products". The term digital product refers to all objects in digital form, including e - forms, courses, online courses, software, graphics and virtual objects.

III. CLASSIFYING ECOMMERCE ACCORDING TO THE PARTIES INVOLVED

A. Business to Consumer (B2C)

As the name implies, the B2C e-commerce model represents a transaction between businesses and individuals. B2C e-commerce is the most common business model among physical and online retailers.

B. Business to Business (B2B)

Both parties to the B2B e-commerce model are businesses. In one such transaction, one business provides another products and / or services.

C. Consumer to Business (C2B)

The C2B business model represents a transaction in which individuals create value for businesses, while companies provide value in contrast to the traditional business-to-consumer model. Users provide companies with products and / or services, collaborate on projects, and ultimately help businesses increase their profits.

D. Consumer to Consumer (C2C)

C2C e-commerce occurs when both parties involved are customers who trade with each other. eBay and Craigslist are examples of online marketing centres where individuals buy and sell products to each other.

E. Government to Business (G2B)

G2B e-commerce models occur when government companies provide goods and services. Government procurement, data centers and e-learning are all examples of G2B e-commerce.

F. Business to Government (B2G)

The B2G model refers to companies and businesses that provide goods and services to the government. For example, OpenGov is a company that offers government cloud-based platforms for communication, reporting and budgeting.

G. Government to the Consumer (C2G)

Each time users request information about taxes, health insurance, electronic bills, or the public sector, they engage in C2G.

IV. TYPES OF INTERNET MARKETING

A. Search Engine Marketing (SEM)

The Internet has made it easier for consultants to reach large, targeted clients. Online marketing relies on a useful web that attracts visitors, provides useful resources and encourages them to contact a financial advisor. SEM is online marketing aimed at users of search engines such as Google, Yahoo and Bing. Search engine marketing or paid and organic search lists on SEMs list the total efforts to improve a website. SEM is the primary driver of business development and customer acquisition for many e-commerce stores. Search engine marketing (SEM) is a type of web marketing that involves improving websites, mainly through paid advertising, to increase visibility on search engine end pages (SRPs).

B. Email Marketing

Email marketing is a way to reach customers directly via email. Email marketing is a popular way to reach customers in businesses. Email marketing is the use of email to promote products and services. It helps to develop relationships with potential customers and clients. Email marketing is a branch of internet marketing. With the help of email, a company sells to a group and sends a business message. Generally, any email communication through email, business requests, sales or donation requests is considered email marketing, which helps build customer loyalty and trust in the identity of a product, company or brand. Email marketing is a great way to grow your business and stay in touch with your customers.

C. Social Media Marketing

Social media marketing is a form of internet marketing. It provides social media sites and websites and various social media networks to promote a product or service to achieve marketing communication and business goals. Social media marketing primarily includes activities for marketing purposes, including content, social sharing of videos and images, and paid media advertising. As the popularity of websites like Twitter, Facebook and YouTube increased, so did the use of SMS.

D. Blogging Marketing

The word blog is derived from a combination of web, post or blog. Blog is an informational website published on the World Wide Web. Blog marketing is the process of reaching the target market through the use of the blog. It is the promotion or promotion of a website, business, brand or product. Today, many business owners use a blogging site like WordPress. There are blog-based blogging sites like Blogger and WordPress.com to maintain the professional look that allows your unique product brand. Blogs are like updated news sites with new content.

E. Viral Marketing

The use of social networking services and other technologies to increase brand awareness of viral marketing or viral advertising or to achieve other duplication goals (such as product sales) through self-replicating viral processes. It refers to how consumers spread

information about their products on their social networks; Viral marketing is a marketing technique that encourages websites or users to deliver marketing messages to other sites or users, which rapidly improves the visibility and effectiveness of the message. Microsoft-owned Hotmail is a popular example of a successful viral marketing campaign that promotes the services and messages of its own advertisers in each user's email.

V. BENEFITS OF E-COMMERCE

The main advantage from a customer perspective is the significant increase, which saves time and facilitates access from anywhere in the world.

The customer can place a purchase order at any time.

The major benefits of e-commerce for users are:

Market Reduces the transaction cost of participating in a market exchange.

Comfort Increased Comfort - Transactions can be done 24 hours a day, without the need for physical interaction with the business organization.

VI. WHY E-COMMERCE?

With the increasing proliferation of ICTs, more precisely, the Internet and the global business community are rapidly moving towards business-to-business (B2B) e-commerce. When the Internet gives them access to the global market, buyers have a clear advantage so that they can compare prices across regions, find out if prices vary by order segmentation, and gain an understanding of alternative products.

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