

E-COMMERCE

(UNIT –I)

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E-COMMERCE

- **The buying and selling of goods and services, or the transmitting of funds or data, over an electronic network/internet.**
- **E-Commerce is a commercial transaction which is happened over the internet.**
- **Online stores like Amazon, Flip kart, Shopify, Myntra, EBay, Olx are examples of E-commerce websites.**

E-COMMERCE BUSINESS MODEL BASED ON RELATIONSHIP OF TRANSACTION PARTIES

- **B2C**
- **B2B**
- **C2B**
- **C2C**



THE B2B MODEL

- **Involves electronic transactions for ordering, purchasing, as well as other administrative task between business houses.**
- **It includes trading goods, such as business subscriptions, professional services, manufacturing, and wholesale dealings.**



THE C2C MODEL

- **Involves transaction between consumers**
- **A consumer sells directly to another consumer.**
- **OLX**
- **Websites that provide a consumer to advertise and sell their products online to another consumer.**



THE C2B MODEL

- **Involves a transaction that is conducted between a consumer and a business organization.**
- **It is similar to the B2C model, the difference is that in this case the consumer is the seller and the business organization is the buyer.**



ADVANTAGES

- **Faster Buying process**
- **Eliminates operating cost**
- **Personalize Shopping Experience**
- **Available 24*7**
- **Connects far and wide**
- **Detailed product information**
- **Retargets the customers**



DISADVANTAGES

- Lack of personal touch
- No guarantee about product quality
- Security issues
- Long delivery period
- Can not try before buying



Thank
you

