

Ecommerce: Introduction, types, need and features

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Abstract: From past to current , many things changed in the field of commerce. Initially, all the transactions were not online .Selling and buying of items was made with face to face interaction between seller and receiver. With the introduction of the technology, the field of commerce starts working via online. Ecommerce is same as traditional commerce only the difference is that all the transactions are done via online mode. Ecommerce made the process of buying and selling very convenient and quicker. Moreover, various kind of services are provided online or can be given online like selling a car ,buying a Smartphone. With ecommerce it also becomes easy to hire a employee or to be hired. In this way this technology is helpful for all type of people who want to sell any item or to purchase anything, anybody who want any particular service, anyone who want to deliver the service and so on. This research paper describes the various important aspects of ecommerce including the introduction, need, types ,working and so on.

Key Words: Commerce , Smartphone ,Technology, Aspects, Interaction

1. INTRODUCTION:

Commerce means transaction between two or more parties for buying or selling any item or delivering any service and taking any service.[1] This is the concept of commerce. When extra 'E' is added with commerce, then it becomes ecommerce. E means electronic and commerce includes the transfer of any service or transaction to be held between seller and receiver.[2] By combining both these words, it becomes ecommerce. Means to say that when the transaction between seller and buyer, is made via the electronic medium, the process is known as electronic commerce.[3] The electronic medium means Internet. Ecommerce made the process of purchasing and selling ,more easy and faster.[4] There is no face to face communication in ecommerce, but only the website and its software is used for handling all the orders placed by the customers.[5] Moreover , ecommerce available 24 hours unlike traditional commerce.

2. NEED:

Traditional commerce can't fulfill all needs that ecommerce can. Traditional commerce only works for limited hours in day, But ecommerce is available 24 hours. We want something, then we go to market to buy it but it is not sure that shop is open. On the other side ,if we consider the ecommerce, then the case is not same. We can buy any item that is needed even in the night or even when the shops are closed. That's why ecommerce is more convenient and easy way to fulfill our needs and helpful to make the shopping experience better. If we want to buy a mobile ,then we have to visit many shops for finding the desired model and phone's specifications including price which we want. In this way we waste so much energy and time for all of this. On the other hand side, if we use the ecommerce websites for this purpose, then it is easy to find out the phone with the desired specifications ,which we want. One can compare the price, specifications of any particular phone with other phones. Moreover, we want find the best deals available for buying the phone at low price. With this example, we can understand how helpful ecommerce is.

3. WORKING:

Ecommerce is same as traditional commerce, but the difference is that in traditional commerce ,interaction between seller and buyer is face to face. In case of ecommerce, for interaction between seller and buyer, website is used. Website that is used for interaction between seller and buyer, is known as ecommerce website. Order is placed by customer from ecommerce website, then item to be purchased is dispatched from warehouse. After few days, product is delivered to the customer. Various payment methods are used for completing the payment of the item to be purchased .Various payment methods available for payment. Some of these methods are cash on delivery, payment by internet banking or debit card, payment by any type of gift voucher if customer have and so on. Working of ecommerce website is illustrated in diagram given below:



Fig. 1: WORKING OF ECOMMERCE WEBSITE

4. **TYPES:** There are different types of ecommerce exist. Some types and their explanation of these is given below:-

- **Business-to-Business (B2B):** One company can transfer own services to other company or can take the services from another side. In this, two business parties or more involved..
- **Business-to-Consumer (B2C):** When services are provided from business party to several customers, then this type is known as business to consumer.
- **Consumer-to-Consumer (C2C):** When any product or service is sell and purchase or transfer between customers then this type is known as customer to customer..
- **Consumer-to-Business (C2B):** When any transaction is placed between customer and any business party , then this type is known as consumer to business..

5. **FEATURES:** Some Features of ecommerce are given below:-

- User can view the products and items from different angles due to interactivity that is provided by the ecommerce websites .
- Ecommerce websites provide the user friendly experience means user can easily find out the desired items that he/she want to buy with the specifications of any particular or similar items.
- Users can compare the price of any items with other items with the help of ecommerce websites. Moreover , one can compare the specifications of any item with other items.
- This type of system provide the various payment methods like cash on delivery, internet banking or debit card or completing the payment via any gift card coupon code.
- These websites are available for twenty four hours. So, users can access these websites for doing the shopping even in the midnight.
- One important feature of these websites is that there is no face to face interaction but software interface is used for this purpose.

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7. CONCLUSION:

The use of ecommerce websites is increasing day by day. There are many merits of modern electronic commerce over traditional commerce. But, there exist many users that believe that traditional commerce is better and reliable as compared to the modern electronic commerce. The use of ecommerce websites will increase more and more in future. But, there should be some improvement in terms of reliability and security related to payment and customer details.

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