

E-commerce : Types and Benefits

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Abstract

E-Commerce refers to on-line business through the internet e-commerce form of direct marketing. There is direct contact with customer through internet. It does not need physical location which saves the margins of intermediaries.

There are six basic types of e-commerce

Business to Business	(B 2 B)
Business to Consumer	(B 2 C)
Consumer to Consumer	(C 2 C)
Consumer to Business	(C 2 B)
Business to Administration	(B 2 A)
Consumer to Administration	(C 2 A)

Entire e-commerce sector in India is expected to grow rapidly in the near future.

Introduction:

Electronic commerce, commonly written as e-commerce is the trading or facilitation of trading in products or service using computer network such as internet.

E-commerce is the buying and selling of goods and services or the transmitting of funds, or data over an electronic network, primarily the internet. Thus business transaction occurs either as business to business, business to customer, consumer to consumer or consumer to business.

The term e-commerce and e-business are often used interchangeably

In short e-commerce means the buying and selling of products and by business and consumers through electronic medium without using any paper document e-commerce has expanded rapidly over the past five years.

Definition:

Kenneth C Laudon defines “e-commerce refers to the use of the internet and the web to transact business. More formally, digitally enabled commercial transactions between and among organization and individuals.”

E-commerce refers to on-line business through the internet.

On-line shopping, on-line banking, tele conferencing, electronic tickets, instant messaging are some of the common activities related to e-commerce.

E-commerce is a term for any type of business or commercial transaction that involves the transfer of information across the internet.

Types of E-Commerce :

Business to Business	(B 2 B)
Business to Consumer	(B 2 C)
Consumer to Consumer	(C 2 C)
Consumer to Business	(C 2 B)
Business to Administration	(B 2 A)
Consumer to Administration	(C 2 A)

Benefits of E-commerce:

1. Less operational cost:
E-commerce marketer does not need physical location. It forms of direct marketing. Which saves the margins of intermediaries.
 2. No Middleman :
E-commerce form of direct marketing. There is direct contact with customers through internet.
 3. Operate 24/7 business:
E-commerce can operate 24/7, E-commerce websites can run all the times, means 24 hours a day.
 4. Better price:
Customer can get the product at better prices because no middleman and less operating cost.
 5. Global Market:
On-line marketer can attract customers located all over the world, and compete global market.
 6. Time Saving:
This is one of the major reasons marketers make use of e-commerce, most of the e-commerce marketers make use of e-payment system such a system it save lot of time and energy
 7. Convenience:
On-line marketing is convenience to the customer.
- Some of the factors responsible for the growth of e-commerce in India.
- ❖ Growing awareness of E-commerce
 - ❖ Growing use of internet
 - ❖ Grow of computer education
 - ❖ Grow of service sector

- ❖ Increase in urbanization
- ❖ Raising standard of living
- ❖ Busy life styles
- ❖ Lack of time for off lime shopping
- ❖ Time saving
- ❖ Better customer services
- ❖ E-payment system
- ❖ Evaluation of on-line market place model with sites

Conclusion:

E-commerce means the buying and selling of products of services over the internet on-line shopping, on-line banking, tele conferencing, electronic tickets, instant messaging, are some of the common activities related to e-commerce. The scope of e-commerce is to transact buying and selling on-line. Transaction on-line can be either on product or services.

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