



E-Commerce and M-Commerce



What is E-Commerce

- **Ecommerce (e-commerce)** or **electronic commerce**, is the purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet).
- Through which transactions or terms of sale are performed electronically. Contrary to popular belief, ecommerce is not just on the Web. In fact, ecommerce was alive and well in business to business transactions before the Web back in the 70s via EDI (Electronic Data Interchange) through VANs (Value-Added Networks). Ecommerce can be broken into four main categories: B2B, B2C, C2B, and C2C.

E-Commerce Business Models

- **Business to Consumer (B2C)**
- **Business to Business (B2B)**
- **C2B (Consumer-to-Business)**
- **C2C (Consumer-to-Consumer)**
- **B2E - Business to Employee**

- **Other types of E-commerce**
G2G (Government-to-Government),
G2E (Government-to-Employee),
G2B (Government-to-Business),
B2G (Business-to-Government),
G2C (Government-to-Citizen),
C2G (Citizen-to-Government)

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Business to Consumer (B2C)

- Businesses selling to the general public typically through catalogs utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to ecommerce as a whole.

Example :

- Portal
- E-Tailer
- Content Provider
- Transaction Broker
- Market Creator
- Service Provider
- Community Provider

Business to Business (B2B)

- Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.

Example :

- Marketplace/Exchange (B2B hub)
- E-distributor
- B2B Service Provider
- Matchmaker
- Infomediary

C2B (Consumer-to-Business)

- A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The consumer reviews the bids and selects the company that will complete the project.
- Elance empowers consumers around the world by providing the meeting ground and platform for such transactions.

C2C (Consumer-to-Consumer)

- These sites are usually some form of an auction site. The consumer lists items for sale with a commercial auction site. Other consumers access the site and place bids on the items. The site then provides a connection between the seller and buyer to complete the transaction. The site provider usually charges a transaction cost. In reality this site should be call C2B2C.

Advantages of E-Commerce

- E-Commerce can increase sales and decrease costs.
- A firm can use electronic commerce to reach narrow market segments that are widely scattered geographically
- E-Commerce provides buyers with a wider range of choice than traditional commerce

Disadvantages of E-Commerce

- Consumers are still somewhat afraid of sending their credit card numbers over the internet due to the existence of malpractice.
- It is costly in many circumstances.
- The quality and quantity of the product cannot be estimated to its real value.

What is M-Commerce?

- M-commerce is the buying and selling of goods and services through wireless handheld devices.
- M-Commerce is the process of paying for services using a mobile phone or personal organizer.
- M-Commerce is the use of mobile devices to communicate, inform transact and entertain using text and data via a connection to public and private networks.

M - c o m m e r c e b e n e f i t

- Your Internet offerings are easier and more convenient to access.
- You get considerable flexibility while conducting business.
- Transaction and personnel costs are reduced due to widespread automation of back-office operations.
- Field staff is more effective as they have flexible access to back-office data.

- **M - C o m m e r c e F e a t u r e s**
 - **Mobility**—users carry cell phones or other mobile devices
 - **Broad reach**—people can be reached at any time
 - **Ubiquity**—easier information access in real-time
 - **Convenience**—devices that store data and have Internet, intranet, extranet connections.
 - **Instant connectivity**—easy and quick connection to Internet, intranets, other mobile devices, databases.
 - **Personalization**—preparation of information for individual consumers
 - **Localization of products and services**—knowing where the user is located at any given time and match service to them.

D i s a d v a n t a g e

- Expensive cost
- Larger screens won't be displayed is clear
- Slow speed
- Limited for longer message
- It hard way to fill the data.
- Security is not protected

Example :

- Mobile banking
- Mobile ticketing
- Mobile marketing
- Micro-payment



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Differences between E-Commerce & M-Commerce:

- M-Commerce keeps us in touch with the world wirelessly by the help of satellites no matter where ever we are but E-Commerce usually does not do that. It normally needs to be connected to internet by the help of wires.
- M-Commerce is always reliable and easy to access as compared to E-Commerce.
- Wireless Handheld devices are easy to carry anywhere because of very low weight.