

BBA-402

Marketing Management

The Marketing Concept

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Electronic commerce, commonly written as ecommerce, is the trading or facilitation of trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life-cycle, although it may also use other technologies such as e-mail.





CHARACTERISTICS OF E-COMMERCE

1. Establishment of B to B relationship.
2. Electronic payment.
3. e – distribution of products & services.
4. Exchange of information.
5. Pre and post – sales support.
6. Customer relationship management.



| <i>Points of Distinction</i> | <i>Traditional Commerce</i> | <i>E-Commerce</i> |
|-------------------------------|--|--|
| <i>Interaction</i> | Direct interaction between buyer and seller is present in traditional commerce. | Interaction between buyer and seller is indirect through internet or web. |
| <i>Suitability</i> | It is suitable for products needed to convince to the customers. | It is suitable for the standard products, low-value products, intangible products, and digital products. |
| <i>Identity Verification</i> | In traditional commerce, customer can verify the identity of the seller and their physical location. | In case of e-commerce, customer cannot identify the seller, his / her location and many other things. |
| <i>Transaction Processing</i> | Transactions are processed manually. | Business transactions are processed in automated manner. |
| <i>Scope</i> | The scope of business is generally limited to particular region. | The scope of business is world-wide. |
| <i>Level of Competition</i> | The level of competition is generally low. | Because of the wide scope of business, the level of competition is relatively high. |