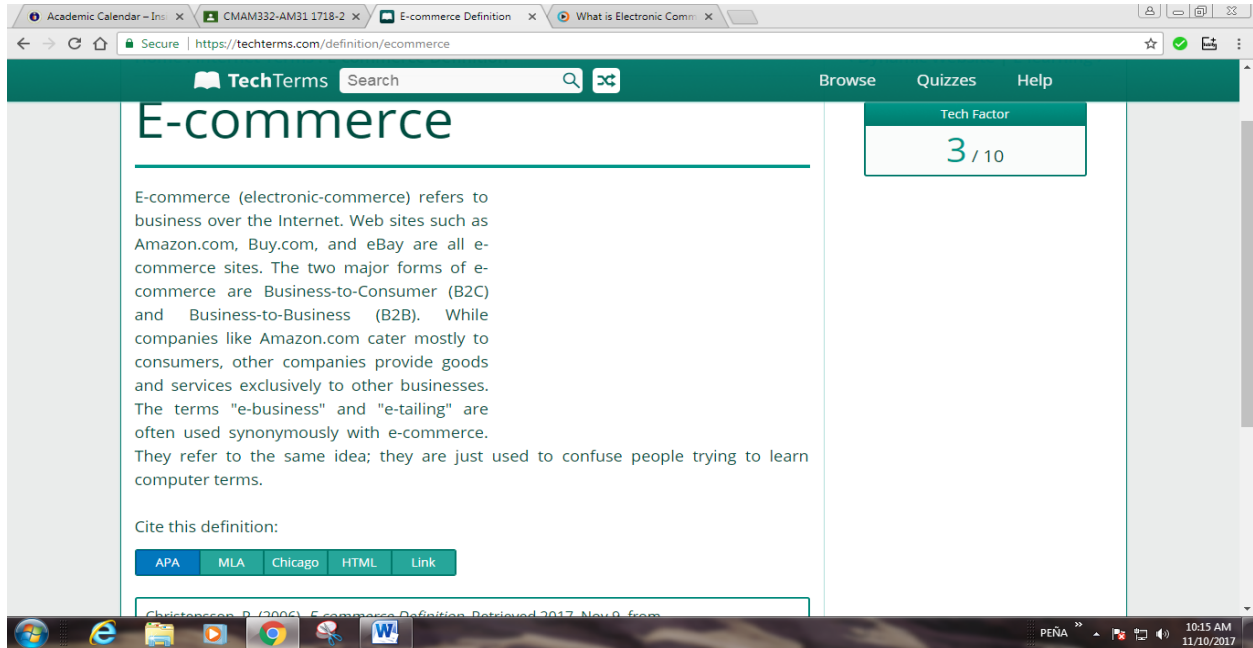


SW1- Overview

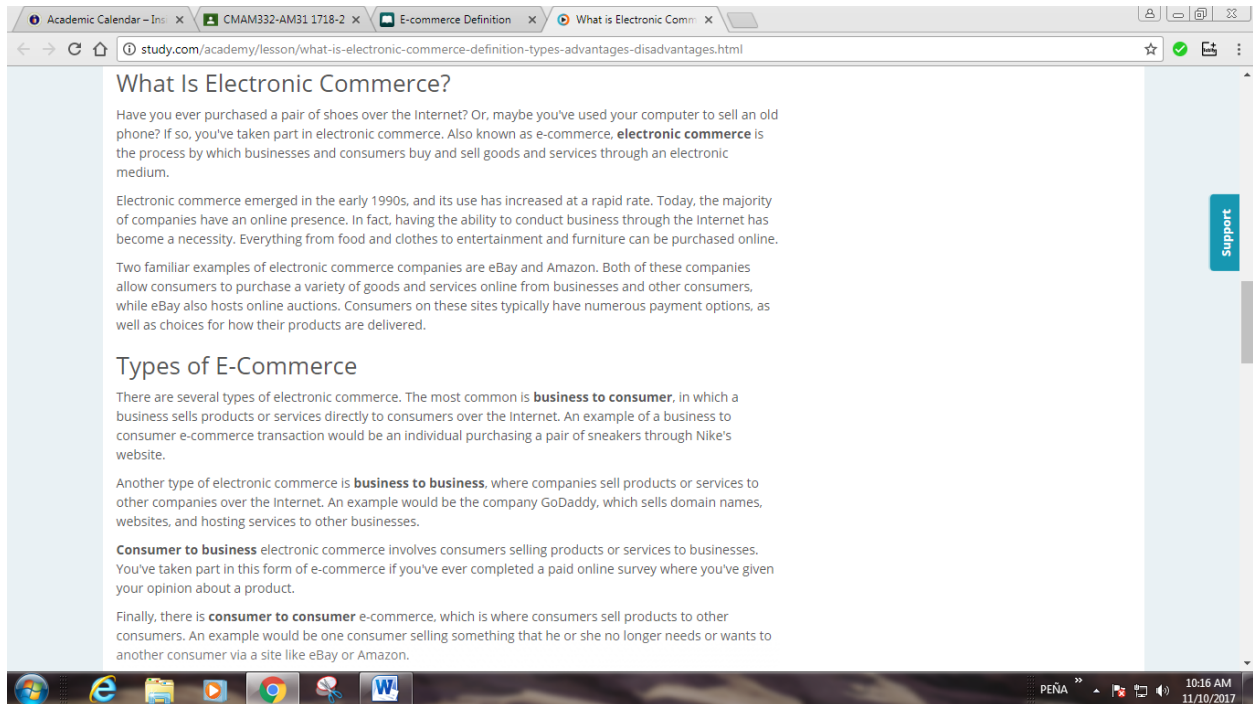
Contents:

1. What is E-Commerce?
2. Give an example of an E-Commerce Site. Identify if it is B2B, B2C, C2C, B2G

E-Commerce



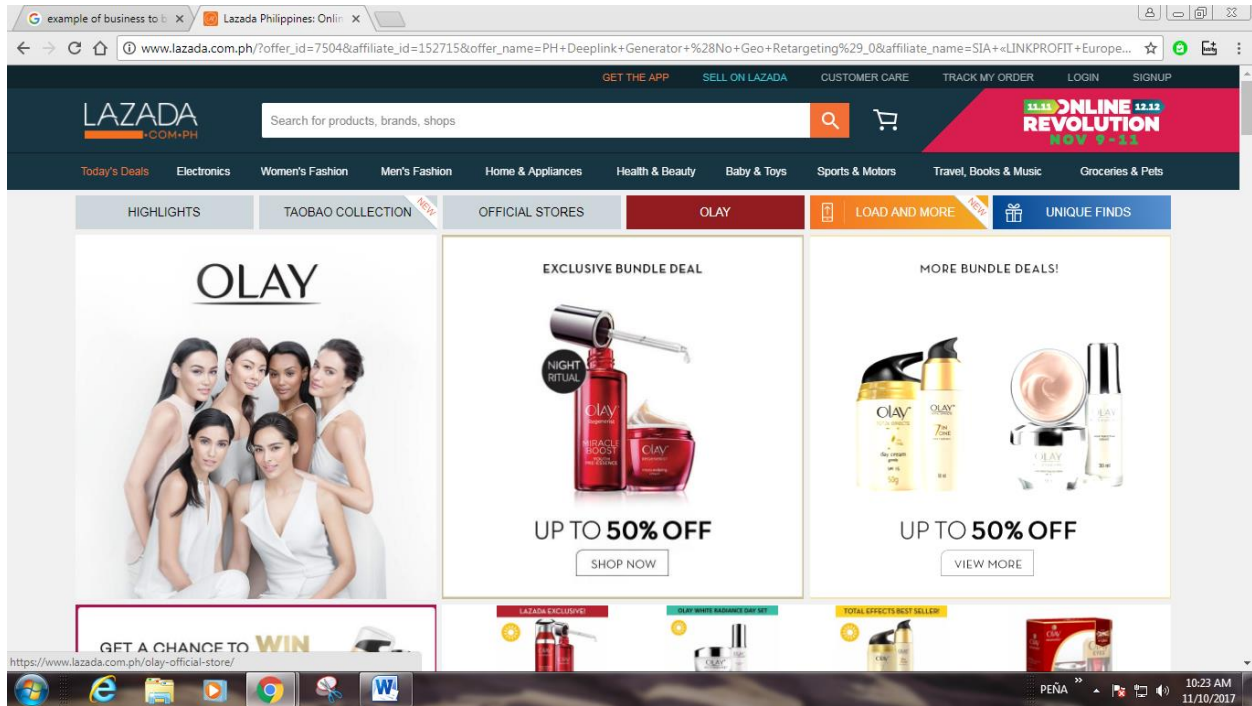
The screenshot shows the TechTerms website. The main heading is "E-commerce". The definition states: "E-commerce (electronic-commerce) refers to business over the Internet. Web sites such as Amazon.com, Buy.com, and eBay are all e-commerce sites. The two major forms of e-commerce are Business-to-Consumer (B2C) and Business-to-Business (B2B). While companies like Amazon.com cater mostly to consumers, other companies provide goods and services exclusively to other businesses. The terms "e-business" and "e-tailing" are often used synonymously with e-commerce. They refer to the same idea; they are just used to confuse people trying to learn computer terms." Below the definition, there are buttons for citation styles: APA, MLA, Chicago, HTML, and Link. A "Tech Factor" box on the right shows "3 / 10".



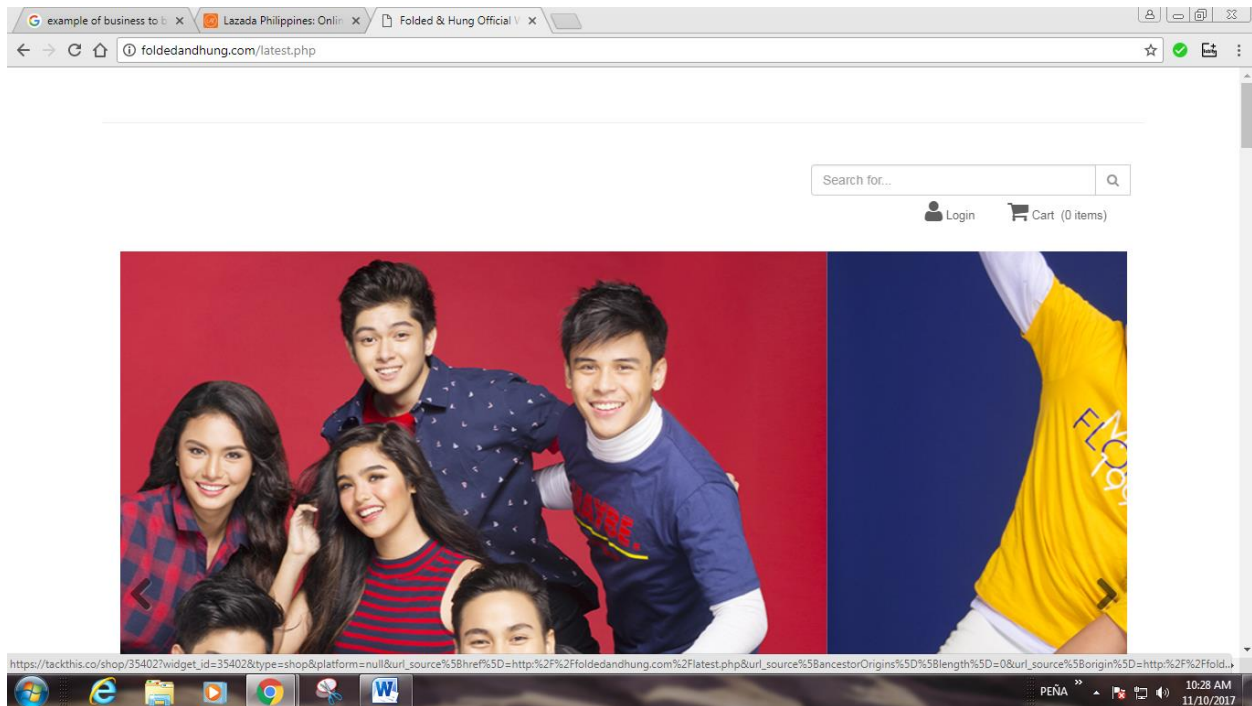
The screenshot shows the study.com website. The main heading is "What Is Electronic Commerce?". The text explains: "Have you ever purchased a pair of shoes over the Internet? Or, maybe you've used your computer to sell an old phone? If so, you've taken part in electronic commerce. Also known as e-commerce, **electronic commerce** is the process by which businesses and consumers buy and sell goods and services through an electronic medium. Electronic commerce emerged in the early 1990s, and its use has increased at a rapid rate. Today, the majority of companies have an online presence. In fact, having the ability to conduct business through the Internet has become a necessity. Everything from food and clothes to entertainment and furniture can be purchased online. Two familiar examples of electronic commerce companies are eBay and Amazon. Both of these companies allow consumers to purchase a variety of goods and services online from businesses and other consumers, while eBay also hosts online auctions. Consumers on these sites typically have numerous payment options, as well as choices for how their products are delivered." Below this, there is a section titled "Types of E-Commerce" which lists: "There are several types of electronic commerce. The most common is **business to consumer**, in which a business sells products or services directly to consumers over the Internet. An example of a business to consumer e-commerce transaction would be an individual purchasing a pair of sneakers through Nike's website. Another type of electronic commerce is **business to business**, where companies sell products or services to other companies over the Internet. An example would be the company GoDaddy, which sells domain names, websites, and hosting services to other businesses. **Consumer to business** electronic commerce involves consumers selling products or services to businesses. You've taken part in this form of e-commerce if you've ever completed a paid online survey where you've given your opinion about a product. Finally, there is **consumer to consumer** e-commerce, which is where consumers sell products to other consumers. An example would be one consumer selling something that he or she no longer needs or wants to another consumer via a site like eBay or Amazon."

Example:

Business to Business



Business to Consumer



Reference:

Christensson, P. (2006). *E-commerce Definition*. Retrieved 2017, Nov 9, from <https://techterms.com>

<http://study.com/academy/lesson/what-is-electronic-commerce-definition-types-advantages-disadvantages.html>