

E-COMMERCE

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E-COMMERCE

the process of purchasing available goods and services over the Internet using secure connections and electronic payment services

HISTORY OF E-COMMERCE

1960s- the Advanced Research Projects Agency Computer Network (ARPANET), the precursor to the Internet, was established for research in high technology areas

1968- Electronic Data Interchange (EDI) replaced traditional mailing and faxing of documents with a digital transfer of data from one computer to another

1972- The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology. This activity is later described as “the seminal act of e-commerce”

1979- Michael Aldrich created “teleshopping” now known as E-commerce. He connected a domestic television by telephone line to a real-time transaction processing computer

HISTORY OF E-COMMERCE

1984- CompuServe launches the Electronic Mall in the USA and Canada. It is the first comprehensive electronic commerce service

1990- Tim Berners-Lee writes the first web browser, WorldWideWeb (WWW)

1991- the Internet was opened for commercial use

1995- Jeff Bezos founds amazon.com

2012- US E-commerce and Online Retail holiday sales reach \$33.8 billion, up 13 percent; E-commerce sales topped \$1 trillion for the first time in history

TYPES OF E-COMMERCE

Business to Business (B2B)

- B2B is the largest form averaging about 80% all E-Commerce. Defines buyers and sellers as two different entities.
- Examples:
 - Intel selling microprocessors to Dell
 - Heinz selling ketchup to McDonalds

TYPES OF E-COMMERCE

Business to Consumer (B2C)

- B2C is commerce between companies and consumers. It involves customers purchasing physical goods or receiving products over an electronic network.
- Examples:
 - Buying a Dell laptop directly from the supplier's website

TYPES OF E-COMMERCE

Consumer to Consumer (C2C)

- C2C commerce consists of all electronic transactions of goods or services conducted between consumers.
- Examples:
 - You buying something from someone on eBay
 - Me selling my car to my neighbor

TYPES OF E-COMMERCE

Consumer to Business (C2B)

- C2B is commerce where individual customers offer to sell products and services to companies who are prepared to purchase them.
- Examples:
 - Web designers present several proposals for a company logo

PROS

No distance limitations; items can be available globally

24/7 shopping

Variety of items

Ability to track packages

Saves time and energy

CONS

Unable to see the items in person; “brick and mortar shops”

Quality of products are not assured

Credit card/identity theft

Not all stock may be available

Mechanical failures

Waiting on the product, due to shipping

REFERENCES

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