

E-commerce

What is E-commerce?

E-Commerce stands for 'Electronic Commerce'. It refers to buying and selling of goods, products, or services over the internet. E-commerce as anytime commerce is the ability to buy and sell goods and services online at any time of day or night, from anywhere in the world. This is made possible by the fact that e-commerce websites are hosted on the internet, which is accessible 24/7. E-commerce is a powerful tool that can be used to improve the customer experience and increase sales. It allows customers to shop whenever they want, regardless of their time zone or work schedule. This can be especially convenient for people who work long hours or who have busy lifestyles.

What are the features of using E-commerce?

Some of the features of E-Commerce are as follows:

- **Cashless Payment:** E-Commerce allows the use of electronic payment. It allows the transaction from credit cards, debit cards, electronic fund transfer via bank's website, and other electronic payment methods.
- **Availability:** E-Commerce provides 24x7 service availability. It is available anywhere, anytime.
- **Improved Sales:** Using e-commerce, orders for the products can be generated anytime, anywhere without any human intervention. It gives a big boost to existing sales volumes.
- **Advertising and Marketing:** E-Commerce helps in good marketing management of products and services. It helps to increase the reach of advertising of products and services of businesses.
- **Support:** E-commerce provides various ways to provide pre-sales and post-sales assistance to provide better services to customers.
- **Improvement in Communication:** E-commerce gives faster, efficient and reliable communication with customers and partners.
- **Global Reach:** It enables a business to easily reach across geographic boundaries.

What are the advantages/ disadvantages to use it?

Advantages	Disadvantages
<p>To organization:</p> <ul style="list-style-type: none"> ✓ E-commerce improves the brand image of the company. ✓ E-commerce helps organization to provide better customer services. ✓ E-commerce helps to increase the productivity of organizations. ✓ E-commerce helps to simplify the business processes and makes them faster and efficient. ✓ E-commerce provides organizations with the ability to quickly share information with business partners and customers. 	<ul style="list-style-type: none"> ✓ E-commerce has no universal standard for quality and reliability. ✓ As there is a requirement of the internet to use e-commerce, it is possible that the internet may be slow. ✓ Strong security is required in e-commerce as all transactions are through internet. ✓ Lack of touch or feel of products during online shopping is a drawback. ✓ Sometimes, there is a risk of purchasing unsatisfactory products via E-commerce. ✓ Customers also trap in banking fraud which is quite frequent. ✓ Hackers also try to get access of data or to destroy data in e-commerce. ✓ It is inconvenient to use the internet for those people who are living in remote villages, and it is still not cheaper. ✓ The cost of the creation and building of an e-commerce application may be very high.
<p>To customer:</p> <ul style="list-style-type: none"> ✓ E-commerce provides 24x7 supports to customers. Customers can enquire about a product or service and place orders anytime, anywhere from any location. ✓ E-commerce application provides users with more options to compare and select the cheaper and better options. ✓ E-commerce application provides a faster delivery of products to its customers. A customer can put review comments about a product and can see what others are buying, or see the review comments of other customers before making a final purchase. ✓ E-Commerce increases the competition among organizations and as a result, organizations provide big discounts to customers. ✓ There are many ways of making payments at e-Commerce sites through various payment modes like- internet banking, credit card, debit card. 	



To discuss together:

What are the challenges of E-commerce in the case of Algeria?