

E Commerce Final Report

1. What is E-Commerce? (Definition) use the Teach ICT website to write about e Commerce Use the Teach ICT description – follow the link given

<http://www.teach-ict.com/gcse/theory/ecommerce/miniweb/index.htm>

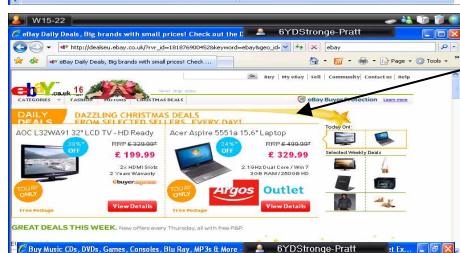
'Ecommerce' – Electric Commerce, is the sale and purchase of goods or services over the internet. It allows customers to make quick transactions and then have their product delivered to a pre-arranged location (home or work address).

Not all products bought via e-commerce are physical. Concert tickets or last minute holidays can be purchased on the internet, and all that the customer receives is an invoice or email that is printed out to prove authentication.

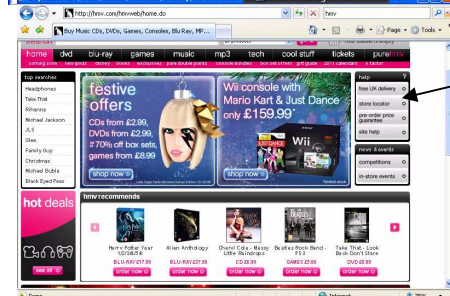
2. In your definition or description of e commerce **make sure you give a few examples of e commerce websites.(Screen Shots needed)**



Amazon; one of the world's most popular ecommerce



eBay; another very popular ecommerce site



HMV; An ecommerce site that specialises in music

3. For each of the following write a couple of sentences saying which type of people would most likely buy these goods **online** and why? (What is the advantage of buying online for them rather than from a shop)

| Products | Type of person | Reason |
|-------------------------------|--|---|
| Books / magazines | Somebody who may want to learn a foreign language | There may not be access to bookstores that sell foreign languages books. Ecommerce will allow the person to buy books from almost anywhere |
| Clothing / accessories | Somebody who does not have access to certain clothes | Clothes made in certain countries may not be accessible to somebody. Ecommerce will allow the customer to have their clothes delivered and maybe even custom-made. |
| Electronics & photo equipment | Somebody who is new to photography | Somebody who is new to photography maybe unsure of what to purchase. Before purchasing their item, customers can read reviews, and other articles that can inform them of what to buy |
| Films, videos and DVDs | Somebody who wants to watch old films | Certain old films may no longer be stocked in shops. Most videos are no longer stocked, also. However, the internet allows customers to purchase said items. |
| Finance and insurance | Somebody who doesn't want to sit in a bank all day | Some people find sitting in banks to be boring. The internet allows consumers to make quick and easy transactions. |
| Flowers and chocolate gifts | Somebody who lives in an area that doesn't grow certain species of flowers | Not every species of flower can grow in one place. Somebody may want a certain type that isn't stocked in their local area. The same applies to chocolates – some countries may make better quality chocolates, and the internet allows customers to purchase these items. |
| Garden items | Somebody who doesn't have relevant access to a garden centre | Garden centres are usually out of the way. Somebody who does not have the required means to get there (car, or has a disability), can use the internet to purchase their garden items. |
| Groceries and wine | Somebody who doesn't want to spend their time in shops. | Grocery shopping can be viewed as a laborious task – not everybody wants to do it. However, the introduction of ecommerce allows customers to order their weekly shopping from their homes and have them delivered the same day. |
| Home and furniture items | Somebody who lives in a country where raw materials may not be abundant | Some countries specialise in making furniture, as they may have ease of access to high quality materials. However, some countries may not; most, if not all, of this furniture would have to be imported into the country. Purchasing furniture online may be the only way to ensure the customer receives high quality furniture. (There may, however be high costs, due to the quality of materials and shipping/importing the items. |
| Movie/event tickets | Somebody who does not want to waste time in queues, or on a telephone | If there is a release to a new concert, tickets can be fully sold within hours. Some people spend their time on a telephone (creating an expensive bill), or waiting in lines (can cause a huge inconvenience). The internet allows the consumer to purchase tickets, without creating extra costs, or having to leave their home. |
| Software downloads | Somebody who does not wish to keep track of CDs. | In today's society, people are finding less use for CDs – songs can now be downloaded, without the need of burning it, due to mp3 players. The same is now happening to computer software. It is becoming much more common for somebody to purchase a 'download' for their required software online, and |

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| | | then install it without the need of a disk. If the files or program is somehow 'lost' or functioning incorrectly, the customer can simply re-download it, as they have already paid for it. This saves a lot of time (waiting for CD to be delivered), and space, as disks no longer have to be kept around the house. |
| Sports & leisure equipment | Somebody who doesn't want to buy foreign equipment for an expensive price | Sports shops tend to sell high quality sports equipment for an even higher price, if they're foreign. However, ecommerce sometimes allows cheaper pricing for equipment, if the customer can look in the right places. A downside to this maybe that there may be a high shipping price. |
| Travel and holidays | Somebody who does not want to be weaselled into paying for anything unnecessary in a travel agent. | Travel agents will try to sell as much to a customer as possible, as they are generally paid commission (when they get bonuses for the amount of sales they make). They may try to subtly make somebody pay for something they may not really need. The internet allows the customer to see exactly what they're buying word-for-word. |

How has e commerce affected your family? (How much does your family use e commerce? How much of a benefit is e commerce to your family? What does your family buy on line and why?

My family frequently use ecommerce. We usually use it to purchase electronic goods, as they are generally cheaper online than they are in stores. This is beneficial, as we can compare many stores at one time (without having to move from store to store). It also allows us to view a much wider range of products (some of which may not even be sold in shops).

Another reason that my family use ecommerce is that products can be purchased at any time of the day.

My family also use the internet for online banking – this saves a lot of time that would have been spent in banks.

How has E-Commerce changed people's lives? (Use the benefits and disadvantages listed below)

Ecommerce has generally changed people's lives for the better. It allows them to purchase items they may not have access to in their current location, at any time of the day, and sometimes at a cheaper price. This is all done within the confines of their own homes.

However, some people feel threatened by the chance of their credit card details being 'stolen' and used maliciously.

Another disadvantage is delivery; customers are usually informed of estimated delivery time – however, things can happen that cannot be controlled (badweather) that can seriously delay the delivery, compared to if it was purchased in a shop, the product could be taken home the same day.

Conclusion: write a sentence about each of the following points: - Choice, convenience, cost, and location

Choice – The internet allows customers to view a much wider range of the same product – it gives them variety. Retail store may only have a limited variation of a certain product.

Convenience – Products can be purchased from the comfort of your own home via the introduction of ecommerce. The product can then also be delivered to your very doorstep. However, if delivery is somehow delayed, it can become inconvenient, as a retail store generally allows you to leave with the product on the same day.

Cost – Ecommerce allows costs of the same product to be compared on a much wider scale when compared to a retail shop. Cost can also be found to be lower on the internet.

Location - Products can be bought from all over the world via the use of the internet. This can increase choice, allow convenience and lower cost.