

A decorative graphic on the right side of the slide, consisting of a grid of squares in various shades of green (from dark forest green to light lime green) set against a black background. The pattern is partially cut off by the right edge of the frame.

# E-Commerce

By: Elkins, Glass, Harris, Huddleston

4/7/2026



# What is E-Commerce?

Electronic commerce (e-commerce) refers to goods and other services being sold or bought through the internet. It involves digital transactions, and it's done without being face-to-face. These transactions happen over different platforms.

# Timeline of E-Commerce



1970s

Businesses started sending orders electronically using EDI (electronic data interchange). Most shopping was done through TV and online services.

1980s-1990s

The internet makes online shopping easier and accessible. Businesses and consumers are also now able to connect online.

2000s

Online store and mobile shopping grow rapidly. Digital payments (PayPal) also begin to become more common.

2010s-Today

E-Commerce grows globally. Faster delivery times, AI recommendations, AR (augmented reality) try-ons.

# Types of E-Commerce

## 1- Business to Business (B2B):

- One business sells to another business.
- Example: A company selling supplies to another one.

## 2- Business to Consumer (B2C):

- A business sells directly to an individual.
- Example: Amazon

## 3- Consumer to Consumer (C2C):

- People selling to other people
- Example: Facebook Marketplace

## 4- Consumer to Business (C2B):

- People selling to a business.
- Example: Website Designers, Photographers

## 5- Business to Government (B2G):

- Company sells to government.
- Example: Construction company building for city, state



# E-Commerce Platforms

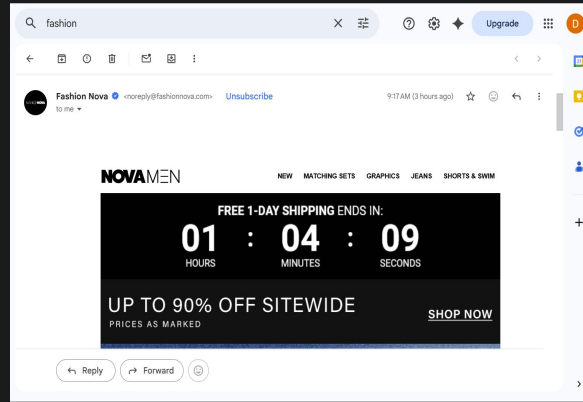
- 1- Large Marketplaces- Multiple Sellers, Wider/General Audience
  - Amazon, eBay, Walmart
- 2- Website Builders/Storefronts- Create your own store
  - Shopify, BigCommerce, Wix eCommerce
- 3- Social & Mobile Commerce- Sell through social media.
  - Pinterest, Tiktok, Facebook
- 4- Specialized "Niche" Platforms- Focus on specific products/goods
  - Etsy, StockX, Teespring

# Advertisements/Marketing



## 1) Digital/Online

These ads are usually found on social media, search engines, or through websites. You usually find these through your interest, past searches, or even location.



## 2) Email

This is done through your email, and this is how many stores keep their customers engaged and encourage them to buy more.



## 3) Influencer/Sponsored

When an influencer, blogger, or celebrity promotes a product. They will post videos, do skits, or simply just wear/use it.

# Market Segmentation

## Definition

- Dividing a broad market into smaller, distinct groups who share similar characteristics, behaviors, hobbies, etc.

## Purpose

- It allows businesses to connect with certain groups rather than having to message the group as a whole.

## Example: Demographic **Shoe Store**

- **Age:** Kids, Teens, Adults
- **Income:** Low, Middle, High
- **Gender:** Men, Women, Unisex

# Gender

Men	Women
<ul style="list-style-type: none"><li>- Shop faster</li></ul>	<ul style="list-style-type: none"><li>- Browse longer, and research the product.</li></ul>
<ul style="list-style-type: none"><li>- Focus on functionality and deals/discounts.</li></ul>	<ul style="list-style-type: none"><li>- Value the products' information, reviews, and visual aesthetics.</li></ul>
<ul style="list-style-type: none"><li>- More comfortable with digital payments.</li></ul>	<ul style="list-style-type: none"><li>- Influenced by social factors, brands, and recommendations.</li></ul>
<ul style="list-style-type: none"><li>- Buy more electronics, gadgets, and sports gear.</li></ul>	<ul style="list-style-type: none"><li>- Buy more fashion, beauty, home, and wellness products.</li></ul>

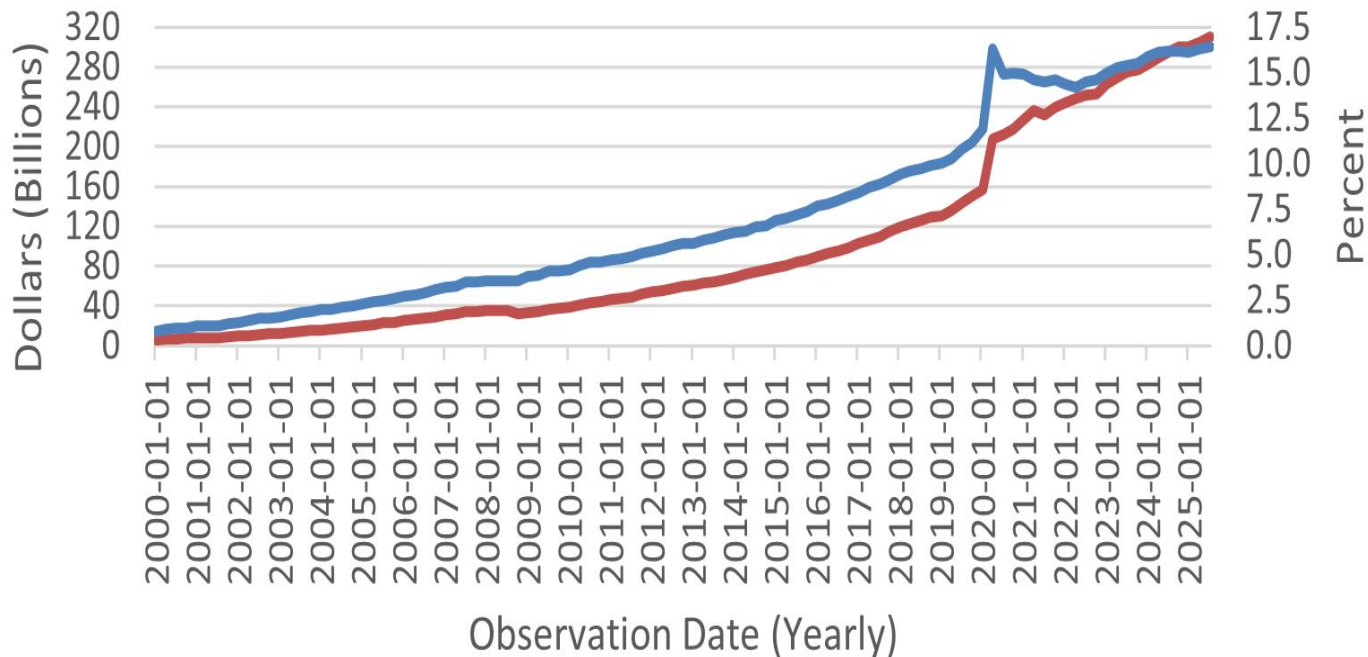
## Strengths

- Accessibility
- Customer convenience
- Easily compare products
- Reduced overhead costs
- Scalability

## Weaknesses

- Limited connection with customers
- Limited multisensory experience
- Security threats
- Competition
- IT issues
- Shipping Logistics

# E-Commerce Retail Sales



- E-Commerce Retail Sales
- E-Commerce Retail Sales as a Percent of Total Sales

Growth  
and  
Trends  
at a  
Glance



# Trade Cycles

## Pre-Sales

Search  
&  
Negotiation

## Execution

Order  
&  
Delivery

## Settlement

Payment  
&  
Invoicing

## After Sales

Warranty  
&  
After Sales  
Services

# Common Forms of Payment

## Mobile Banking

Allows traditional banking services to be done online

- Transfers
- Verify Funds
- Deposits
- Change Banking Information
- Sign Documents

## Debit/ Credit cards

Physical cards that are issued by banks through other companies:

- Visa
- Mastercard
- American Express
- Discover

## E- Wallets

Apps that link to your bank account for transfers and payments

- Apple and Google Pay
- Cash App
- PayPal
- Venmo

## Net Banking

Uses a bank routing and account number to connect directly to the bank account

- Direct Bank Transfers
- Bill Payment
- Direct Deposit

## Digital Currency

Form of currency that solely exists electronically or virtually.

- cryptocurrency: Bitcoin, Ethereum
- Stable Coin: Tether, DAI
- Central Banking Digital Currency: Digital Yuan, e-kroona

# A.I. in E-Commerce

## Recommendations

- Tracks the customers behavior, like past purchases or history to show products that they are most likely to buy.

## Chatbots/Virtual Assistance

- A.I. powered chat systems are available to answer questions, guide users, and provide support.

## Smart Search

- Helps customers find the products they are looking for faster and more efficiently.

## Sale Predictions

- Uses data to guess what products will be bought in the future which helps stores plan for inventory and sales.

# Augmented Reality



## What is it?

- Type of technology that allows you to add digital objects or information to the real world.

## AR in E-Commerce

- **Fashion**- See how clothes, shoes, and glasses would look on you.
- **Furniture**- See how certain things would look in your home.

## Benefits

- Reduces returns
- Increases customer satisfaction
- Better Visualization

# Works Cited

“Commerce Retail Sales as a Percent of Total Sales.” *Federal Reserve Bank of St. Louis: FRED*, fred.stlouisfed.org, 30 Dec. 2025, fred.stlouisfed.org/graph/?graph\_id=1583858#.

“E-Commerce.” *Investopedia*, IAC Publishing, 12 Mar. 2024, <https://www.investopedia.com/terms/e/ecommerce.asp>.

“E-Commerce Retail Sales.” *Federal Reserve Bank of St. Louis: FRED*, fred.stlouisfed.org, 30 Dec. 2025, fred.stlouisfed.org/series/ECOMSA#.

“How Men And Women Shop Online Differently.” *Forbes*, 12 May 2021, <https://www.forbes.com/sites/theyec/2021/05/12/how-men-and-women-shop-online-differently/>.

Kardas, Edward P. “Cognitive Science” *Cognitive Science*, 31 Mar. 2026, [edkardas.com/Courses/CogSci/default.html](http://edkardas.com/Courses/CogSci/default.html).

Lightspeed. “Exploring the Advantages and Disadvantages of Ecommerce.” *Lightspeed*, Lightspeedhq.com, 24 Mar. 2025, [www.lightspeedhq.com/blog/advantages-and-disadvantages-of-ecommerce/](http://www.lightspeedhq.com/blog/advantages-and-disadvantages-of-ecommerce/).

Simply Coding. “What Is eCommerce?” *YouTube*, [YouTube.com](https://www.youtube.com/watch?v=Zzs6kLlkAUQ), [www.youtube.com/watch?v=Zzs6kLlkAUQ](https://www.youtube.com/watch?v=Zzs6kLlkAUQ).

“The 4 Types of E-Commerce Platforms.” *Shopify*, <https://www.shopify.com/enterprise/types-of-ecommerce-platforms>.

“What Are the Advantages and Disadvantages of E-commerce?” *Intuit Mailchimp*, mailchimp.com, [mailchimp.com/resources/advantages-and-disadvantages-of-ecommerce/](https://mailchimp.com/resources/advantages-and-disadvantages-of-ecommerce/).