

E-COMMERCE OR ELECTRONIC COMMERCE, AN OVERVIEW

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Abstract

E-commerce or is called as an electronic commerce, is the activity of electronically buying or selling of products on online services or over the Internet. Today many people called as customers buy their liked or interested product through online even they do shop or choose their things on their palm by gadgets. It's new mode or practically called as E-commerce this term was used long back ago in order to check or cross verify the product but it was popularised after 21st century. The trend or buyers are more attracted towards E-commerce it draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

Key words: E-Commerce, Online, Technology, Management, Marketing, semiconductor and electronics industry

Introduction

E-Commerce or electronic commerce is the buying and selling of goods or services on the Internet. It encompasses a wide variety of data, systems and tools for online buyers and sellers, including mobile shopping and online payment encryption. E-commerce originated in a standard for the exchange of business documents, such as orders or invoices, between suppliers and their business customers. With the wide adoption of the Internet and the introduction of the World Wide Web in 1991 and of the first browser for accessing it in 1993, most e-commerce shifted to the Internet. More recently, with the global spread of smartphones and the accessibility of fast broadband connections to the Internet, much e-commerce moved to mobile devices, which also included tablets, laptops, and wearable products such as watches.

E-commerce has deeply affected everyday life and how business and governments operate. Commerce is conducted in electronic marketplaces or market places and in the supply chains working on the Internet-Web. Consumer-oriented marketplaces include large e-malls such as Amazon, consumer-to-consumer auction platforms eBay, quicker, Olx and other platforms for example, multichannel retailers such as L.L. Bean, and many millions of e-retailers.

There are five essential categories of E-commerce:

- Business to Business
- Business to Consumer
- Business to Government
- Consumer to Business
- Consumer to Consumer

Governmental regulation and Acts:

Why these are the acts and regulations are important to control or monitor this market is in society whatever we make or do convenience for the people but some of them will take an advantage of misuse so in order to control or direct rules and amendments are playing an vital role. For instance In the United States, California's Electronic Commerce Act (1984), enacted by the Legislature, and the more recent California Privacy Rights Act (2020) enacted through a popular election proposition, control specifically how electronic commerce may be conducted in California. In the US in its entirety, electronic commerce activities are regulated more broadly by the Federal Trade Commission (FTC). These activities include the use of commercial e-mails, online advertising and consumer privacy. The CAN-SPAM Act of 2003 establishes national standards for direct marketing over e-mail. The Federal Trade Commission Act regulates all forms of advertising, including online advertising, and states that advertising must be truthful and non-deceptive. Using its authority under Section 5 of the FTC Act, which prohibits unfair or deceptive practices, the FTC has brought a number of cases to enforce the promises in corporate privacy statements, including promises about the security of consumers' personal information. As a result, any corporate privacy policy related to e-commerce activity may be subject to enforcement by the FTC. The Ryan Height Online Pharmacy Consumer Protection Act of 2008, which came into law in 2008, amends the Controlled Substances Act to address online pharmacies.

Conflict of laws in cyberspace is a major hurdle for harmonization of legal framework for e-commerce around the world. In order to give a uniformity to e-commerce law around the world, many countries adopted the UNCITRAL Model Law on Electronic Commerce in 1996.

Features of E-commerce

1. **User-Friendly Navigation:** User-friendly navigation guarantees you to get more returning customers and attracts a lot more prospective customers. On television team knows what you need. From the logo and its click ability, sticky main navigation bar, the number of items on the menu bar to the icons used. There are many other e Commerce website features to consider. Anyway, user-friendliness comes first. Our team of professionals knows how to create a UI/UX design, which is interactive and easy to be used by any device, as we pay much attention to mobile-friendly designs.
2. **Product Filtering, Sorting:** There are a number of features for e Commerce websites that Intel vision takes into account. First of all, we will mention one of the e Commerce features as product sorting and filtering. The success of your business is directly dependent on product find ability. Since there are hundreds of products available while doing online shopping, even if you have a perfect business model, you might think of the need for product filtering. The reason is that people have become more aware of the time they spend online. Our team can create the opportunity for users to choose the appropriate product listing by product categories and criteria (sorting) or/and relevance (filtering).

3. **Product Reviews:** What's the first thing you do when going to any website? Let us guess. You check the reviews! There's no wonder why you do that. In television grants product reviews as one of the best e Commerce features. We also recommend you redefine the importance of negative reviews as they jack up your credibility as much as positive reviews. If you want to gain traction, you should also engage your current and potential customers. Product reviews help you build trust, assist with decision-making and boost sales. Our team creates a user-friendly tool for leaving reviews, as it is an important e Commerce feature to make your business succeed.
4. **Special Offers and Discounts:** There's no denying that special offers, discounts and other promotion tactics are tough to resist. What's more, 97% of e Commerce customers pay attention to special offers when visiting websites. In television team uses the best e Commerce solutions in order to make your enterprise prosper. Since we provide you with consulting services as a part of e-commerce development, we suggest digging deeper into such an e-commerce feature as promotional offers. It drives your sales, minimizes losses, builds long-term customer relations, increases brand awareness, and enhances conversions.
5. **Wish List :** When it comes to e-commerce platforms, Wish Lists are of great use for business owners. Such a tool helps you get acquainted with your customer's world and the way of thinking drives more traffic to your website and facilitates the procedures with out-of-stock items. Moreover, this e-commerce feature is especially loved by mobile users.
6. **Related Products:** There is information about some other products you might be interested in. Our team uses such an e-commerce feature as cross-selling when developing an e-commerce platform as there's a clear argumentation behind it: when a customer can't find a product that they want, they may eventually get to the related products and product descriptions, which will make them return to the filter options. Thus, we assure you that your traction is to rocket!
7. **Search results for:** You might be looking for Dedicated Software Development Team Hire an outsourced dedicated development team to drive your business growth. At In television, we offer full-cycle web development services focusing on performance and security. Rapid Order We have developed an operative and useful order-taking app that can be used by sales representatives in the B2B department, who are constantly in movement, and by shop assistants in any type of physical store.

Conclusion

As you can see, there are a lot of must-have e-commerce website features to include when developing your website. After reading this piece you can save for yourself the whole e-commerce website features list. Since the market is developing so rapidly, you should incorporate all of them. The thing is that they all have to be balanced and reasonable, creating the best user experience for customers from the moment they insert a text in the search bar. Keep in mind that you have to consider the type of business, market and competitors, security measures, your needs, and customers' expectations when choosing that or another top E-Commerce feature for your website. But also remember that you shouldn't worry about that when you rely on the team of professionals. That is like the perfect match – an experienced and skilled team, like Intel vision, to take care of your E-Commerce platform and you and your expertise to take care of sales and developing your product or service.

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