

## UNIT 15

### E-COMMERCE

**Objectives:** at the end of the lesson, students will be able to:

1. distinguish between B2C, B2B, and C2C E-commerce models, citing examples for each type;
2. explain the advantages of E-commerce for businesses and consumers;
3. research and present on popular E-commerce platforms globally, highlighting their features, target audiences, and business models.

#### **Lead-in:** Discussion

1. How often do you shop online?
2. What are your favorite online stores?
3. What are the advantages and disadvantages of e-commerce?

Pros	Cons
<b>Convenience:</b> One big advantage of E-commerce is convenience. You can shop anytime and anywhere using your computer or phone. There are no store hours to worry about.	<b>Security Concerns:</b> Some people worry about the security of their personal and financial information when shopping online. They fear that hackers might steal their data.
<b>Wide Selection:</b> Online stores offer a wide variety of products. You can find items from all over the world that might not be available in local stores.	<b>Returns and Refunds:</b> Returning items bought online can be more complicated than returning items to a physical store. Sometimes, you have to pay for return shipping.
<b>Price Comparison:</b> It's easy to compare prices online. You can quickly check different websites to find the best deals and discounts.	<b>No Physical Inspection:</b> Unlike in a store, you can't touch or try on items before buying them online. This makes it harder to know if something will fit or meet your expectations.

<b>No Crowds:</b> Shopping online means avoiding crowded stores and long checkout lines. It's a more peaceful shopping experience.	<b>Delayed Gratification:</b> It may take several days or even weeks for your online purchases to arrive, especially if they are coming from far away.
<b>Home Delivery:</b> Most online purchases can be delivered right to your doorstep. This saves time and effort, especially for bulky items.	<b>Digital Divide:</b> Not everyone has easy access to the internet or knows how to shop online. This creates a gap between people who can enjoy the benefits of E-commerce and those who cannot.

## Different types of E-commerce

### **B2C (Business-to-Consumer)**

**Definition:** B2C E-commerce involves transactions between a business and individual consumers. In simpler terms, it's when businesses sell products or services directly to end-users.

**Example:** Amazon

**Explanation:** Amazon is a well-known example of B2C E-commerce. When you visit Amazon's website and purchase books, electronics, or other goods, you are engaging in a B2C transaction. Amazon acts as the seller (business) while you, the customer, are the consumer buying products for personal use.

### **B2B (Business-to-Business)**

**Definition:** B2B E-commerce refers to transactions between businesses. It involves companies selling products or services to other companies rather than to individual consumers.

**Example:** Alibaba

**Explanation:** Alibaba is a major platform for B2B transactions. Businesses use Alibaba to source products, materials, and supplies from manufacturers and wholesalers. For example, a small retail store owner might use Alibaba to purchase inventory in bulk directly from manufacturers in China.

## **C2C (Consumer-to-Consumer)**

**Definition:** C2C E-commerce involves transactions between individual consumers. It's when one consumer sells products or services to another consumer through an online platform.

**Example:** eBay

**Explanation:** eBay is a popular example of C2C E-commerce. On eBay, individuals can list items they want to sell (used or new) and other consumers can bid on or purchase those items. The platform facilitates the transaction and provides a space for consumers to buy and sell directly to each other.

### **Summary**

- **B2C:** Business sells directly to consumers (e.g., Amazon).
- **B2B:** Business sells to other businesses (e.g., Alibaba).
- **C2C:** Consumer sells to other consumers (e.g., eBay).

### **Activity: Discussion**

Identify which type(s) you use most often and why.

### **Vocabulary Building**

#### **Key Terms**

**affiliate** – is a person or business that directs Internet traffic to a business's website in exchange for a percentage of sales

***Example:** As an affiliate marketer, she earns commissions by promoting tech gadgets on her blog.*

**e-commerce** – is a purchase or sale of items on the Internet

***Example:** Mobile apps have revolutionized e-commerce, allowing consumers to shop anytime, anywhere.*

**shopping cart** – is a part of an online store that displays items that a consumer has selected for purchase, but has not yet paid for

***Example:** The IT team optimized the shopping cart functionality to reduce loading times and improve user experience.*

**brick and mortar** – is a business that operates in a physical location instead of online

***Example:** Despite the rise of e-commerce, many brick-and-mortar stores are integrating online ordering systems to reach a wider audience.*

**page view** – is a request from a computer to load a page of a website. They can be counted to analyze the number of people viewing a website

***Example:** Analyzing page views helps digital marketers understand which content resonates most with their audience.*

**traffic** – is the total number of users that go to and view a website in a certain amount of time

***Example:** Analyzing traffic patterns helped optimize the placement of online ads for better conversion rates.*

**banner** – is a rectangular graphic on a website that advertises a business

***Example:** The banner ad on the tech website attracted significant clicks, driving traffic to the latest product launch.*

**certificate authority** – it creates, offers, and verifies reliable digital certificates

***Example:** The cybersecurity expert recommended using certificates from a trusted authority to prevent phishing attacks.*

**FAQs** – (Frequently Asked Questions) are a set of questions and answers that are provided on a website to provide users with information that users commonly want to know

***Example:** Updating the FAQs regularly ensures customers have access to the most accurate information.*

**Group Work Activity:** In a group of 4-5 students research and present about popular E-commerce platforms in different countries (e.g., Alibaba in China, Flipkart in India). Compare the features, target audience, and unique selling points of these platforms.

**Activity:** Watch a video and based on it, discuss how these trends impact consumers and businesses.

[https://youtu.be/\\_zqi8Mhp9EQ?si=eGD-sqNUWSbQR5JF](https://youtu.be/_zqi8Mhp9EQ?si=eGD-sqNUWSbQR5JF)

## **Home assignment**

Watch this video again and make up 5 multiple types of questions based on it so that the peers can answer them by swapping the copy books.

[https://youtu.be/\\_zqi8Mhp9EQ?si=eGD-sqNUWSbQR5JF](https://youtu.be/_zqi8Mhp9EQ?si=eGD-sqNUWSbQR5JF)