

Andhra Christian College, Guntur

Department of Commerce

Certificate Course on "Digital Trade and E-commerce"

Course Duration: From 15-02-2021 to 03-03-2021

Total Duration: 30 hours (5 modules, each 6 hours)

Module 1: Introduction to Digital Trade and E-commerce

Duration: 6 hours

Topics Covered:

Definition and Evolution of Digital Trade and E-commerce

Digital trade refers to the buying and selling of goods and services using digital platforms and technologies. It encompasses a wide range of activities, including online retail (e-commerce), digital services, electronic funds transfers, and more. The evolution of digital trade and e-commerce can be traced back to the advent of the internet in the 1990s. The early stages saw the rise of simple online marketplaces and the first online transactions. Over the years, advancements in technology, such as secure payment systems, mobile technology, and big data analytics, have significantly transformed the landscape. The growth of major platforms like Amazon, Alibaba, and eBay has revolutionized how consumers shop and how businesses operate, leading to a global, interconnected digital economy.

Differences between Traditional Commerce and E-commerce

Traditional commerce involves the physical exchange of goods and services in a brick-and-mortar setting, where transactions occur face-to-face, and customers can inspect products before purchasing. In contrast, e-commerce operates over the internet, allowing consumers to buy and sell products online without geographical limitations. This digital approach offers several advantages, such as convenience, a broader selection of goods, and often lower prices due to reduced overhead costs. However, it also presents challenges, including cybersecurity threats, the need for reliable delivery logistics, and the lack of physical interaction with products before purchase. Additionally, e-commerce relies heavily on digital marketing and data analytics to attract and retain customers, whereas traditional commerce depends more on physical presence and in-store customer service.



T. CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C. College, GUNTUR

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1. Explain the difference between traditional commerce and e-commerce highlighting the advantages of e-commerce.

Traditional Commerce	E-Commerce
Traditional Commerce is buying or selling of products and services physically.	E-commerce carries out commercial transactions electronically on the internet.
Customer can face to face identify authenticate and talk to the merchant.	It is always available on all times and all days of the year.
Physical stores are not feasible to be open at all times.	Neither customer nor merchant see the other.
Products can be inspected physically before purchase.	Products can't be inspected physically before purchase.
Scope of business is limited to particular area.	Scope of business is global. vendors can expand their business worldwide.
Resource focus supply side.	Resource focus demand side.
Business Relationship is Linear.	Business Relationship is end-to-end.
Marketing is one way marketing.	one-to-one marketing.
Payment is made by cash, cheque, cards etc.	Payment system is mostly through credit card, debit card or fund transfer.
Most goods are delivered instantly.	It takes time to transport goods.

2. Describe the process of integrating a payment gateway into a website?

Ans:- Payment Gateway integration for E-commerce site step by step

1. Choose a payment Gateway
2. Sign up and create a Merchant Account
3. Obtain API Credentials
4. Set up your website for payment integration
5. Test the integration in sandbox
6. Switch to Live Mode
7. Monitor and Track your integration.

3. Discuss the importance of data analytics in formulating e-commerce strategies?

Ans:- Data analytics has become increasingly important in today's e-commerce landscape. With the massive amounts of data generated by online transactions, businesses can gain valuable insights into customer behaviour and preferences as well as identify trends and opportunities for growth. In this article, we will explore the importance of data analytics in e-commerce and how businesses can leverage it to improve their performance.

1. Personalized customer experience
2. Improved inventory management.
3. Better pricing strategies.

4. Data analytics can also help businesses develop better pricing strategies. By analyzing sales data, businesses can identify which products are most profitable and adjust their pricing accordingly.

5. Enhanced marketing campaigns

6. Improved decision-making

7. Finally data analytics can help businesses make better decisions.

By analyzing data from various sources, businesses can gain a holistic view of their performance and identify areas for improvement. This allows them to make informed decisions about their marketing inventory, pricing and other key areas of their business.

4. outline the key legal considerations for starting an e-commerce business

In India:

Ans:- obtain any required licences or permits, such as a shops and Establishments license from the local municipal authority. Goods and Service Tax (GST). Register for GST, as e-commerce transactions are generally subject to GST in India. company with GST filing requirements and maintain proper records.

* Compliance with the IT Act, 2000. The Information Technology Act, 2000, and the rules under it govern e-commerce operations in India, focusing on data protection, privacy, and electronic transactions.

* Trademark Registration

* website Development and compliance

* Unique UI/UX design

* Customizable themes

* Email marketing tools

* Integrations

of digital marketing in enhancing the reach and
an e-commerce business. Include examples of successful strategies.

* Build buyer personas. Buyer personas represent the people who are likely to purchase your products or services.

* Set goals and objectives. The whole point of developing a digital marketing strategy is to reach your goals.

* Audit your existing digital channels.

* Conduct a competitor analysis.

* Establish a marketing budget.

* Creating a unique Brand identity.

* SMO Strategy for organic social media growth.

* Social Media Marketing Strategy.

* Content marketing.

* Email Marketing Strategies.

* SEO strategy for organic Business Growth.

* Exploring PPC or Google Ads for paid Ad Campaigns.

* Responsive website with engaging content.

* Digital Advertising Campaigns.

A digital marketing strategy is a plan for how your company will establish an internet presence through various online channels with the goal to reach and convert your target audience.

Digital marketing strategies include search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing.

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Analyze the impact of AI and machine learning on the future of e-commerce.

Provide examples of current application and potential future developments.

Through generative AI, e-commerce platforms can create tailored product suggestions based on individual preferences, streamline customer support with AI-powered chatbots for real-time assistance, and even generate compelling product descriptions and marketing content to captivate and engage customers.

Eco-friendly E-commerce

The focus on sustainability and eco-friendliness has gained momentum in recent years. In 2024, this trend will likely intensify in the e-commerce industry. Customers expect e-commerce platforms to offer eco-friendly options, reduce packaging waste and embrace sustainable practices.

What are some examples of AI in e-commerce? Many

examples of AI in e-commerce include personalized product recommendations, chatbots, virtual shopping assistants, dynamic pricing, fraud detection, and logistics optimization. AI can also help analyze customer reviews to improve product design and marketing strategies.

Generative AI is changing the e-commerce industry by enhancing customer experience, improving inventory management, and personalizing shopping experience that can help increase sales and revenue.

AI also helps retailers confidently make pricing decisions, the right amount of stock (thanks to predictive analytics), and optimize product placement. As a result, shoppers can locate the items they want fast, when they need them, in the right locations.

As AI becomes more integrated into e-learning, ethical considerations will become increasingly important. Future trends will likely include a focus on developing and implementing AI ethically, ensuring fairness, transparency, and privacy in AI-driven e-learning solutions.

AI-powered machines and robots can perform repetitive tasks with greater accuracy and speed, increasing productivity and efficiency in various industries. This can lead to lower overall manufacturing costs and, eventually, lower inflation.

3. Explain the concept of omnichannel retail and discuss how businesses can effectively implement it to enhance customer experience.

Ans:- omnichannel retail is a strategy in which retail engage customers through multiple digital and physical touchpoints. As customers move across these channels, applications and data move with them. This creates a consistent, on-brand experience from start to finish.

- * Expand your marketing approach with social commerce.
- * Invest in your website and app presence.
- * Don't leave payments out of the equation.

An omnichannel retail strategy integrates multiple shopping channels to provide a seamless customer experience. This strategy can involve synchronizing online and in-store inventories, offering in-store pickup for online purchases, and using mobile apps for personalized in-store experiences.

Sephora makes many of the lists of best omnichannel marketing retailers because they blend the online - and in-store experiences so well. While in a brick - and - mortar location, the brand experience is consistent with beauty tips, informed salespeople, free makeovers, and, of course, products to try.

This dynamic quartet stars customer experience, context, content, and collaboration.

The principle of an omnichannel experience is clear - it's a joined-up and user-centered customer experience that reflects the need for free movement between communication and marketing channels.

"Omnis" is Latin for "everything" and here suggests the integration of all physical channels (offline) and digital channels (online) to offer a unified customer experience. The effort to unify channels has a long history across all market sectors.