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# UNIT 8

## What is E-commerce?

E-commerce is selling and buying of a good and services, within an electronic network, most commonly the internet. E-commerce operates in all four of major market segments: business to consumer, business to business, consumer to consumer, and consumer to business.

## What type of products are offered by e-commerce retail websites? – Example 1

Downloadable products, for example a music album. In which customers do not have to purchase a physical CD disk which contains the music album. An advantage of being able to have an music album digitally is that it can be saved on other devices, such as phone or tablet and be played on those devices which are portable, while as having a disk the consumer would require a device such as a music player with a cd rom drive which may not be that portable.



Screenshot of iTunes which is a media management software created by apple inc. Customers are able to purchase digital music on iTunes.

## What type of products are offered by e-commerce retail websites? – Example 2

Information-based products, for example kindle e-books on amazon. Customers would be able to purchase virtual books which they can access from their device, such as tablet or laptop. The advantage of being able to do this is the customer would be able to store multiple books within their device, instead of carrying a high amount of books which would be heavy, meaning being able to store books within a device is more portable, although a device requires power and the device could run out of battery.

# E Commerce Unit 8 P1

**Marco Cascella**



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