Seven unique features of ecommerce technology information technology essay

Technology, Information Technology

You are required to choose an E-commerce website and assess it in terms of seven unique features. Which of the features does the site implement well and which feature poorly in your opinion. Provide your detailed findings and suggestion for improvement. Assume that, you had bought two products through online. Explain why you choose to buy that product through online, pros and cons of online purchase. Introduction of Question 1Electronic Commerce, known as EC. E-commerce usually is refers to is in global around broad of commercial trade activities in the, in Internet open of network environment Xia, based on browser/server application way, buyers and sellers does not met to for various business activities, achieved consumers of online shopping between merchant of online transactions and online electronic paid and various business activities, and transactions activities, and financial activities and related of integrated service activities of a new of commercial operation mode. " China Internet marketing network" Tinlu article states that covers a wide range of e-commerce, can generally be divided into business to business (B2B) or business to consumer (B2C) in two ways. There are also consumer to consumer (C2C) this forward in growth mode. Development of e-commerce is E-commerce is a new term which is not an entirely new thing, society is saying under the environment of e-commerce refers to the network especially Internet online business activities. From a general point of view, e-business application refers to a way of doing business electronically, the purpose of which is done through the electronic data information in the course of trade transactions, as well as information through the electronic exchange of goods and services to businesses, consumers, and other interested social bodies connected.

Proceeding from this concept, in 1839, when the cables are just starting to emerge when people started to use electronic means to engage in business activities. With application tools such as telephone, fax, electronic technology and modern business has been closely associated with. But the real meaning of the imposed on research and application of e-commerce in the world, began in the late 70. Development of e-commerce can be divided into two stages, which began in the mid 80 EDI and electronic commerce began in the early 90 's Internet e-commerce. Appears as early as the late 70 as enterprises e-commerce application system prototype electronic data interchange EDI (Electronic Data Interchange) and electronic funds transfer EFT, and practical EDI business has been greater development in the 80 's. EDI e-commerce mainly through value added network VAN (Value-Added Networks) to achieve, through the EDI network, parties to transactions arising in the course of the inquiry, quotes, purchase orders, receiving orders and consignment of goods, insurance and money transfer invoice message such as data in the prescribed standard format on the computer systems of both end-to-end data transfer. In the 90 's, EDI e-commerce technology is very mature. EDI enables enterprises to achieve a " paperless trading", greatly improved work efficiency, reducing transaction costs, reducing losses due to mistakes, strengthened relationships between trading partners, in the area of international trade, customs and finance has been a large number of applications. Such as banks, airlines, many large enterprises have set up their own EDI system, proposed to the trade community and even the " no EDI without orders! "," EDI triggers a revolution in trade! " And other slogans. But EDI e-commerce solutions are built on a number of features on the basis

of a single dedicated software and hardware facilities. Network technical limitations at the time limited the scope of EDI application to expand, while EDI has high requirements for technology, equipment, people, and the price is very expensive. Subject to these constraints, EDI e-commerce limited in advanced countries and regions, as well as large enterprise-wide application, throughout the world do not have access to a wide range of popularization and development of most of SMEs ' difficulty in EDI e-commerce activities. Answer of Question 1I choose the E-Commerce Website is www. acer. com. Since the Acer brand since the end of 2000, a substantial transformation, focusing on global information products ' branded business, engaged in own-brand notebooks, desktop computers, liquid crystal displays, smart phones, tablet computers, servers, projectors and other products of research and development, design, marketing, and service. Acer was founded in 1976, is the Taiwan information industry's own brand and international pioneer in culture has a lot of talent in the industry and have written successful model of organizational change and transformation. In the type of e-commerce website, that has seven unique features in the website. The seven unique features are Ubiquity, Global Reach, Universal Standards, Richness, Interactivity, Information Density, and Personalization / Customization. SEVEN UNIQUE FEATURES OF E-COMMERCE TECHNOLOGY IN WWW. ACER. COM1. Ubiquity - E-commerce technology is available everywhere. A unique feature of e-commerce technology. Example is if the user is at outstation, he also can through www. acer. com get the information of the product. 2. Global Reach - The total number of users or customers an e-commerce business can obtain. Example is www. acer. com is whole world also can

browse it. Because the website have supplied many language to let different language users understand it. 3. Universal Standards - Standards that are shared by all nations around the world. Example is when you see the price of product in the website, that price is very fairly and standards. 4. Richness - Video, audio and text messages are possible. Example is the richness is can make the websites become attract people to browse. 5. Interactivity - Technology that allows for two way communication between merchant and consumer. Example is in the website we can contract the merchants, that have many way can contract like: phone, e-mail, video call, and etc. 6. Information Density - The total amount and quality of information available to all market participants. Example is we can get the clearly information in the websites. 7. Personalization/Customization - It allows personalized messages to be delivered to individuals. Example of personalization is if have a new product, the website will send the email flyer to the customer. Example of customization is customer can customize something in the product like name, pattern, colors, and etc. In the Acer website that has some poorly features. That Features is Richness. That will weak because in the Acer website is not enough the text messages and audio to attracting more users to click inside to see the information of the products. So I will suggest the website must be add-ons more animation, video, and audio, that can more attract users to see the website. Conclusion of Question 1In the conclusion, the seven unique features is indispensable to the E-commerce websites at all. So I suggest to all e-commerce websites can they own features of their website. Because that can make things convenient for the peoples. Also can make those own products sold easy. So the seven unique

features is very important in a E-commerce Websites. Introduction of Question 2Online shopping, often referred to as " online", is a product of modern logistics industry development in Internet, banks, through Internet shopping sites to purchase the goods or services they need. In short, online shopping is the traditional shop direct " and" go home, use Internet direct to buy one of your own goods or access to services they need. Professionally speaking, it is the parties to the transaction from the negotiation, Contracting and loan payments, delivery note, the entire transaction process through Internet, Web and shopping together B2C or C2C model of interface technology to complete a new shopping mode, is an important component of e-commerce. Generally online items of business generally can is divided into two species form: a is electronic store, that provides online shopping or online service of business who, through themselves of website, directly on network using who sold commodity or provides service; another a is electronic Mall, it is by many provides different commodity or service of business who set in a website in the, using who can in with a website purchased different company by provides of commodity or service. In other words, in the case of the former Web site operators and shop operators, and website operators in a role of intermediary of operators and consumers is more like stores. Answer of Question 2I buy the product from online, the first product is iPad mini. I buy the iPad mini via online. Why I don't buy from shop and need buy from online. Because has some product are slow come to Malaysia. So I will ordering in their own website, because that can ensure the product is original product, not is bogus product. The second product is shoes, the reasons I buy from online is some famous brand's product is not

available for Malaysia. So when I need buy the brands of product we must buy from online. First said the benefits of online shopping, first to save time, modern with the faster pace of life makes many people's fast pace of life, for we did not have any time to go shopping, buy goods on the Internet is a very good choice, you can help us save a lot of time to do other things. The next sample, online shopping you can choose your favorite style, and there are very many, when you enter the day cat Mall Home you enter the keywords you want baby can quickly refresh your baby, and you're looking for and there are very numerous. Third, paid security, as modern social living of continued improve, some people of moral is in decline of, makes modern social emerged out part criminals, and in online paid can avoid cash lost or was robbery! finally service attitude good, dang you entered to (Taobao) of interface often will has (Ali wangwang) of contact way, convenient you and sellers communication, and sellers often will to you some good of recommendations and views. Talk about disadvantages of online shopping. First of all if you purchase clothing sizes may occur on the Internet is not appropriate, both the shoes and the clothes often goods into their own hands are the size of small or large, often get worn or is returned. Gap on the second physical and photos, online shopping is only seeing the picture, because the photos tend to be light to photograph it is inevitable some time ago, you will feel different and physical. Conclusion of Question 2In the conclusion, the website of E-Commerce is brings us very much benefits to our busy life. But we must very clever to Identification the website is phishing website or not. In this technology bustling world. We must avoid

deceive from the website. So we must carefully to browse the website and online shopping at the websites. Appendix