

E-Commerce, Concepts and Mechanisms

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Abstract: With the continuation of technological progress and the increase in the spread of the Internet, it is expected that e-commerce will continue to grow and develop in the future, but this type of commerce involves a set of challenges such as security issues, protection from fraud and electronic piracy, ensuring the protection of users' personal data and confidentiality of financial transactions, and these challenges require cooperation between governments, businesses, and consumers to develop strong security measures and pass laws and policies that regulate and protect e-commerce. In addition, e-commerce needs strong infrastructure and fast and reliable communications to enable online buying and selling. There is also a need to improve delivery and shipping processes to ensure a convenient and efficient shopping experience for consumers. In short, e-commerce is an important development in the field of trade and exchange of goods and services, as it provides great opportunities for individuals and companies, whether in terms of consumption or profits.

Keywords: forms of electronic commerce, advantages of electronic commerce, challenges of electronic commerce, economic growth

1. Introduction :

E-commerce is experiencing steady growth and rapid development, as the spread of technology and the development of the Internet have significantly changed the ways of commerce and shopping, and thanks to e-commerce, the world is more connected and integrated than ever, the e-commerce experience depends on the use of electronic means and modern technologies to communicate and complete business operations online, and e-commerce is characterized by fast procedures and the continuous availability of products and services, which makes it easier for consumers to access a wide range of products Brands are easy and convenient, and e-commerce provides convenience and flexibility for consumers, as they can make purchases and sales anytime and from anywhere.

The forms of e-commerce include a wide range of commercial activities, such as e-stores for companies and individuals, e-auctions, business-to-consumer trade, business-to-consumer trade, social commerce and e-commerce via mobile phones and applications, and e-commerce also provides many advantages for individuals and companies alike, for consumers, online shopping saves them great time and effort, as they can search, compare and buy products easily through Few clicks, they can also take advantage of offers, discounts and smart shopping based on data analytics, as for businesses, e-commerce provides them with great opportunities for growth and expansion and small and medium-sized businesses can expand their geographical reach and reach new customers across borders, in addition, e-commerce allows companies to reduce overhead costs such as rental and operating costs, and save time and effort in buying and selling processes.

However, e-commerce also faces challenges such as ensuring information security, electronic payments, supply, shipping, delivery problems, dealing with fraud and counterfeit products, so businesses and consumers have had to take the necessary precautions to ensure the safety of business operations and maintain trust between the parties involved.

Based on the above, we pose the following problem: To what extent can e-commerce contribute to supporting the national economy?

The following sub-problems emerge from the main problem:

1- What are the most important mechanisms of e-commerce?

2-How can this trade affect the performance of the national economy?

2. The concept of e-commerce and its importance: (James, 2024)

E-commerce is the process of buying and selling tangible products and services online, It involves more than one party along with the exchange of data or currency to process a transaction. It is part of the greater industry that is known as electronic business (e-business), which involves all of the processes required to run a company online.

E-commerce has helped businesses (especially those with a narrow reach like small businesses) gain access to and establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services. Target supplemented its brick-and-mortar presence with an online store that allows customers to purchase everything from clothes and coffeemakers to toothpaste and action figures right from their homes.

Providing goods and services isn't as easy as it may seem. It requires a lot of research about the products and services you wish to sell, the market, audience, competition, as well as expected business costs.

E-commerce has changed the way people shop and consume products and services. More people are turning to their computers and smart devices to order goods, which can easily be delivered to their homes. As such, it has disrupted the retail landscape. **Amazon** and **Ali baba** have gained considerable popularity, forcing traditional retailers to make changes to the way they do business.

But that's not all. Not to be outdone, individual sellers have increasingly engaged in e-commerce transactions via their own personal websites. And digital marketplaces such as eBay or Etsy serve as exchanges where multitudes of buyers and sellers come together to conduct business.

Most of us have shopped online for something at some point, which means we've taken part in e-commerce. So it goes without saying that e-commerce is everywhere. But very few people may know that e-commerce has a history that goes back to before the internet began.

E-commerce actually goes back to the 1960s when companies used an electronic system called the Electronic Data Interchange to facilitate the transfer of documents. It wasn't until 1994 that the very first transaction took place. This involved the sale of a CD between friends through an online retail website called NetMarket.

The industry has gone through so many changes since then, resulting in a great deal of evolution. Traditional brick-and-mortar retailers were forced to embrace new technology in order to stay afloat as companies like **Ali baba**, **Amazon**, **eBay**, and **Etsy** became household names. These companies created a virtual marketplace for goods and services that consumers can easily access.

New technology continues to make it easier for people to do their online shopping. People can connect with businesses through smartphones and other devices and by downloading apps to make purchases. The introduction of free shipping, which reduces costs for consumers, has also helped increase the popularity of the e-commerce industry.

3. Advantages and Disadvantages of E-commerce: (James, 2024)

3.1 E-commerce offers consumers the following advantages:

- **Convenience:** E-commerce can occur 24 hours a day, seven days a week. Although e-Commerce may take a lot of work, it is still possible to generate sales as you sleep or earn revenue while you are away from your store.
- **Increased Selection:** Many stores offer a wider array of products online than they carry in their brick-and-mortar counterparts. And many stores that solely exist online may offer consumers exclusive inventory that is unavailable elsewhere.
- **Potentially Lower Start-up Cost:** E-commerce companies may require a warehouse or manufacturing site, but they usually don't need a physical storefront. The cost to operate digitally is often less expensive than needing to pay rent, insurance, building maintenance, and property taxes.
- **International Sales:** As long as an e-commerce store can ship to the customer, an e-commerce company can sell to anyone in the world and isn't limited by physical geography.
- **Easier to Retarget Customers:** As customers browse a digital storefront, it is easier to entice their attention towards placed advertisements, directed marketing campaigns, or pop-ups specifically aimed at a purpose.

There are other advantages such as (makers, <https://www.webectrony.com/2022/08/money-makers.html>, 2023) that do not need large capital: One of the most important advantages in e-commerce is that it does not need large capital like regular trade, which needs to own a special place to practice trade, in addition to the costs of preparing and finishing the place to start and also the owner of the trade needs to employ a number of employees and determine a special salary for them, as for e-commerce, it does not need large costs like regular trade, so a person does not need. Until the project starts except to create a special website, which will actually not cost the entrepreneur the same huge costs to own a shop in normal trade, in addition to the fact that the entrepreneur does not need to hire a number of employees, but can practice trade and develop the project on his own while sitting comfortably at home.

-Attracting customers throughout the day: This is one of the most important advantages of e-commerce, which is the continuity of opening your website or online store throughout the day, and you are not restricted to a specific date to receive customers like regular commerce, and customers through your online store can order and inquire at any time, so you can profit throughout the day, attract more customers and increase sales, also the online store is a preferred choice for people who do not have time to go to regular stores At work times, or who don't want to go and spend a lot of time searching for the product they want during the shopping process.

-Best for introverted customers: Introverted people who do not want to go and interact with others also resort to using electronic stores, as they avoid going to regular stores to not enter into a discussion with the store owner about inquiries about the product or make some negotiations about the price of the product, so e-commerce is the main element in shopping for these people, and if one of them wants to talk to the store owner, communication is made through the store's conversation or communication is made through Email or through the store's official page on Facebook so that the customer can know the answer to all inquiries about the product.

3.2 Disadvantages

There are certain drawbacks that come with e-commerce sites, The disadvantages include:

- **Limited Customer Service:** If you shop online for a computer, you cannot simply ask an employee to demonstrate a particular model's features in person. And although some websites let you chat online with a staff member, this is not a typical practice.
- **Lack of Instant Gratification:** When you buy an item online, you must wait for it to be shipped to your home or office. However, e-tailers like Amazon make the waiting game a little bit less painful by offering same-day delivery as a premium option for select products.
- **Inability to Touch Products:** Online images do not necessarily convey the whole story about an item, and so e-commerce purchases can be unsatisfying when the products received do not match consumer expectations. Case in point: an item of clothing may be made from shoddier fabric than its online image indicates.
- **Reliance on Technology:** If your website crashes, garners an overwhelming amount of traffic, or must be temporarily taken down for any reason, your business is effectively closed until the e-commerce storefront is back.

Among the disadvantages of e-commerce are the following other : (makers, <https://www.webectrony.com/2022/08/money-makers.html>, 2023)

- Increasing competition between electronic stores: After the technological development that the world has witnessed over the past years, many people have tended to start e-commerce, and the number of merchants in the field has increased, causing increased competition in the field, which led to a rise in advertisements related to e-commerce, which made it more difficult to make a profit, in addition to that increasing competition is one of the risks of e-commerce, and in order to overcome this problem, it is necessary to follow a professional marketing method Completely different from the rest of the competitors until customers are attracted, or by attracting customers to read some publications and then they are transferred to product display publications.

- Lack of customer patience: In some companies, the response is not available through customer service all the time, or customer service may be late in responding to customers for some time and this may be due to the presence of a lot of inquiries and the inability of customer service to respond to all of them at the same time, or the customer may have sent some inquiries at night and customer service is not available at this time, which angers some customers, but many major companies have started to To resolve this issue, is to assign customer service to night shifts and morning shifts so that customers are answered at all times.

- Delaying the shipment of products: Delaying the process of shipping and delivering products sometimes arouses the resentment and grumbling of many customers, as the customer has to wait, unlike traditional stores, and where the customer can buy the product and get it at the same time, but some major companies began to solve this problem, such as Amazon, which provided the service of shipping products and their arrival to the customer on the same day of the order, but it was a high-cost matter until the company stopped the service and became available only For discerning customers.

- Sometimes fraud in e-commerce occurs through the fraud of the displayed data; the exposure of e-commerce to fraud and deception due to the inability to verify identity; the disclosure of secrets and data of customers; does not fall under public law, which causes the loss of many rights; lack of privacy where it is required to enter all private data.

4. Forms of e-commerce: (pondicherry, 2005)

An e-business model is simply the approach a company takes to become a profitable business on the Internet. There are many buzzwords that define aspects of electronic business, and there are subgroups as well, such as content providers, auction sites and pure-play Internet retailers in the business-to-consumer space.

E-Commerce or Electronics Commerce business models can generally be categorized into the following types:

- Business - to - Business (B2B)
- Business - to - Consumer (B2C)
- Consumer - to - Consumer (C2C)
- Consumer - to - Business (C2B)
- Business - to - Government (B2G)
- Government - to - Business (G2B)
- Government - to - Citizen (G2C)

4.1 Business - to - Business (B2B)

A type of commerce transaction that exists between businesses, such as those involving a manufacturer and wholesaler, or a wholesaler and a retailer is known as Business-to-Business (B2B). It refers to business that is conducted between companies, rather than between a company and individual consumers. This is in contrast to business to consumer (B2C) and business to government (B2G). Website following B2B business model sells its product to an intermediate buyer who then sells the product to the final customer. For example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to final customer who comes to buy the product at wholesaler's retail outlet.

B2B implies that seller as well as buyer is business entity. B2B covers large number of applications which enables business to form relationships with their distributors, resellers, suppliers etc.

IBM, Hewlett Packard (HP), CISCO, Dell are the examples of B2B, Chemconnect.com and chemdex.com are the examples of B2B that brings two firms together on the virtual market.

4.2 Business - to - Consumer (B2C)

As the name suggests, it is the model involving business and consumers over the internet. B2C means selling directly to the end consumer or selling to an individual rather than a company. Website following B2C business model sells its product directly to a customer. A customer can view products shown on the website of business organization. The customer can choose a product and order the same. Website will send a notification to the business organization via email and organization will dispatch the product/goods to the customer. B2C is also known as internet retailing or E-trailing.

- The B2C model includes electronic shopping, information searching (e.g. railway timetables) but also interactive games delivered over the Internet.

- Popular items sold using B2C model are airline tickets, books, computers, videotapes, music CDs, toys, music, health and beauty products, etc..

Following are the key features of a B2C Model

- Heavy advertising required to attract large number of customers.
- High investment in terms of hardware/software.
- Support or good customer care service.

4.3 Consumer - to - Consumer (C2C)

Customer to Customer (C2C), sometimes known as Consumer to Consumer, E-Commerce involves electronically-facilitated transactions between individuals, often through a third party. One common example is online auctions, such as Ebay, where an individual can list an item for sale and other individuals can bid to purchase it. Auction sites normally charge commission to the sellers using them. They act purely as intermediaries who match buyers with sellers and they have little control over the quality of the products being offered, although they do try to prevent the sale of illegal goods, such as pirate CDs or DVDs.

Website following C2C business model helps consumer to sell their assets like residential property, cars, motorcycles etc. or rent a room by publishing their information on the website. Website may or may not charge the consumer for its

services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.

Another popular area for customer to customer transactions is online classified advertising sites, such as Craigslist and Gumtree. Major online retailers like Amazon also allow individuals to sell products via their sites.

4.4 Consumer - to - Business (C2B)

Customer to Business (C2B), sometimes known as Consumer to Business, is the most recent E-Commerce business model. In this model, individual customers offer to sell products and services to companies who are prepared to purchase them. This business model is the opposite of the traditional B2C model.

C2B (Customer to Business) is a model where initiative comes from the customers (consumers) and enterprises are the target group. The customers actively contact the enterprises via the Internet and raise questions, suggestions and ideas that can be used, for example for product or service innovation. The enterprises can facilitate the C2B model by setting, for example discussions forums on their websites or their pages on social networks. In these cases, the Word Of Mouth Marketing applies.

In this model, a consumer approaches website showing multiple business organizations for a particular service. Consumer places an estimate of amount he/she wants to spend for a particular service. For example, comparison of interest rates of personal loan/ car loan provided by various banks via website. Business organization that fulfils the consumer's requirement within specified budget approaches the customer and provides its services, finally General features of C2B as:

- Direct action.
- Collaborative consumption.
- Detailed segmentation.
- Interaction.
- Reciprocity.
- Bi-directionality.

5. The most important stages of e-commerce development: (Development, 2024)

In order to go through the e-commerce experience, a comprehensive perception of this experience must be developed that can be summarized in the following:

E-Commerce development is a complex process, and by following this comprehensive list of e-commerce website development stages, you can make your platform one-of-a-kind and innovative:

5.1 : Conceptualize and Research

- **Identifying Your Niche:** Through the following:
 - The first step towards developing an eCommerce is knowing your forte.
 - Study every market aspect, from trends to customers and preferences, to know what type of e-commerce suits you best.
- **Market Research:** Through the following:
 - Conduct market research in an extensive manner and gather all the required information.
 - Analyze the market data and identify the key areas that have potential for growth and places that have market gaps.

5.2 : Develop a Business Plan and Strategy

- **Business Model:** Through the following:
 - Understand the different types of business models, which include B2B, B2C, C2C, and hybrid models.
 - Your business model choice is essential for your business and customers.
- **Revenue Model:** Through the following:
 - Creating a detailed plan of what your revenue looks like is crucial. In simple terms, get a budget plan that includes all expenses and possible incomes.
 - This revenue model can include product sales, subscription fees, advertising, and more.

- **Pricing Strategy:** Through the following:
- Developing a pricing strategy that records and defines the costs and market dynamics will give a broader understanding of customer expectations and sales

5.3 : Ensure Compliance With Legal and Regulatory Standards

- **Business Registration:** Through the following:
- Get your business registered and apply for the required licenses and permits to function in this e-commerce.
- Business registration ensures that your e-commerce is a legitimate and trustworthy brand.
- **Privacy and Security:** Through the following:
- It is important to follow data protection laws and implement a solid infrastructure for security.
- Privacy and security of your customer is one of the critical elements of effective e-commerce.
- **Payment Processing:** Through the following:
- The next step requires creating a secure payment processing system for all your transactions and business.
- Your business model should comply with all financial regulations and payment necessities.

5.4 : Craft and Develop a Website

- **Domain Name and Hosting:** Through the following:
- The domain you choose will be the face of your brand and its products. Therefore, choosing a domain name closely related to your brand is necessary.
- **Design and User Experience:** Through the following:
- It is necessary to create an attractive design for your website such that your customers will remember and be familiar with the website. The user experience should be user-friendly and adaptable to devices and across platforms.
- **Content Management System:** Through the following:
- Choose a content management system that suits your brand identity and is appropriate for your company and custom development.
- **E-commerce Features:** Through the following:
- Your website should include all the essential e-commerce characteristics like product catalog, shopping cart, account sign-in, and search functionality with filters.
- **Payment Gateway:** Through the following:
- Integration This is a crucial step in website creation. Payment gateway integration to your website is essential for transactions and secure business.

5.5 : Create a Product Catalog and Inventory Management

- **Product Listings :** Through the following:
- Specifying what your company provides and what the products include, along with high-quality images, descriptions, and prices, makes the catalogue more comprehensive.
- **Inventor Control:** Through the following:
- Include inventory management control to keep track of your stock levels and alert for the automatic restocking process.

5.6 Icing on the Cake

The Search Engine Optimization is an important feature of your website. A good SEO can increase the probability of a customer landing on your page and thus choosing your products.

- **Social Media:** Through the following:
- Implement a comprehensive and engaging social media strategy that will help your brand build its branding image and act as a medium to engage with the audience and promote the products.
- **Email Marketing:** Through the following:
- Build an email list and use this method to promote your brands by emailing customers.
- **Paid Advertising:** Through the following:
- To develop your brand to a greater level, consider getting a paid advertising platform like Google Ads, Television, Social Media, and more.
- **Content Marketing:** Through the following:

- Use blog posts or vlogs to create content and market your product and brand name using content marketing. This will help you to attract and retain customers.

5.7 : Assure Quality Products

- **Functionality Testing:** Through the following:
 - Once the design process is done, the website's functionality elements are tested, including the shopping cart, payment, and user accounts.
- **Performance Testing:** Through the following:
 - Testing whether the website performs efficiently and functions quickly, including good traffic handling.
- **Security Testing:** Through the following:
 - Conducting multiple security tests and firewall penetration tests to examine if the website has any vulnerabilities.
- **Browser and Device Compatibility:** Through the following:
 - This process includes website testing on different browsers and devices to check whether the website is compatible with these platform shifts.

5.8 : Launch and Deployment

- **Soft Launch:** Through the following:
 - This launch type targets a small and limited audience to check the website's functionality and examine for any issues.
- **Full Launch:** Through the following:
 - On the other hand, a full launch is when everything works according to the plans and the complete and finished website is launched to the public.

5.9 : Provide Customer Service

- **Customer Support:** Through the following:
 - For a company to develop constructively, you must gather constructive and comprehensive customer feedback. A website becomes more engaged with its customers by providing multiple customer support and feedback platforms.
- **Returns and Refunds:** Through the following:
 - Once the website is on the platform, you must establish policies and regulations for returns/refunds. Thus building the brand's trust amongst its customers.

5.10 : Analytics

- **Analytics Tools:** Through the following:
 - The next step includes understanding website traffic and user behavior with analytical tools like Google Analytics.
- **Continuous Improvement:** Through the following:
 - Using the data collected and analyzed, improve the performance of your website and revise marketing strategies to optimize the website.

5.11: Scaling and Growth

- **Expand Product Range:** Through the following:
 - According to the industry trends and expectations of users, try to increase/expand the product range by adding new products and services to your eCommerce website.
- **Internationalization:** Through the following:
 - One of the ways to make your business services available globally is to internationalize it and provide shipping worldwide.

5.12 : Maintenance and Updates

- **Regular Updates:** Through the following:

Keeping your website updated regularly is necessary, especially regarding software, content, and security, and also e-commerce website must promptly fix any bugs. This keeps up the user experience and avoids any problems related to e-commerce.

6. E-commerce challenges:

E-commerce faces a number of challenges that must be faced and overcome to ensure its success and sustainability, and among the most important of these challenges:

- **Security and protection:** These challenges include issues of electronic fraud and theft of personal and financial information so that companies must take strong security measures to protect data and ensure the integrity of electronic transactions.

- **Trust and credibility:** Building trust between businesses and consumers is a crucial factor in the success of e-commerce, companies must provide accurate and clear information about products and services and meet consumer expectations reliably and effectively.

- **Service and delivery:** Fast and reliable delivery and good customer service are important challenges in e-commerce, businesses must provide appropriate delivery options and monitor the quality of service to ensure a positive experience for consumers.

7. Target Audiences for E-Commerce Operations:

E-commerce targets several different destinations and groups Here are some of the main e-commerce targets:

- **End Consumers:** Casual shoppers who purchase products and services for personal use are one of the main targets of e-commerce and end consumers can browse websites and shop online for various products and services.

- **Businesses and small and medium business owners:** Businesses and small and medium business owners can take advantage of e-commerce to expand their business and reach new customers, and these individuals can create their own online stores or sell their products through existing e-commerce platforms.

- **Large companies and famous brands:** Large companies and famous brands use e-commerce as part of their strategy to communicate with customers and achieve sales, they create official online stores to display and sell their products, in addition to using digital marketing and online advertising to attract the target audience.

- **Governments and public institutions:** Governments and public institutions use e-commerce to facilitate government services, achieve interaction and contribute to facilitating and improving the provision of public services to citizens, and users can also submit their applications online, such as submitting visa or passport applications or renewing driver's licenses, and carrying out other transactions through government websites, and this allows saving time and effort for citizens and reducing administrative red tape.

- **Logistics companies and logistics service providers:** These companies are one of the main beneficiaries of e-commerce, as shipping companies and logistics providers can use e-commerce platforms to manage shipping, track shipments, and deliver products to customers.

- **Free and independent labor markets:** The Internet and e-commerce allow many individuals to work as freelance customers and can market their services and skills online and work independently without the need for a specific geographical presence, and e-commerce provides employment opportunities and promotes the shared economy and self-employment.

In general, it can be said that e-commerce targets all parties interested in online commerce and shopping, starting from end consumers and small and medium enterprises to governments, large companies and logistics service providers, in addition to the previously mentioned targets, there are also other e-commerce target parties that include:

- **Mass buyers and wholesalers:** Wholesalers and mass buyers are an important part of e-commerce, companies and individuals who buy in bulk or are looking for deals can Wholesale use e-commerce platforms to obtain products at affordable prices and to facilitate mass purchases.

- **International customers:** E-commerce targets customers all over the world, companies can reach international customers and offer them their products and services via e-commerce platforms and thus expand their customer base and achieve international sales.

- **Corporate customers and commercial customers:** In addition to end consumers, e-commerce also targets businesses and commercial customers and companies can make purchases, supplies and deal with their suppliers through electronic platforms, which increases the efficiency of their operations and saves time and costs.

- **Customers in the travel and tourism sector:** The travel and tourism sector is one of the largest target sectors in e-commerce, as consumers can book airline tickets, hotel reservations, travel trips, and even car rentals through electronic platforms dedicated to travel and tourism.

- **Clients in the professional services sector:** E-commerce can target clients who are looking for professional services such as legal advice, digital marketing, graphic design, accounting services, medical services and many other services, and customers can also browse the websites of those services and contract with providers online.

- **Legislation and laws:** Companies may face legal and regulatory challenges related to e-commerce, such as taxation, consumer protection and privacy, companies must comply with applicable local and international laws and deal with changing legislation.

- **Technology transformation:** The success of e-commerce requires adaptation to rapid technological developments, and companies must invest in digital infrastructure and develop innovative e-commerce solutions to meet customer needs.

8. Differences between Traditional Commerce and E-Commerce Point of Difference: (James, 2024) The difference between the two trades can be summarized in the following table:

Differences between Traditional Commerce and E-Commerce Point of Difference	E-commerce	Traditional Commerce
Cost Effective	E-commerce is cost effective. The cost incurred on middlemen is eliminated as there is direct link between the business and the customers. . The total overhead cost required to run e-business is comparatively less. Running an e-business require only a head office. Overhead cost can be eliminated by hosting a website.	Cost has to be incurred for the role of middlemen to sell the company's products. The total overhead cost is more. Running a traditional business require a head office with several branches to cater to the needs of customers situated in different places.
Time	A lot of valuable time for both the consumers and business is saved. A product can be ordered and the transaction can completed in few min through internet.	It takes a lot of time to complete a transaction.
Convenience	It provides convenience to both customers and business. It provides better connectivity for its prospective and potential customers as the website can be accessed virtually from anywhere, anytime through internet. It is not necessary to move away from their work place or home to locate and purchase a product.	It is not so convenient method as that of E-commerce. Customers have to move away from their home or work place to locate and purchase a desired product.
Accessibility	It is easy to expand the size of the market from regional to international level. By hosting a website, a business can penetrate into global market. It is quite easy to attract customers from global markets at a marginal cost.	It may not be easy to expand the size of the market from regional to national level. Business organ have to incur a lot of expenses to enter international market.
Introduction of new product	It is easy to introduce a product on the website and get the immediate feedback of the customers. Based on the response, the products can be redefined and modified for a successful launch.	It takes a lot of time and money to introduce a new product and analyse response of the customers. Initially, cost has to be incurred to carry out pilot to understand the taste of the customers.
Profit	It helps the organization to enjoy greater profits by increasing sales, cutting cost and streamlining operating processes.	The cost incurred on the middlemen, overhead, inventory and limited sales pulls down the profit in traditional commerce.

Physical Inspection	It does not allow physical inspection of goods.	It is possible to physically inspect goods before the purchase.
Time	Round the clock service is available.	Business open for limited time.

9. Conclusion:

Based on what has been touched upon, and regardless of what distinguishes e-commerce compared to traditional trade, we find that this type of trade involves a set of aspects, the most important of which is that it promotes global trade and contributes to enhancing economic exchange between countries, expanding job opportunities and achieving economic development, as well as promoting innovation and enabling startups and small companies to access global markets and compete more. These challenges include issues of security, protection from fraud and electronic piracy, ensuring the protection of users' personal data and the confidentiality of financial transactions, and these challenges require cooperation between governments, companies and consumers to develop strong security measures and adopt laws and policies that regulate and protect e-commerce.

10. Recommendations and suggestion:

- ✓ Digital infrastructure development: A sophisticated and reliable digital infrastructure must be provided to support e-commerce, including high-speed internet, connected devices, and robust hosting services.
- ✓ Digital marketing: Merchants should adopt effective digital marketing strategies to promote their products and increase brand awareness, and social media, online advertising, and email marketing can be used to reach a wider audience and increase traffic to the online store.
- ✓ Data analysis: Merchants should use data analytics tools to understand user behavior and identify trends and market needs, and this information can be used to improve marketing strategies, improve user experience, and better meet customer requirements.
- ✓ Collaboration and partnerships: Merchants can take advantage of collaborations and partnerships with major e-commerce platforms or popular sites to increase their online presence and reach a larger audience, in addition to forming partnerships with financial service providers, shipping or electronic payment to facilitate sales and delivery.
- ✓ Continuous improvement: Merchants must work to continuously improve their operations and customer experience, and they should be prepared to adapt to technological developments.

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