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SELLING ON THE INTERNE

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OUTLINE:

- Net selling
- Advertising in net trading,
- Payment system in internet trading-smart card, credit card, debit card- payment by card - advantages and disadvantages;
- How to make internet selling safe-Digital signature, biometric method and legal or regulatory environment.
- Growth of internet trading in India.

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INTERNET SELLING

The buying and selling of products and services over the internet termed as 'Internet selling' 'online trading'.

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ADVANTAGES OF INTERNET TRADING

To the customer

1. Reduced price
2. Global market
3. 24 hours access
4. More choices
5. Quicker delivery
6. Information

Advantages to businesses

1. Increased potential market share
2. Low cost adverting
3. Low barriers to entries
4. Strategic benefit
5. Global reach

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DISADVANTAGES OF INTERNET TRADING

Technical limitations

1. Lack of security
2. Low bandwidth
3. Needed more applications tools
4. Incompatibility

Non-Technical limitations

1. Cost and justification
2. Security and privacy
3. Lack of trust
4. Touch and feel
5. Customers relations problem
6. Legal issue

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CHALLENGES IN INTERNET TRADING

1. Defining an E – commerce model and strategy.
2. Dealing with consumer privacy concerns.
3. Overcoming consumers lack of trust.
4. Overcoming global issues.

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GROWTH OF INTERNET TRADING IN IND

- In the last year, B-C electronic commerce has picked up in India, as a large number of entrepreneurs entered the industry with new ventures.
- Venture capital provided by the financial institutions.
- Customer increased interest for online shoppi

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The Statistics

Internet users :

Worldwide-**2,095,006,005**
India- 65 Million

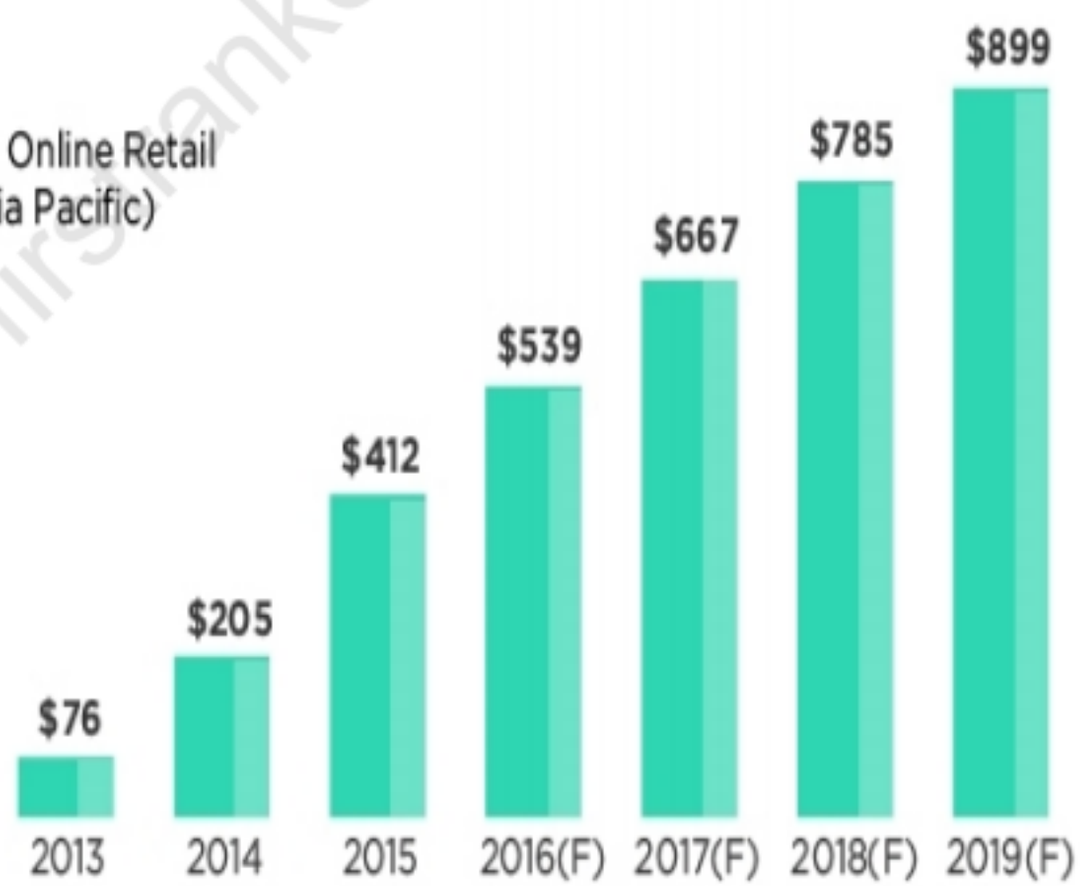
Facebook users-More than 750 million users
Twitters- nearly 200 million users

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Online retail sales via mobile
(in billions)

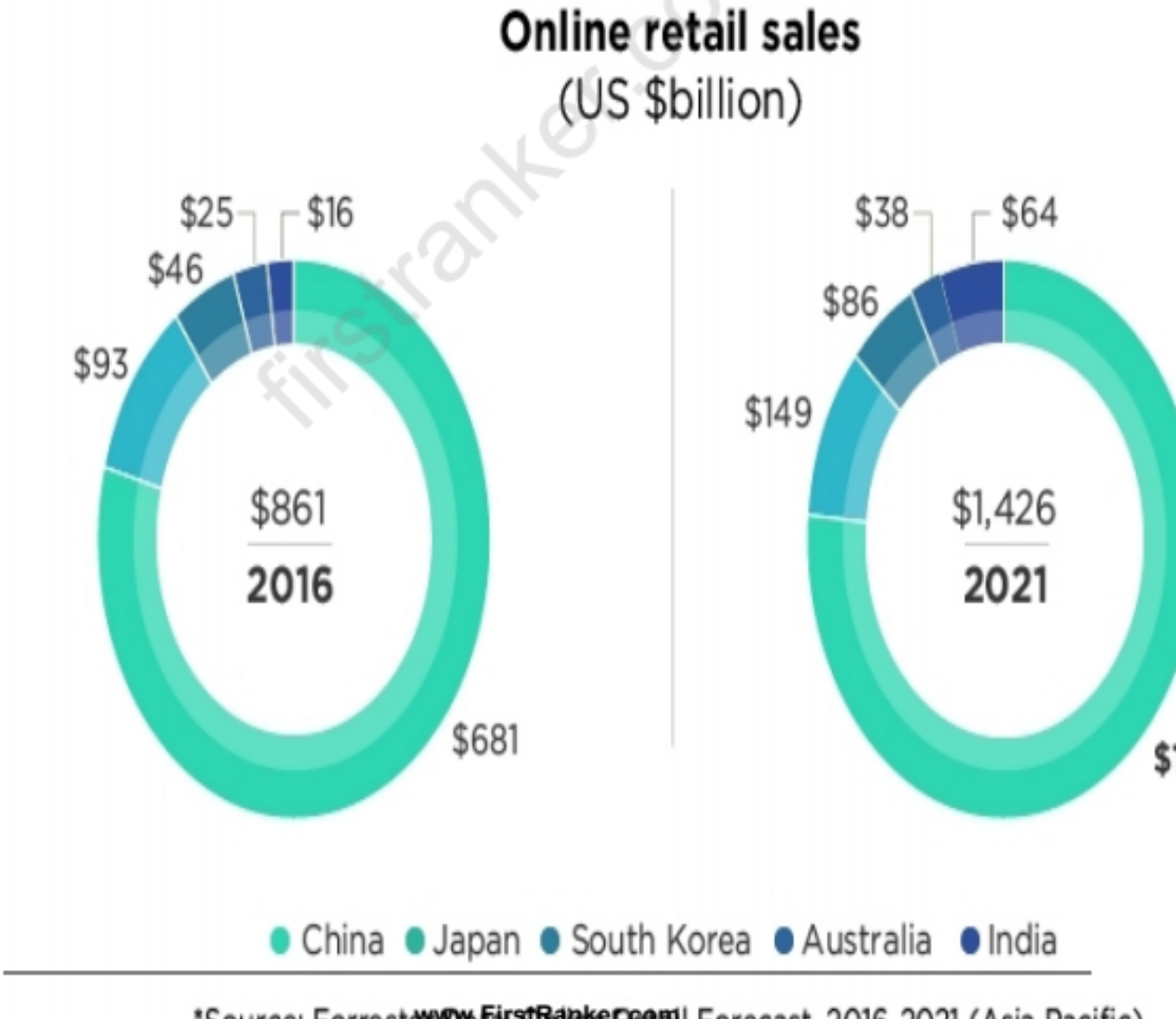
*Source: Forrester Data: Online Retail Forecast, 2016-2021 (Asia Pacific)



Mobile commerce as a share of online retail:	17.9%	34.4%	54.5%	62.6%	68.0%	71.7%	74.4%

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*Source: Forrester Data: Online Retail Forecast, 2016-2021 (Asia Pacific)

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RECENT ADVANCEMENT IN INTERNET MARKETING

- Leveraging new technology
- Mobile marketing strategy
- Funds flowed in
- Start – ups
- Tax battle between government and e – commerce players

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KEY DRIVERS OF E-COMMERCE SECTOR GROWTH IN INDIA

- Availability of wider product range
- Lack time for off-line shopping
- Real product experiences
- Increased subscription to internet
- Increased usage of online classified sites
- Million – dollar startups

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ADVERTISING IN NET TRADING: INTERNET ADVERTISING

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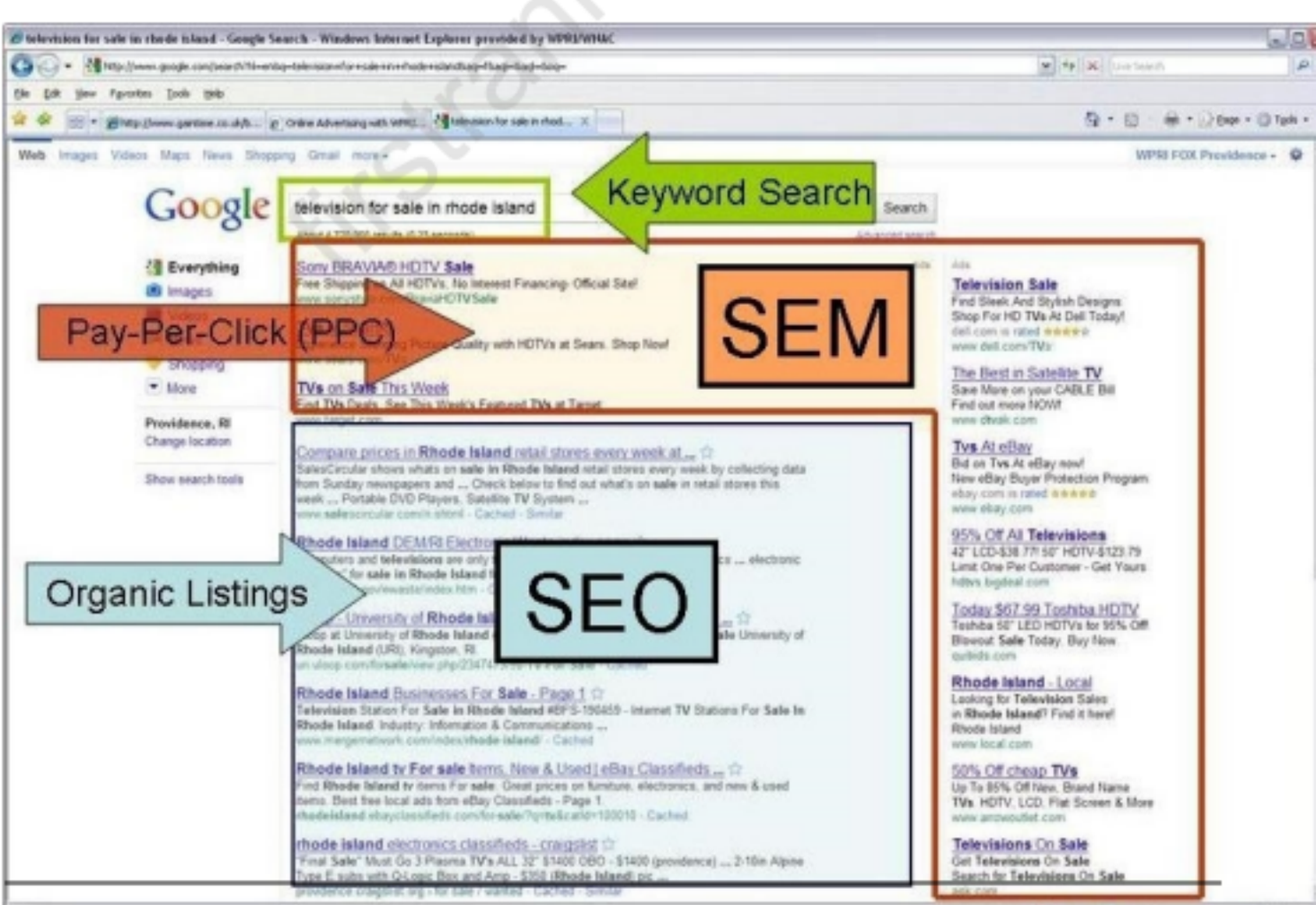
COMPONENTS OF INTERNET ADVERTISING

- Websites
- Search engine marketing : it is the process of gaining website traffic by purchasing ads on search engines.
- E-Mail marketing
- Banner advertising : is a rectangular graphic display that stretches across the top or botto of a website or down the right or left bar.
- Press releases on internet
- Blog marketing
- Article marketing

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SEM



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BANNER AD



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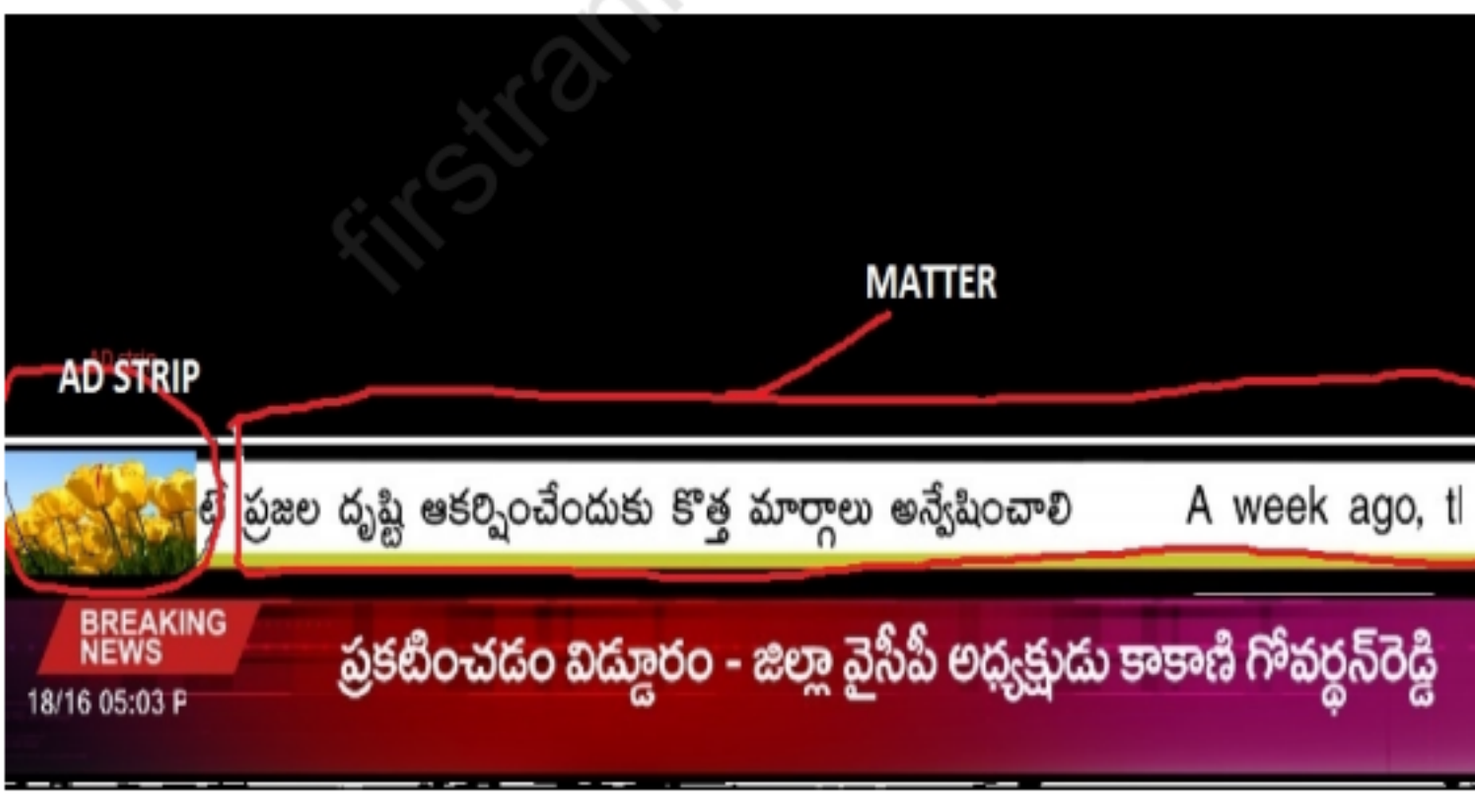
TYPES OF INTERNET ADVERTISING

- Tickers
- Superstitial
- Pop – up ads
- Pop – under
- Transactional ads
- Roadblocks
- Floating ads
- Expanding ads
- Polite ad
- Video ad

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TICKERS



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SUPERSTITIAL ADS

- Appears while loading
- Embedded mini videos in website contents

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POP-UPS

- Regular pop-up: graphical and textual ad opens and requires user to interact by closing window
- Auto-Closing Pop-up: Pop-up that closes on its own
- Commercial Style Pop-up: Audio/Video advertisement that appears when browser is loading a new page or we site.

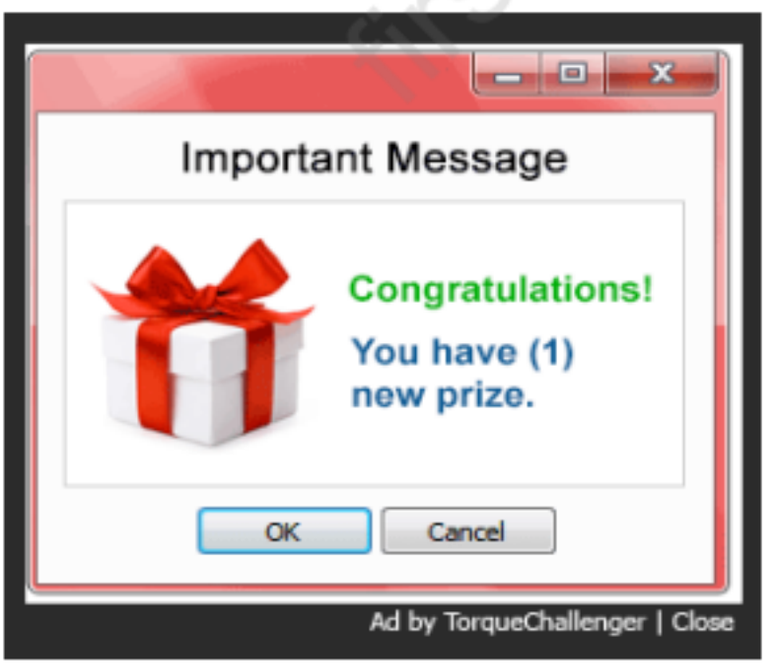


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POP - UNDER ADS

- Opens underneath the browser





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TRANSACTIONAL ADS

- It is an internet **advertisement** that enables a person to request information or to buy the advertised product without leaving the webpage on which the **ad** appears.



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ROADBLOCKS

- A **roadblock** refers to an **ad** buy by which all **ads** on the page are dedicated to the advertiser.
- More often, **roadblocks** include two **ad** placements and sometimes a third one

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FLOATING ADS

- A **floating ad** is a type of rich media Web **advertisement** that appears uninitiated, superimposed over a user-requested page, and disappears or becomes unobtrusive after a specific time period (typically 5-30 seconds).

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EXPANDING ADS

- A banner **ad** that can **expand** to larger size from smaller size after a user clicks on it or after a user moves his/her cursor over the banner.

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POLITE AD

- A **polite ad** is loaded in two phases: The initial load is a compact image or SWF file that is smaller in size so there is no delay in loading other contents on the page. This could be the first few frames of the **ad**, or a teaser.

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ADVANTAGES AND DISADVANTAGES OF INTERNET ADVERTISING

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PAYMENT SYSTEM IN INTERNET TRADING : ELECTRONIC PAYMENT

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ADVANTAGES OF PAYMENT BY CARD

- Cash less
- Customer preferences
- Wider customer base
- Faster cash flow
- Easing your admin
- International use

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DISADVANTAGES

- Cost
- Fraud
- T & C of Company and bank
- Staff training

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INTERNET SAFETY AND SECURITY

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SHORT ANSWER QUESTIONS

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