

SELLING ON THE INTERNET

MODUL

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.

INTERNET SELLING

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

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

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
-

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.

GROWTH OF INTERNET TRADING IN INDIA

- ◉ 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 shopping.

The Statistics

Internet users :

Worldwide-**2,095,006,005**

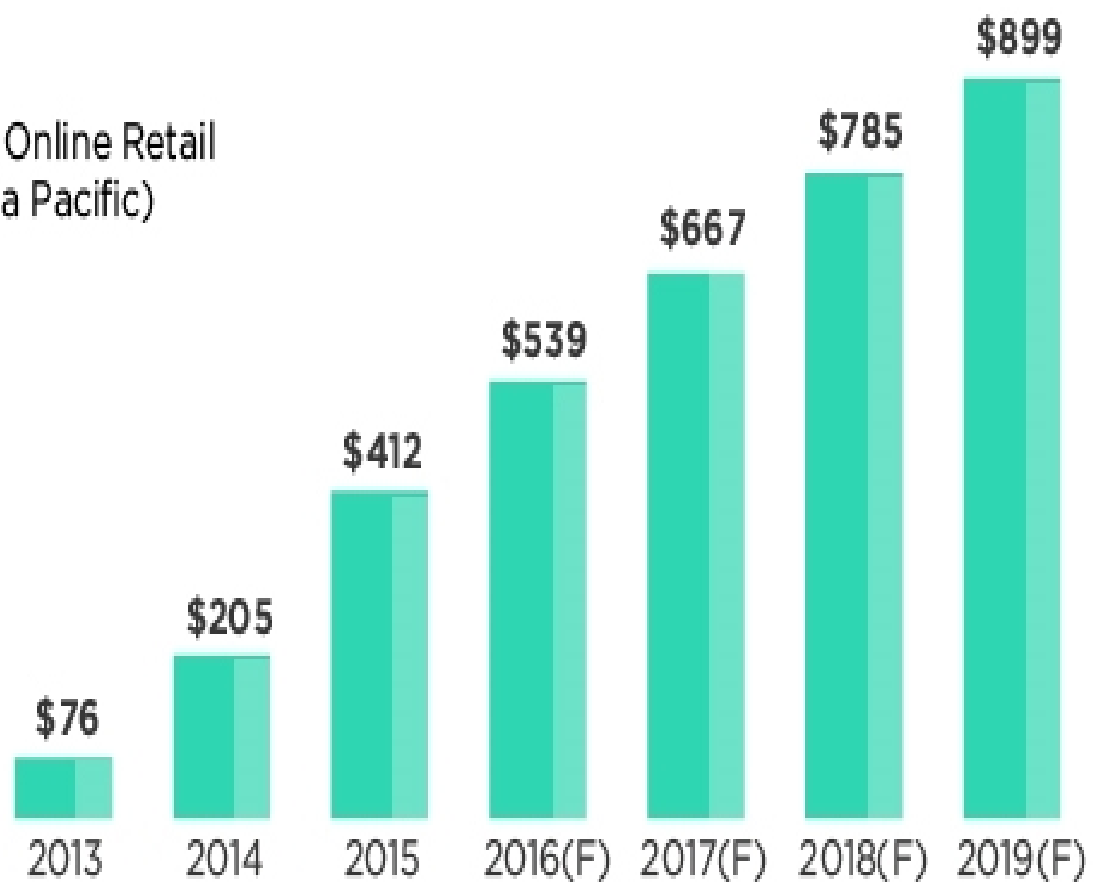
India- 65 Million

Facebook users-More than 750 million users

Twitters- nearly 200 million users

Online retail sales via mobile (in billions)

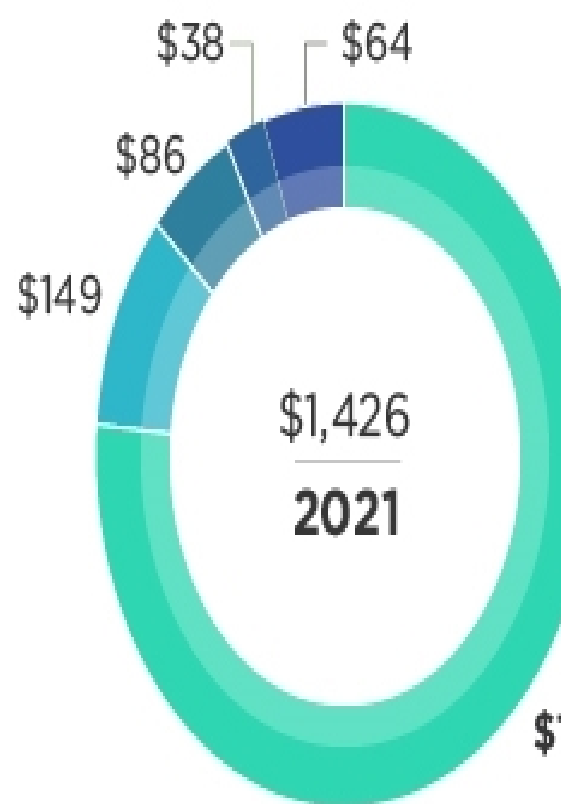
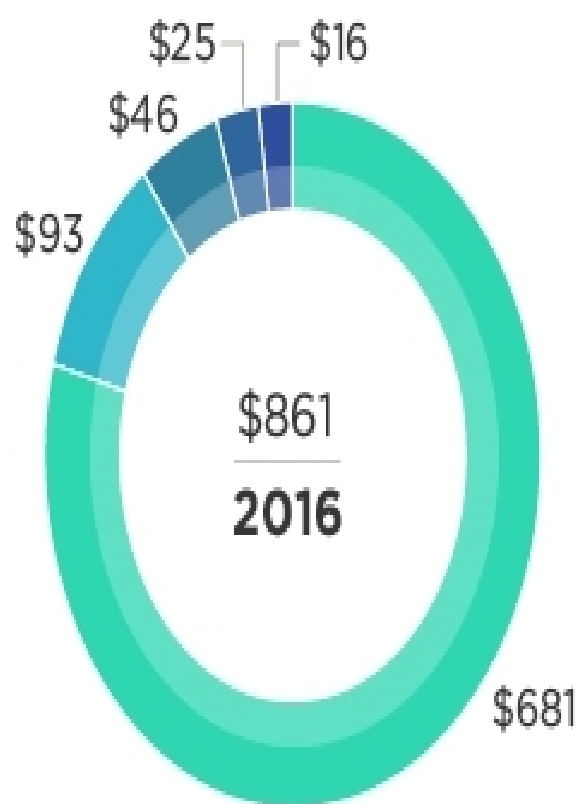
*Source: Forrester Data: Online Retail
Forecast, 2016-2021 (Asia Pacific)



Mobile commerce as

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

Online retail sales (US \$billion)



● China ● Japan ● South Korea ● Australia ● India

RECENT ADVANCEMENT IN INTERNET MARKETING

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

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

ADVERTISING IN NET TRADING: INTERNET ADVERTISING

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 bottom of a website or down the right or left bar.
- ◉ Press releases on internet
- ◉ Blog marketing
- ◉ Article marketing

SEM

The image shows a screenshot of a Google search results page for the query "television for sale in rhode island". The browser is Windows Internet Explorer. The search results are categorized into "Organic Listings" (SEO) and "Pay-Per-Click (PPC)" (SEM). A large orange box labeled "SEM" encompasses the PPC results, and a large blue box labeled "SEO" encompasses the organic listings. A green arrow labeled "Keyword Search" points to the search bar. The PPC results include ads from Sony BRAVIA, Target, and Dell. The organic listings include results from SalesCircular, Rhode Island DEM/RI Electronics, University of Rhode Island, Rhode Island Businesses For Sale, eBay Classifieds, and Craigslist.

Google television for sale in rhode island

Search

Pay-Per-Click (PPC)

SEM

Organic Listings

SEO

Keyword Search

television for sale in rhode island

About 6,735,000 results (0.23 seconds)

Sony BRAVIA® HDTV Sale
Free Shipping on All HDTVs, No Interest Financing. Official Site!
www.sony.com/BraviaHDTVSale

TVs on Sale This Week
Find TV Deals. See This Week's Featured TVs at Target.
www.target.com

Compare prices in Rhode Island retail stores every week at ...
SalesCircular shows what's on sale in Rhode Island retail stores every week by collecting data from Sunday newspapers and ... Check below to find out what's on sale in retail stores this week ... Portable DVD Players, Satellite TV System ...
www.salescircular.com/ri.shtml - Cached - Similar

Rhode Island DEM/RI Electronics
Computers and televisions are only ...
for sale in Rhode Island ...
www.waste/index.htm - C

University of Rhode Island
Shop at University of Rhode Island ...
Rhode Island (URI), Kingston, RI ...
uniloop.com/for-sale/new.php/23474... - Cached

Rhode Island Businesses For Sale - Page 1
Television Station For Sale in Rhode Island #BFS-190459 - Internet TV Stations For Sale In Rhode Island. Industry: Information & Communications ...
www.mergemetwork.com/index/rhode-island/ - Cached

Rhode Island tv For sale items. New & Used eBay Classifieds ...
Find Rhode Island tv items For sale. Great prices on furniture, electronics, and new & used items. Best free local ads from eBay Classifieds - Page 1.
rhodeisland.ebayclassifieds.com/for-sale/?q=tv&catId=100010 - Cached

rhode island electronics classifieds - craigslist
"Final Sale" Must Go 3 Plasma TVs ALL 32" \$1400 OBO - \$1400 (providence) ... 2-10in Alpine Type E subs with Q-Logic Box and Amp - \$350 (Rhode Island) pic ...
providence.craigslist.org / for sale / wanted - Cached - Similar

Television Sale
Find Sleek And Stylish Designs Shop For HD TVs At Dell Today!
dell.com is rated ★★★★★
www.dell.com/TVs/

The Best in Satellite TV
Save More on your CABLE Bill Find out more NOW!
www.dtrink.com

Tvs At eBay
Bid on Tvs At eBay now!
New eBay Buyer Protection Program
ebay.com is rated ★★★★★
www.ebay.com

95% Off All Televisions
42" LCD-\$38.77! 50" HDTV-\$123.79
Limit One Per Customer - Get Yours
hdtvs.bigdeal.com

Today \$67.99 Toshiba HDTV
Toshiba 50" LED HDTVs for 95% Off
Blowout Sale Today. Buy Now
quibids.com

Rhode Island - Local
Looking for Television Sales in Rhode Island? Find it here!
Rhode Island
www.local.com

50% Off cheap TVs
Up To 85% Off New, Brand Name TVs. HDTV, LCD, Flat Screen & More
www.amowoutlet.com

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ask.com

www.FirstRanker.com

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Reports: More problems for iPhone 4 orders



By **Doug Gross**, CNN
June 21, 2010 2:06 p.m. EDT / Filed under: [Mobile](#)

(CNN) — As deliveries of the hotly anticipated iPhone 4 were set to begin, reports surfaced Monday of more problems with the Apple phone's ordering process.

Last week, AT&T, the exclusive wireless provider for the iPhone, suspended pre-orders after its system was overwhelmed.

On Monday, several technology websites

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[Recommend](#) 18 people recommend this.

**A SMART PHONE THAT SEATS SEVEN**

TYPES OF INTERNET ADVERTISING

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

TICKERS

MATTER

AD STRIP



ప్రజల దృష్టి ఆకర్షించేందుకు కొత్త మార్గాలు అన్వేషించాలి

A week ago, t

BREAKING
NEWS

18/16 05:03 P

ప్రకటించడం విడ్డూరం - జిల్లా వైసీపీ అధ్యక్షుడు కాకాణి గోవర్ధన్ రెడ్డి

SUPERSTITIAL ADS

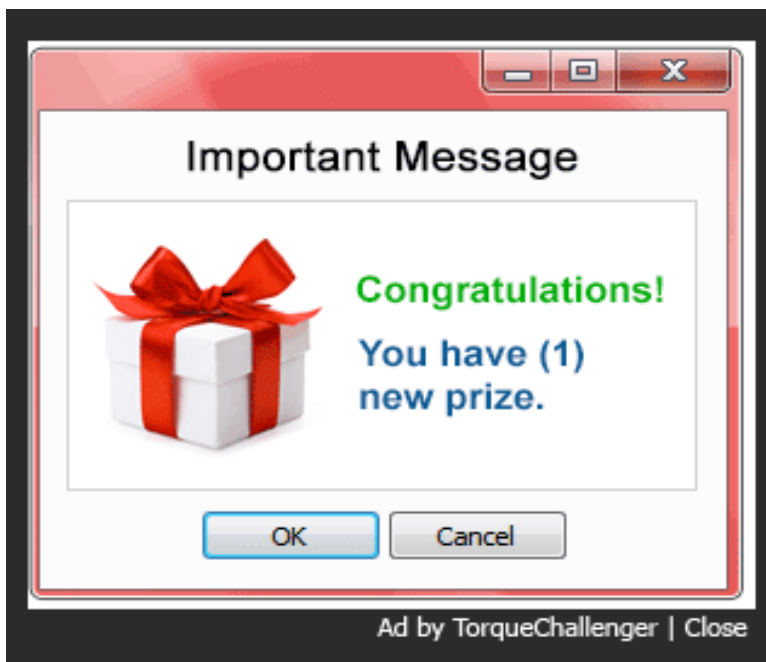
- ⦿ Appears while loading
- ⦿ Embedded mini videos in website contents

- 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 website.



POP - UNDER ADS

- Opens underneath the browser



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.



lenovo 联想

能打电话的口袋平板电脑

联想乐Pad S2005

12月12日-21日 全球首发预售

媒体价：3699元
网络优惠价：**2699元**

预购更享：
1. 支付100元订金 抵200元现金
2. 全款预订 直减200元现金

立即订购 (橙色)
立即订购 (黑色)

全新5寸平板 超越手机体验

轻薄随身 卓越便携

绚丽屏幕 宽广呈现

旗舰性能 完整配置

通话无忧 轻松出行

www.FirstRanker.com

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

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).

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.

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.

ADVANTAGES AND DISADVANTAGES OF INTERNET ADVERTISING

PAYMENT SYSTEM IN INTERNET TRADING : ELECTRONIC PAYMENT

ADVANTAGES OF PAYMENT BY CARD

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

DISADVANTAGES

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

INTERNET SAFETY AND SECURITY

SHORT ANSWER QUESTIONS