**E-Commerce Applications**

• E-Marketing

• E-Advertising

• E-Banking

• E-Learning

• Mobile Commerce

• Online Shopping

• Entertainment

**• E-Marketing:-**

v E-Marketing also known as Internet Marketing, Online Marketing, Web Marketing.

v It is the marketing of products or services over the internet.

v It is consider to be broad in scope because not refers to marketing on the internet but also done in Email and wireless media.

v E-Marketing ties together the creative and technical aspects of the internet, including design development, advertising and sales.

v Internet marketing is associated with several business models i.e., B2C, B2B, C2C.

v Internet marketing is inexpensive when examine the ratio of cost to the reach of the target.

**• E-Advertising:-**

v It is also known as online advertising it is a form of promotion that uses internet and World Wide Web to deliver marketing messages to attracts customers.

Example: Banner ads, Social network advertising, online classified advertising etc.

v The growth of these particular media attracts the attention of advertisers as a more productive source to bring in consumers.

**• E-Banking:-**

v Means any user with a personal computer and browser can get connected to his banks, website to perform any of the banking functions. In internet banking system the bank has a centralized data base i.e., web-enabled.

v Best example for E-Banking is ATM.

v An ATM is an electronic fund transfer terminal capable of handling cash deposits, transfer, Balance enquiries, cash withdrawals, and pay bills.

• SERVICES THROUGH E-BANKING:

Ø Bill Payment Service

Ø Fund Transfer

Ø Investing through Internet Banking

Ø Shopping

**• E-Learning:-**

v E-Learning comprises all forms of electronically supported learning and teaching.

v E-Learning applications and processes include web-based learning, computer-based learning.

v Content is delivered via. The internet, intranet/extranet, audio, or video tape, satellite TV.

v E-Learning is naturally suited to distance and flexible learning, but can also be used conjunction with face-to-face teaching.

v E-Learning can also refer to the educational website such as those offering learning scenarios worst and interactive exercises for children.

v A learning management system (LMS) is software used for delivering, tracking, and managing training /education.

**• Mobile Commerce:-**

v Mobile Commerce also known as M-Commerce, is the ability to conduct, commerce as a mobile device, such as mobile phone.

v Banks and other financial institutions use mobile commerce to allow their customers to access account information and make transactions, such as purchasing, withdrawals etc.,

v Using a mobile browser customers can shop online without having to be at their personal computer.

• SERVICES ARE:

1. Mobile ticketing

2. Mobile contract purchase and delivery mainly consumes of the sale of ring tones, wallpapers and games of mobile phones.

3. Local base services

• Local discount offers

• Local weather

4. Information services

• News

• Sports, Scores

• **Online Shopping:-**

v Online shopping is the process whereby consumers directly buy goods or services from a sell in real time, without intermediary services over the internet.

v An online shop, e-shop, e-store, internet shop web shop, web store, online store, or virtual shop evokes the physical analogy of buying products or services in a shopping center.

v In order to shop online, one must be able to have access to a computer, a bank account and debit card.

v Online shoppers commonly use credit card to make payments , however some systems enable users to create accounts and pay by alternative means ,such as

• Cheque.

• Debit cards.

• Gift cards

v Online stores are usually available 24 hours a day

• **Entertainment**:-

v The conventional media that have been used for entertainment are

1. Books/magazines.

2. Radio.

3. Television/films.

4. Video games.

Online books /newspapers, online radio, online television, online firms, and online games are common place in internet where we can entertain.

v Online social networking websites are one of the biggest sources of E-entertainment for today’s tech-savvy generation.