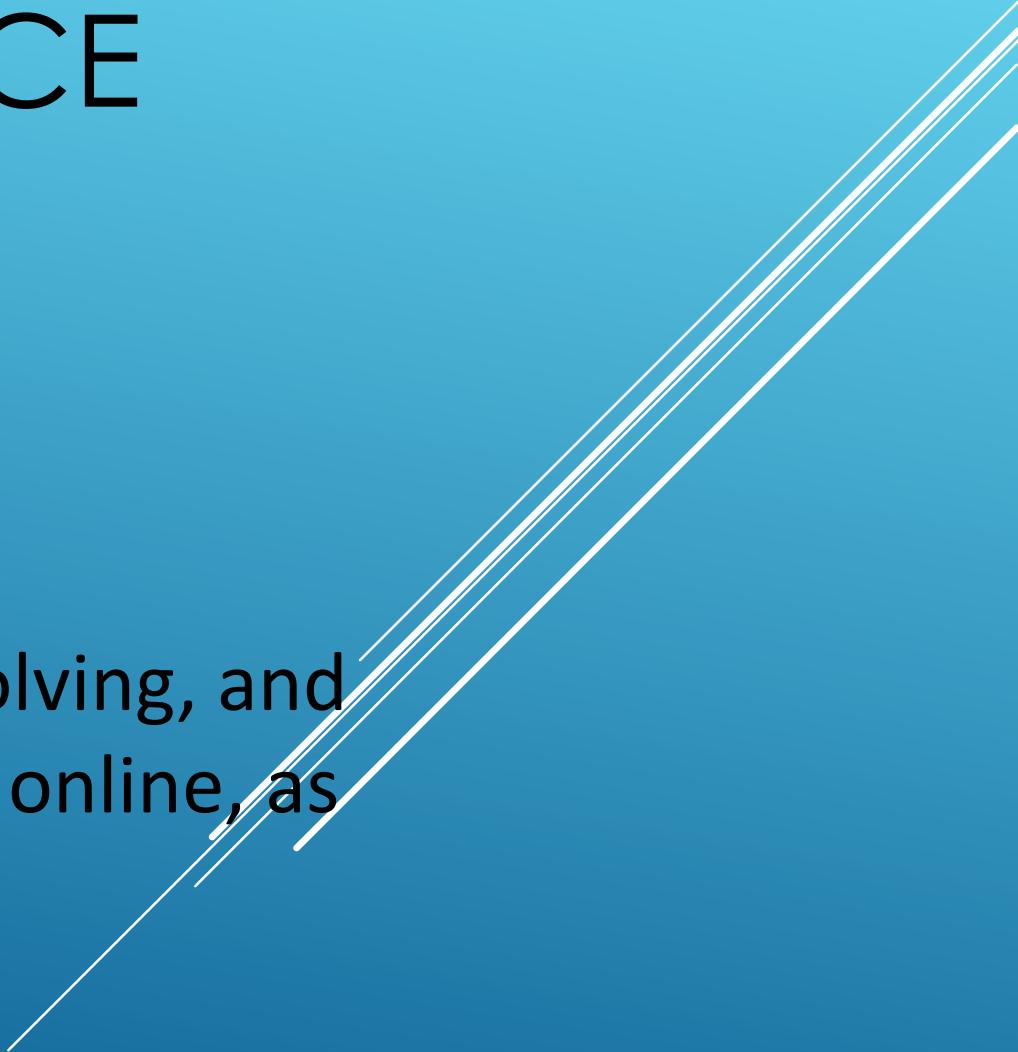


E-COMMERCE

- Definition
 - Retail / Sales
 - Advertising
 - E-Commerce is still evolving, and impacting how we buy online, as well as off.
- 
- A series of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, crossing the right side of the slide.

E-COMMERCE

- Some statistics
 - 73% do at least half their shopping online
 - 66% prefer to shop online vs. in-store
 - 4 out of 5 shop online for a broader selection
 - 7 out of 10 shop online for better sales and promotions (free shipping, etc.)
 - 2 out of 3 shop online because it's cheaper


E-COMMERCE

- Some statistics (Continued)
 - What helps you decide to buy something else?
 - Positive Customer Reviews
 - Retailers Descriptions
 - Negative Customer Reviews
 - 45% of online shoppers have bought something online that they would not buy in person.


E-COMMERCE

- Some statistics (Continued)
 - SHIPPING: 96% are more likely to shop on a site if it has free shipping.
 - RETURNS: 87% are more likely to shop on a site if it has free returns
 - 62% rarely return items bought online
 - 68% prefer to ship purchases back to the online store
 - 32% prefer to return online items to a physical store
- CUSTOMER SERVICE:
 - 41% prefer email
 - 27% live chat
 - 25% phone call
 - 7% never contact

E-COMMERCE

- Some statistics (Continued)
 - In 2015, people spent \$33 billion on in-app purchases
 - Ponder that for a moment
- 
- A series of several parallel white lines of varying lengths and positions, all slanted diagonally from the bottom-left towards the top-right, located in the lower right quadrant of the slide.

E-COMMERCE

- Ubiquity
 - Transaction Costs
 - Global Reach
 - Universal Standards
- 
- A series of several parallel white lines of varying lengths, slanted diagonally from the bottom-left towards the top-right, located in the lower right quadrant of the slide.

E-COMMERCE

- Globalization
 - Economic changes
 - Cultural changes
 - Technological changes
- 
- A series of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, located on the right side of the slide.

E-Commerce

- Business to Consumer (B2C)
- Business to Business (B2B)
- Business to Employee (B2E)
- Consumer to Consumer (C2C)

E-Commerce

- Online / mobile banking
- Online stock trading
- Online financial management
- We are more accepting of these now than we have been in the past, according to Pew
 - In 2013, 51% of adults banked online
 - 36% of adults used mobile banking

E-Commerce

- The American Banker's Association breaks down preference this way:
 - Internet Banking (laptop or PC) – 39%
 - Branches – 18%
 - ATMs – 11%
 - Mobile (Smart phone, iPad, etc.) – 8%
 - Mail – 7%
 - Telephone - 7%
 - Don't Know - 11%

E-Commerce

- Disruptive Technology
 - Sustaining Technology
 - Digital Darwinism
 - Enhanced / Hindered Industries
- 
- A series of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, crossing the lower right portion of the slide.

E-Commerce

- Print

- 152 newspapers shut in 2011
- 151 newspapers shut in 2010
- Hundreds of magazines have closed
- Competition from online
- Print media has, in some cases, embraced digital media; but is it better?

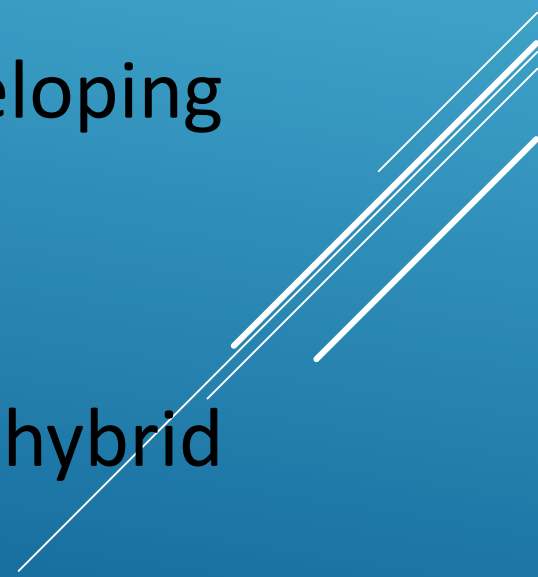
E-Commerce

- Television

- Broadcast television has struggled for some time
- Cable is struggling as well
- People are tired of hundred-channel bundles
- Cord-cutting and net neutrality have hurt cable
- Piracy has hurt production


E-Commerce

- Radio

- Surprisingly resilient!
 - 95 percent of people have access to radio
 - 75 percent of households in developing nations have radio
 - Radio signals are strong
 - Internet radio, both discrete and hybrid
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.

E-Commerce


- Music

- Digital music has complex history
 - Napster and piracy
 - Production v. distribution costs
 - Quality of digital music v. analog
 - Resurgence of vinyl w/its perks
 - Freedom for artists (good and bad)
 - iTunes, the market, and what's fair
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.



E-Commerce

- Music

- Digital music has complex history
 - Napster and piracy
 - Production v. distribution costs
 - Quality of digital music v. analog
 - Resurgence of vinyl w/its perks
 - Freedom for artists (good and bad)
 - iTunes, the market, and what's fair
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.


E-Commerce

- iTunes breakdown, assuming \$0.99 song
 - For Apple: \$0.29
 - For artist:

E-Commerce

- Interactivity
 - Information Density
 - Price transparency
 - Cost transparency
 - Price discrimination (dynamic pricing)
 - Personalization
 - Customization
 - Collaboration
 - Disintermediation
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.


E-Commerce

- The loss of brick-and mortar to online, and the impact of Amazon
 - Border's
 - Circuit City
 - Radio shack
 - CompUSA
 - Sears
 - Gap
 - Abercrombie and Fitch
 - Aeropostale
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

E-Commerce

- The loss of brick-and mortar to online, and the impact of Amazon
 - Amazon moved into services including food, the cloud, same day and drone delivery
 - Have they ever turned a profit?
 - Maybe, in 2001
 - Generally believed to have never actually made any money (or not enough to be safe)

E-Commerce

- Consumers respond to specific business techniques
 - Low prices
 - Product differentiation
 - Specific strength
 - Brand name / Switching costs
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

E-Commerce


- Intranet
- Extranet
- EDI
- Portal
- Kiosk
- Library Access



E-Commerce

- Social Networking
 - Forums / Messageboards
 - Newsgroups / coupons / classifieds
 - Support Groups
 - Virtual Worlds
- 
- A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, located in the lower right quadrant of the slide.

E-Commerce

- Marketing / Sales
 - Financial / Payment Services
 - Procurement
 - Customer Service (FAQ's, Knowledge Base, Real Time Chat)
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.

E-Commerce

- Digital Credit Card Payment Systems
- Digital Wallet
- Micropayment / Microtransaction
- Accumulated Balance Systems
- Stored Value Payment Systems