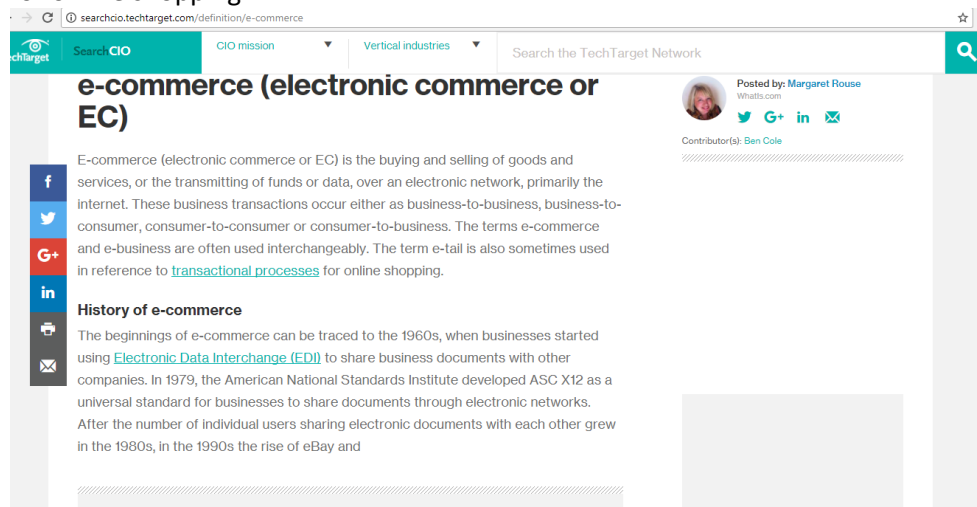


## SW1 – Overview

PART 1 - Answer the ff. questions:

1. What is e-commerce?

- E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes for online shopping.



2. What is B2B/C2C/B2C/B2G? (Choose 2) Give examples.

- B2C, or business-to-consumer marketing, takes place when a business—such as a grocery, storefront retail store, an online consumer legal services, or an online medical information organization—markets their products or services to the public.

- B2B marketing takes place when a business sells its products and services to other businesses. B2B marketing includes marketing to businesses that conduct business for a profit and to those organizations that have a non-profit charter. Business purchase decisions, unlike consumer decisions, tend to require more planning and a more complex, formal purchase decision process.

To summarize, similarities across all marketing strategies—B2C, B2B, and B2G—include:

- Marketing consists of messaging to people.
- Marketers must know their customers or clients, how to segment the market into meaningful audience groups, and how to reach the target audience with informational and promotional messages.

- Marketers must know the difference between absolute needs and discretionary purchases, and understand their clients' options to fulfill those needs and wants.
- Marketers must build and nurture their brand.

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## B2C, B2B, AND B2G: KEY SIMILARITIES AND DIFFERENCES

August 23, 2016 0 Comments Jeannette Warren



Business to consumer (B2C), business to business (B2B), and business to government (B2G) are three common types of marketing strategies. As a marketing agency CATMEDIA helps clients with all three types of marketing strategies. Although general marketing concepts apply to all marketing strategies, there are important differences. In the next few paragraphs I will answer a frequently asked question regarding key similarities and differences between B2C, B2B, and B2G marketing.

### B2C MARKETING

B2C, or business-to-consumer marketing, takes place when a business—such as a grocery.



PART 2 - Prepare a timeline of the evolution/history of e-commerce.

History of e-commerce

**1960s** - The beginnings of e-commerce can be traced when businesses started using Electronic Data Interchange (EDI) to share business documents with other companies.

**1979** - The American National Standards Institute developed ASC X12 as a universal standard for businesses to share documents through electronic networks.

**1980s** - After the number of individual users sharing electronic documents with each other.

**1990s** - The rise of eBay and Amazon revolutionized the e-commerce industry. Consumers can now purchase endless amounts of items online, both from typical brick and mortar stores with e-commerce capabilities and one another.

consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to [transactional processes](#) for online shopping.

### History of e-commerce



The beginnings of e-commerce can be traced to the 1960s, when businesses started using [Electronic Data Interchange \(EDI\)](#) to share business documents with other companies. In 1979, the American National Standards Institute developed ASC X12 as a universal standard for businesses to share documents through electronic networks. After the number of individual users sharing electronic documents with each other grew in the 1980s, in the 1990s the rise of eBay and

### Bibliography

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