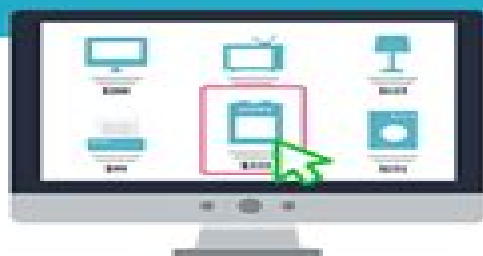# LES FRANCAIS ET LE E-COMMERCE EN 2015

Quelles sont leurs perspectives d'achats par rapport à 2014 ?

UNE CONSOMMATION ON LINE TOUJOURS EN HAUSSE

9 internautes sur 10 envisagent d'acheter autant ou plus sur Internet qu'en 2014

LES TYPES D'ACHATS EN LIGNE SUR INTERNET EN 2015

Habillement 61 %

Produits culturels 54 %

Voyages Tourisme 42 %

Technologie 38 %

MAIS AUSSI ...

18 %
Bons d'achats

8 %
Médicaments sans ordonnance

7 %
Objets connectés

LE M-COMMERCE PORTÉ PAR LES MULTI DEVICES

29 % des internautes utilisent une tablette pour acheter en ligne

17 % des internautes utilisent un smartphone pour acheter en ligne

75 % des Français possèdent un smartphone

Dont 91 % de jeunes de 18-34 ans

QU'ACHÈTENT LES INTERNAUTES SUR LEUR SMARTPHONE ?

48 % 40 % 32 % 31 %

HAUSSE DES APPLICATIONS MARCHANDES

33 % des utilisateurs tablette

32 % des utilisateurs smartphone

téléchargent des applications de sites marchands pour acheter en ligne

Réservation hébergement entre particuliers

AMAP

Covoiturage

35 % 31 % 26 %

LES INTERNAUTES VEULENT CONSOMMER AUTREMENT

E Commerce 2015

Derek Bridge,Heiner Stuckenschmidt

E Commerce 2015:

plentymarkets Jahrbuch des E-Commerce 2015 Steffen Griesel,Peter Höschl,2015-10-05 M rkte Menschen Meilensteine Vor 20 Jahren schlug die Geburtsstunde des Online Handels Im plentymarkets Jahrbuch des E Commerce 2015 wird beschreiben und mit Experten diskutiert welche Entwicklungen den Online Handel und das Internet in dieser Zeit gepr gt haben   Das E-Commerce Buch Alexander Graf,Holger Schneider,2019-11-26 E Commerce ist ein Thema dem sich kein Marktteilnehmer mehr entziehen kann Insbesondere Unternehmen wie Google Apple Facebook und Amazon aber auch spezialisierte Nischenanbieter revolutionieren die Branche nahezu t glich aufs Neue Innovative Marketingformen Vertriebswege und technische L sungen stellen bedeutende Herausforderungen dar er ffnen aber auch gro e Chancen Hier setzt Das E Commerce Buch an Das mittlerweile zum Standardwerk gewordene Buch liegt nun in einer vollst ndig berarbeiteten und aktualisierten Aufl age vor und bietet Professionals Einsteigern und Studierenden grundlegende Kenntnisse zum Thema E Commerce einen umfassenden Markt berblick fundierte Einsch tzungen der heutigen und zuk nftigen Entwicklungen erfolgreiche Strategieans tze der Branchenbesten und 50 aktuelle Case Studies aus B2C und B2B mit Key Facts Bewertungen und Perspektiven Au erdem zahlreiche Abbildungen Fallbeispiele und Insider Tipps Dieses Buch fasst die Entwicklung der E Commerce Industrie der letzten 20 Jahre sehr gut zusammen und erkl rt worauf es bei erfolgreichen E Commerce Modellen der ersten und zweiten Generation ankommt Ich arbeite seit ber 10 Jahren mit Holger und Alexander zusammen und bin immer wieder beeindruckt wie die beiden die einzelnen Modelle erkl ren k nnen Auch f r mich regelm ig eine Inspirationsquelle deshalb klare Lese und Kaufempfehlung Tarek M ller Gr nder und Gesch ftsf hrer ABOUT YOU GmbH   **Schlüsselfaktoren im E-Commerce** Dominik Große Holtforth,2016-11-15 Das essential zeigt wie digitale Innovationen Customer Centricity Skaleneffekte und Data Driven Marketing zu nachhaltigen Kundenbeziehungen und Wettbewerbsvorteilen im E Commerce f hren Dazu werden die vier Schl sselfaktoren im E Commerce umfassend dargestellt Leser und Leserinnen erhalten grundlegende Impulse f r die Neuausrichtung von Gesch ftsmodellen zur Gestaltung von Wachstumsprozessen und zur Erzielung nachhaltiger Ertr ge Das essential geht dabei ber die bliche Auflistung von operativen To dos hinaus und zeigt Faktoren auf die digitalen Technologien und E Commerce zu disruptiver Wirkung verhelfen   **Ein Ratgeber für den Online-Handel: E-Commerce richtig machen** Julien Schild,2018-03 Das Bild vom langsamen Sterbens des Einzelhandels wird oft genutzt um die Auswirkungen des Online Handels auf diese Branche zu beschreiben Dies wird unter anderem durch den Globalisierungsvorgang und die Tatsache dass das Internet Transparenz Komfort Zeitersparnis etc verspricht vorangetrieben Das vorliegende Buch beinhaltet eine Einf hrung in die Thematik des Online Handels sowie allgemeine und spezielle Passagen zum Online Marketing Darunter fallen Display Advertising E Mail Marketing Affiliate Marketing Search Engine Advertising Search Engine Optimization Social Media Marketing und Mobile Marketing Abschlie end werden Trends Entwicklungen sowie rechtliche Spezifika der Branche vorgestellt   **Introduction**

to Electronic Commerce and Social Commerce Efraim Turban,Judy Whiteside,David King,Jon Outland,2017-04-23 This is a complete update of the best selling undergraduate textbook on Electronic Commerce EC New to this 4th Edition is the addition of material on Social Commerce two chapters a new tutorial on the major EC support technologies including cloud computing RFID and EDI ten new learning outcomes and video exercises added to most chapters Wherever appropriate material on Social Commerce has been added to existing chapters Supplementary material includes an Instructor s Manual Test Bank questions for each chapter Powerpoint Lecture Notes and a Companion Website that includes EC support technologies as well as online files The book is organized into 12 chapters grouped into 6 parts Part 1 is an Introduction to E Commerce and E Marketplaces Part 2 focuses on EC Applications while Part 3 looks at Emerging EC Platforms with two new chapters on Social Commerce and Enterprise Social Networks Part 4 examines EC Support Services and Part 5 looks at E Commerce Strategy and Implementation Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects with tutorials focusing on e CRM EC Technology Business Intelligence including Data Text and Web Mining E Collaboration and Competition in Cyberspace the following tutorials are not related to any specific chapter they cover the essentials ec technologies and provide a guide relevant resources p   Electronic commerce Axel Kuhn,2006   *Die Individualisierung des Informationsangebots im E-Commerce* Philipp Hoberg,2017-11-25 In dem vorliegenden Buch zeigt Philipp Hoberg dass die Ausspielung individualisierter Informationsangebote Unternehmen im E Commerce ein gro es Potenzial zur Generierung strategischer Wettbewerbsvorteile in einem hoch kompetitiven Umfeld er ffnet Zudem beschreibt der Autor die M glichkeiten und Grenzen einer bedarfsgerechten Kundenansprache im Internet und verdeutlicht welche Faktoren das spezifische Individualisierungspotenzial eines Unternehmens bedingen   E-Commerce and Web Technologies Derek Bridge,Heiner Stuckenschmidt,2017-02-13 This book constitutes revised proceedings of the 17th International Conference on E Commerce and Web Technologies EC Web 2016 held in Porto Portugal in September 2016 in conjunction with DEXA The 13 papers presented in this volume were carefully reviewed and selected from 21 submissions They were organized in topical sections named recommender systems data management and data analysis and business processes Web services and cloud computing   **Protocols for Secure Electronic Commerce** Mostafa Hashem Sherif,2017-12-19 Protocols for Secure Electronic Commerce Third Edition presents a compendium of protocols for securing electronic commerce or e commerce in consumer and business to business applications Attending to a variety of electronic payment systems currently in use around the globe this edition Updates all chapters to reflect the latest technical advances and developments in areas such as mobile commerce Adds a new chapter on Bitcoin and other cryptocurrencies that did not exist at the time of the previous edition s publication Increases the coverage of PayPal in accordance with PayPal s amplified role for consumers and businesses Expands the discussion of bank cards dedicating a full chapter to magnetic stripe cards and a full chapter to chip and PIN technology Protocols for Secure Electronic Commerce Third Edition offers a state of the art

overview of best practices for the security of e commerce complete with end of chapter review questions and an extensive bibliography of specialized references A Solutions Manual and PowerPoint slides are available with qualifying course adoption **Handbook of Research on Current Trends in Asian Economics, Business, and Administration** Akkaya, Bülent,Jermsittiparsert, Kittisak,Gunsel, Ayse,2021-10-08 Social sciences have always been an important tool that enables human beings to examine and understand society Through social sciences researchers gain understandings of social phenomena and changes by providing commentaries producing explanations and attempting to synthesize a diversity of information sets to formulate theories Since the concept of change has been the hallmark of the new millennium researchers have witnessed a transformation in every aspect of the modern world at an ever increasing speed particularly in the social facet of human life Ways of thinking that had previously been upheld and taught may therefore no longer be appropriate or effective as tools to understand contemporary phenomena and changes The Handbook of Research on Current Trends in Asian Economics Business and Administration is a critical reference source that examines different aspects of social sciences management sociology and education to better understand today s society and social life in the Asian context The book identifies trends impacts and implications of disruptive technologies for business and socio economic development as well as strategic advantage on different levels of business and administration Covering topics that include e commerce green management information technology economic growth and distance learning this book is essential for economists academicians government officials policymakers social scientists managers leaders behavioral scientists academicians researchers and students *Retail Design* Ann Petermans,Anthony Kent,2016-12-01 The late twentieth century saw rapid growth in consumption and the expansion of retailing and services This was reflected in the number and type of stores and locations from regional shopping malls and out of town superstores to concept and flagship stores Retail design became an essential part of its success by creating distinctive brands and formats However the economic recession in the developed world and competition for consumer goods from the developing world has led to a re assessment of the growth led conventions of the retail industry In addition the rapid advance of e commerce and online shopping has created new challenges for physical stores and the communication and distribution of retail brands The book will provide students researchers and practitioners a detailed assessment of retail design taking a distinctive global approach to place design practice and theory in context Chapters are devoted to key issues in the visual and structural contribution of design to retail brands and format development and to the role of design in communication In the course of the book the authors engage with problems of convergence between retailing and other services and between the physical and virtual worlds and also changing patterns of use re use and ownership of retail spaces and buildings Retail Design concerns designers and organisations but also defines its broader contribution to society culture and economy **Trends and Applications in Software Engineering** Jezreel Mejia,Mirna Muñoz,Álvaro Rocha,Tomas San Feliu,Adriana Peña,2016-10-10 This book offers a

selection of papers from the 2016 International Conference on Software Process Improvement CIMPS 16 held between the 12th and 14th of October 2016 in Aguascalientes Aguascalientes M xico The CIMPS 16 is a global forum for researchers and practitioners to present and discuss the most recent innovations trends results experiences and concerns in the different aspects of software engineering with a focus on but not limited to software processes security in information and communication technology and big data The main topics covered include organizational models standards and methodologies knowledge management software systems applications and tools information and communication technologies and processes in non software domains mining automotive aerospace business health care manufacturing etc with a clear focus on software process challenges *International Scientific Conference Energy Management of Municipal Facilities and Sustainable Energy Technologies EMMFT 2019* Vera Murgul,Viktor Pukhkal,2020-08-18 This book contains the results of the latest research on energy related topics in transportation economics and management The book is composed of select research proceedings of the EMMFT 2019 conference and covers such issues as energy efficiency in the transport sector infrastructure mobile equipment rail transportation safety and reliability assessment methods communication and signal traction power supply operation organization and modeling unique transport scenarios This book also gathers cutting edge studies on the relationship between energy innovations and economic growth the impacts of globalization and energy policies of countries on economics and environmental quality and design and analysis of energy management systems This book is of considerable interest to engineers scientists graduate students and researchers in the field of transportation engineering as well as to professionals working in the energy industries It is also of use to employees and investors concerned with energy management including utilities and industry professionals and regulators *E-commerce aus Verbrauchersicht* Sandra Gröll,2001-03-07 Inhaltsangabe Zusammenfassung Der Begriff Electronic Commerce findet Verwendung f r eine Vielzahl von bequemen Beschaffungsm glichkeiten f r den Verbraucher ohne dass bislang in hinreichendem Ma versucht wurde dessen Anspr che und Anforderungen an das E Commerce zusammenzustellen und eine Systematisierung der unterschiedlichen Auspr gungsvarianten vorzunehmen Den Endverbraucher zufrieden zu stellen und ihn als gl cklichen Kunden zu gewinnen erfordert ihn in seinen Strukturen zu erkennen Das Ziel ist es den Verbraucher des E Commerce genau zu untersuchen und ihn in seinen Facetten zu analysieren Dabei soll neben demographischen Aspekten des Verbrauchers auch seine Anforderungen an Pr senz Datenschutz und Datensicherheit und marketingorientierter Umsetzung der E Commerce Angebote aufgezeigt werden Einleitend widmet sich Punkt 1 dieser Arbeit dem Begriff und der Funktion des E Commerce im allgemeinen und zeigt die Nutzerschaft und die grundlegenden M glichkeiten des E Commerce auf Anschlie end wird im Punkt 2 die notwendige Pr senz des E Commerce mit seinen Basistypisierungen als Einkaufsforum erl utert In Punkt 3 werden die Anforderungen der Verbraucher an das E Commerce im Vergleich zum normalen Einkaufsverhalten herausgearbeitet Das Vertrauen des Verbrauchers zum E Commerce muss gest rkt werden Der Punkt 4 der Arbeit

konzentriert sich auf die g ngige Form des E Commerce des sogenannten Business to Consumer Commerce Die bisher gewonnen Erkenntnisse werden anschlie end exemplarisch anhand des Online Auftritts der Tchibo Internet GmbH dargestellt Neben der Entwicklung des Tchibo Onlineshops werden vor allem die kundenorientierten Aspekte f r eine erfolgreiche Umsetzung einer E Commerce Aktivit t aufgezeigt Abschlie end fasst die Autorin im Punkt 5 der Arbeit die wichtigsten Aspekte zusammen die ein zufriedener Verbraucher in Anspruch nimmt und gibt einen Ausblick ber die Zukunft des E Commerce im deutschen Kommunikationsnetz Inhaltsverzeichnis Inhaltsverzeichnis Gliederung2 Einleitung4 1 Der Begriff Electronic Commerce6 1 1Akteure im Internet Handel7 1 2Nutzerschaft des E Commerce8 1 3Das Angebot im E Commerce14 1 3 1Produkte im E Commerce15 1 3 2Dienstleistungen im E Commerce17 1 4Motivation f r Online Shopping19 1 4 1Vorteile des E Commerce f r den Verbraucher20 1 4 2Nachteile des E Commerce f r den Verbraucher22 2 Der Konsument im Mittelpunkt des E Commerce24 2 1Marken f r den Verbraucher schaffen *Advances in Construction ICT and e-Business* Srinath Perera,Bingunath Ingirige,Kirti Ruikar,Esther Obonyo,2017-05-08 This internationally conducted study of the latest construction industry practices addresses a broad range of Information and Communication Technology applications Drawing on research conducted in the US and UK this book presents the state of the art of various ebusiness processes and examines BIM virtual environments and mobile technologies Innovation is a theme that runs throughout this book so in addition to the direct impact of these new technical achievements it also considers the management styles that helped them to emerge Examples from industry are illustrated with case studies and presented alongside research from some of the best known academics in this field This book is essential reading for all advanced students and researchers interested in how ICT is changing construction management and the construction industry **Encyclopedia of Information Science and Technology, Fourth Edition** Khosrow-Pour, D.B.A., Mehdi,2017-06-20 In recent years our world has experienced a profound shift and progression in available computing and knowledge sharing innovations These emerging advancements have developed at a rapid pace disseminating into and affecting numerous aspects of contemporary society This has created a pivotal need for an innovative compendium encompassing the latest trends concepts and issues surrounding this relevant discipline area During the past 15 years the Encyclopedia of Information Science and Technology has become recognized as one of the landmark sources of the latest knowledge and discoveries in this discipline The Encyclopedia of Information Science and Technology Fourth Edition is a 10 volume set which includes 705 original and previously unpublished research articles covering a full range of perspectives applications and techniques contributed by thousands of experts and researchers from around the globe This authoritative encyclopedia is an all encompassing well established reference source that is ideally designed to disseminate the most forward thinking and diverse research findings With critical perspectives on the impact of information science management and new technologies in modern settings including but not limited to computer science education healthcare government engineering business and natural and physical sciences it is a pivotal and

relevant source of knowledge that will benefit every professional within the field of information science and technology and is an invaluable addition to every academic and corporate library **Advances in Business, Management and Entrepreneurship** Ratih Hurriyati,Benny Tjahjono,Ade Gafar Abdullah,Sulastri,Lisnawati,2020-12-07 The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management Entrepreneurship which is intended as a high quality scientific contribution to the science of business management and entrepreneurship The Contributions are expected to be the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences to establish business or research connections and to find Global Partners for future collaboration The conference and resulting volume in the book series is expected to be held and appear annually The year 2019 theme of book and conference is Transforming Sustainable Business In The Era Of Society 5 0 The ultimate goal of GCBME is to provide a medium forum for educators researchers scholars managers graduate students and professional business persons from the diverse cultural backgrounds to present and discuss their research knowledge and innovation within the fields of business management and entrepreneurship The GCBME conferences cover major thematic groups yet opens to other relevant topics Organizational Behavior Innovation Marketing Management Financial Management and Accounting Strategic Management Entrepreneurship and Green Business

Einsatzmöglichkeiten der XML-Technologie im E-Commerce Gerald Wiesner,2000-10-10 Inhaltsangabe Einleitung Diese Diplomarbeit Einsatzm glichkeiten der XML Technologie im E Commerce enth lt im Titel zwei Themen die derzeit boomen E Commerce und XML W hrend E Commerce von der breiten ffentlichkeit wahrgenommen wird erregt die Extensible Markup Language XML eher in IT Fachkreisen Aufsehen Der Grund daf r ist dass XML eine Basistechnologie ist w hrend sich E Commerce auf der Anwendungsebene abspielt XML und E Commerce treten zwar als neue Technologien auf ihre Wurzeln sind aber schon Jahrzehnte alt Der Vorl ufer von E Commerce war Electronic Data Interchange EDI Bei EDI werden Gesch ftsdaten im Computer Computer Dialog auf Basis standardisierter Nachrichtenformate ausgetauscht XML soll EDI zu neuem Schwung verhelfen Denn trotz gravierender Vorteile die sich aus der medienbruchlosen automatischen Weiterverarbeitung ergeben nutzen lediglich 5 bis 10 Prozent der Unternehmen f r die der Einsatz vorteilhaft w re das Potential dieser Technologie Vor allem kleine und mittelst ndische Unternehmen scheuen die hohen Implementierungs und Betriebskosten f r Software und Netzwerke XML ist aus der in den 70er Jahren entwickelten Metasprache SGML Standard Generalized Markup Language entstanden Genauer gesagt ist XML eine verschlankte Internet taugliche Teilmenge von SGML Als Metasprache stellt XML die syntaktischen Regeln zur Gestaltung von Auszeichnungssprachen zur Verf gung Auszeichnungssprachen dienen der Beschreibung von Daten und Dokumenten Alle mit XML definierten Auszeichnungssprachen besitzen die gleichen Eigenschaften wie XML Sie sind plattformunabh ngig einfach zu verarbeiten bestens f r das Internet geeignet und f r einen

Menschen lesbar Neben dem neuen Standard f r Web Seiten XHTML werden auch klassische EDI Gesch ftsnachrichten in XML beschrieben Das sogenannte XML EDI senkt die Einstiegsbarrieren in EDI da die Kosten f r Software Implementierung und Wartung erheblich niedriger als bei klassischem EDI sind Dies ist vor allem auf Nutzung offener Standards zur ckzuf hren Dar ber hinaus er ffnet XML Potentiale im Electronic Publishing und forciert den Erfolg von E Commerce durch Erh hung der Qualit t von Web Seiten Inhaltsverzeichnis Inhaltsverzeichnis AbstractI InhaltsverzeichnisII Abk rzungsverzeichnisV AbbildungsverzeichnisVII TabellenverzeichnisVII ListingsVIII 1 Einleitung1 2 Electronic Data Interchange EDI 3 2 1Was ist EDI 3 2 1 1Definition3 2 1 2Traditioneller und *Digital Business and Electronic Commerce* Bernd W. Wirtz,2021-03-28 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4 0 smart business services smart homes and digital consumer applications as well as artificial intelligence The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVASs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google s organizational history its integrated business model and its market environment rounds out the book **Aid for Trade in Asia and the Pacific** Asian Development Bank,2015-07-01 This report highlights emerging trends in Aid for Trade AfT and trade performance and explores them in the context of the theme of the 5th Global Review of AfT Reducing Trade Costs for Inclusive Sustainable Growth Divided into four chapters the introduction sets the stage by describing general trends in trade costs AfT and inclusiveness Chapter 2 introduces the idea and opportunities of e commerce for the region Chapter 3 analyzes trends in trade costs in Central East South and Southeast Asia and Chapter 4 offers an in depth case study of AfT and trade costs in the Pacific

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