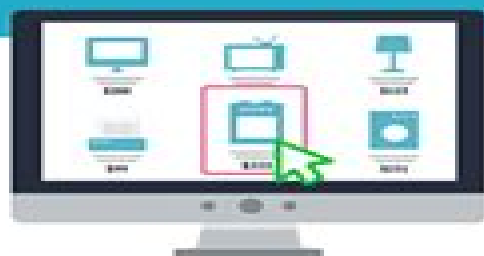


LES FRANÇAIS ET LE E-COMMERCE EN 2015

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



MAIS AUSSI ...



LE M-COMMERCE PORTÉ PAR LES MULTI DEVICES



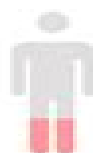
29 %

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 ?



HAUSSE DES APPLICATIONS MARCHANDES



33 %

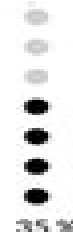
des utilisateurs tablette



32 %

des utilisateurs smartphone

téléchargent des applications de sites marchands pour acheter en ligne



35 %



AMAZON



31 %



Covoiturage



26 %

LES INTERNAUTES VEULENT CONSOMMER AUTREMENT

E Commerce 2015

Gerald Wiesner



E Commerce 2015:

plentymarkets Jahrbuch des E-Commerce 2015 Steffen Griesel, Peter Höschl, 2015-10-05 Märkte 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 geprägt
haben 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 führen Dazu werden die vier Schlüsselfaktoren im E Commerce umfassend dargestellt
Leser und Leserinnen erhalten grundlegende Impulse für die Neuausrichtung von Geschäftsmodellen zur Gestaltung von
Wachstumsprozessen und zur Erzielung nachhaltiger Ergebnisse Das essential geht dabei über die übliche Auflistung von
operativen Tools hinaus und zeigt Faktoren auf die digitalen Technologien und E Commerce zu disruptiver Wirkung
verhelfen

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 vollständig auf Neue Innovative Marketingformen
Vertriebswege und technische Lösungen stellen bedeutende Herausforderungen dar eröffnen aber auch große Chancen Hier
setzt Das E Commerce Buch an Das mittlerweile zum Standardwerk gewordene Buch liegt nun in einer vollständig
bearbeiteten und aktualisierten Auflage vor und bietet Professionals Einsteigern und Studierenden grundlegende
Kenntnisse zum Thema E Commerce einen umfassenden Marktüberblick fundierte Einschätzungen der heutigen und zukünftigen
Entwicklungen erfolgreiche Strategien aus der Branchenbesten und 50 aktuelle Case Studies aus B2C und B2B mit
Key Facts Bewertungen und Perspektiven Außerdem zahlreiche Abbildungen Fallbeispiele und Insider Tipps Dieses Buch
fasst die Entwicklung der E Commerce Industrie der letzten 20 Jahre sehr gut zusammen und erklärt worauf es bei
erfolgreichen E Commerce Modellen der ersten und zweiten Generation ankommt Ich arbeite seit über 10 Jahren mit Holger
und Alexander zusammen und bin immer wieder beeindruckt wie die beiden die einzelnen Modelle erklären können Auch für
mich regelmäßig eine Inspirationsquelle deshalb klare Lese- und Kaufempfehlung Tarek Müller Gründer und Geschäftsführer
ABOUT YOU GmbH

Ein Ratgeber für den Online-Handel: E-Commerce richtig machen Julien Schild, 2018-03 Das Bild vom
langsamen Sterben 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 Einführung 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 Abschließend werden Trends Entwicklungen sowie rechtliche Spezifika der Branche vorgestellt 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

Electronic commerce Axel Kuhn, 2006 **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

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 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, Jermisittiparsert, Kittisak, Gonsel, 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 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

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

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

Wiley CIAexcel Exam Review 2015, Part 3 S. Rao Vallabhaneni,2015-01-20 Master internal audit knowledge elements for the CIA exam Wiley CIAexcel Exam Review 2015 Part 3 Internal Audit Knowledge Elements is a comprehensive yet approachable reference that prepares you for the third part of the Certified Internal Auditor CIA examination Brimming with essential concepts and practice test questions this test prep resource is the most comprehensive of its kind on the market With each page you will explore key subject areas including business processes financial accounting and finance managerial accounting regulatory legal and economics and information technology All of these subject areas are expertly tied to the topic of internal audit knowledge elements and all ideas both fundamental and complex are presented in an easy to read yet thorough manner Holding the designation of CIA will take your career to the next level as passing the CIA exam speaks volumes about your professional skills and expertise Leveraging the right study materials when preparing for the CIA exam is critical as the topics that may be covered on the test are many in number This resource presents these topics from a student s perspective providing the details you need to master challenging concepts and practices Access comprehensive preparation materials for the third part of the CIA exam Explore essential internal audit knowledge elements including key concepts and practices Answer hundreds of practice test questions to gauge your progress and focus your study sessions

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E-commerce aus Verbrauchersicht Sandra Gröll, 2001-03-07 Inhaltsangabe Zusammenfassung Der Begriff Electronic Commerce findet Verwendung für eine Vielzahl von bequemen Beschaffungsmöglichkeiten für den Verbraucher ohne dass bislang in hinreichendem Maße versucht wurde dessen Ansprüche und Anforderungen an das E Commerce zusammenzustellen und eine Systematisierung der unterschiedlichen Ausprägungsvarianten vorzunehmen Den Endverbraucher zufrieden zu stellen und ihn als glücklichen 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 Präsenz 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 Möglichkeiten des E Commerce auf Anschließend wird im Punkt 2 die notwendige Präsenz des E Commerce mit seinen Basistypisierungen als Einkaufsforum erläutert 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 gestärkt werden Der Punkt 4 der Arbeit konzentriert sich auf die gängige Form des E Commerce des sogenannten Business to Consumer Commerce Die bisher gewonnen Erkenntnisse werden anschließend exemplarisch anhand des Online Auftritts der Tchibo Internet GmbH dargestellt Neben der Entwicklung des Tchibo Onlineshops werden vor allem die kundenorientierten Aspekte für eine erfolgreiche Umsetzung einer E Commerce Aktivität aufgezeigt Abschließend fasst die Autorin im Punkt 5 der Arbeit die wichtigsten Aspekte zusammen die ein zufriedener Verbraucher in Anspruch nimmt und gibt einen Ausblick über die Zukunft des E Commerce im deutschen Kommunikationsnetz Inhaltsverzeichnis Inhaltsverzeichnis Gliederung 2 Einleitung 4 1 Der Begriff Electronic Commerce 6 1 1 Akteure im Internet Handel 7 1 2 Nutzerschaft des E Commerce 8 1 3 Das Angebot im E Commerce 14 1 3 1 Produkte im E Commerce 15 1 3 2 Dienstleistungen im E Commerce 17 1 4 Motivation für Online Shopping 19 1 4 1 Vorteile des E Commerce für den Verbraucher 20 1 4 2 Nachteile des E Commerce für den Verbraucher 22 2 Der Konsument im Mittelpunkt des E Commerce 24 2 1 Marken für 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 Einsatzmöglichkeiten der XML Technologie im E Commerce enthält im Titel zwei Themen die derzeit boomen E Commerce und XML Während E Commerce von der breiten Öffentlichkeit wahrgenommen wird erregt die Extensible Markup Language XML eher in IT Fachkreisen Aufsehen Der Grund dafür ist dass XML eine Basistechnologie ist während 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 Vorläufer von E Commerce war Electronic Data Interchange EDI Bei EDI werden Geschäftsdaten 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 für die der Einsatz vorteilhaft wäre das Potential dieser Technologie Vor allem kleine und mittelständische Unternehmen scheuen die hohen Implementierungs- und Betriebskosten für 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 Verfügung Auszeichnungssprachen dienen der Beschreibung von Daten und Dokumenten Alle mit XML definierten Auszeichnungssprachen besitzen die gleichen Eigenschaften wie XML Sie sind plattformunabhängig einfach zu verarbeiten bestens für das Internet geeignet und für einen Menschen lesbar Neben dem neuen Standard für Web Seiten XHTML werden auch klassische EDI Geschäftsnachrichten in XML beschrieben Das sogenannte XML EDI senkt die Einstiegsbarrieren in EDI da die Kosten für Software Implementierung und Wartung erheblich niedriger als bei klassischem EDI sind Dies ist vor allem auf Nutzung offener Standards zurückzuführen Darüber hinaus eröffnet XML Potentiale im Electronic Publishing und forciert den Erfolg von E Commerce durch Erhöhung der Qualität von Web Seiten Inhaltsverzeichnis Inhaltsverzeichnis AbstractI InhaltsverzeichnisII AbkürzungsverzeichnisV AbbildungsverzeichnisVII TabellenverzeichnisVII ListingsVIII 1 Einleitung1 2 Electronic Data Interchange EDI 3 2 1 Was ist EDI 3 2 1 1 Definition3 2 1 2 Traditioneller und

Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship

Khosrow-Pour, D.B.A., Mehdi, 2018-11-09 As businesses aim to compete internationally they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition Trends in entrepreneurship that drive consumer engagement and business initiatives such as social media marketing yields customer retention and positive feedback Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship provides information on emerging trends in business innovation entrepreneurship and marketing strategies While highlighting challenges such as successful social media interactions and consumer engagement this book explores valuable information within various business environments and industries such as e commerce small and medium enterprises hospitality and tourism management and customer relationship management This book is an ideal source for students

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