Abstract

Innovation and Technology has changed the perception of entire world. The world of retail market is also influenced by this unprecedented wave of innovation. Businesses are using e-commerce instead of their traditional ways of trading and marketing. The key focuses while accepting e-commerce are on consumer behaviours, consumer expectations, wider retail value chain and coverage of consumers as much as business can. To use e-commerce for business, one should choose the right e-commerce development platform that can fulfil all the business needs as well as fits into budget. This paper has been written to present a comparative study between the widely used e-commerce development platforms and to help business to choose the right e-commerce development platform.
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Index Terms

Computer Science  Information Science

Keywords
E-commerce  B2c  B2b  E-commerce Platforms  Sap-hybris  Magento  Atg bigcommerce