

SESSION 02

E-Commerce Introduction

Definition • History • Ecosystem • Trends

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 1: Evolution of Marketing in the Digital Age



Marketing Evolution

From mass broadcasting to personalized digital marketing — data transformed how brands reach customers



Digital Channels

SEO, social media, email (36x ROI), and content marketing are the pillars of digital strategy



Connected Consumer

81% research online before buying; mobile-first, review-driven, and socially influenced



Morocco Digital

30M+ internet users, Facebook dominant, WhatsApp for business, digital ad spending growing 25%+

Session Objectives

- 01** Define e-commerce and understand its economic and marketing significance
- 02** Explore the history and evolution of electronic commerce from early internet to today
- 03** Understand the e-commerce ecosystem: companies, consumers, intermediaries, and service providers
- 04** Identify the advantages and limitations of electronic commerce for businesses
- 05** Discover current e-commerce trends and their impact on business strategy

Agenda: What Is E-Commerce → History & Growth → Ecosystem & Advantages → Morocco Focus → Future Outlook

Defining E-Commerce

E-commerce is the buying and selling of goods, services, and information over electronic networks, primarily the internet — it encompasses every digital transaction from browsing to payment to delivery.



Beyond Just Shopping

E-commerce includes online retail, digital services, subscriptions, B2B procurement, and digital goods



E-Business vs. E-Commerce

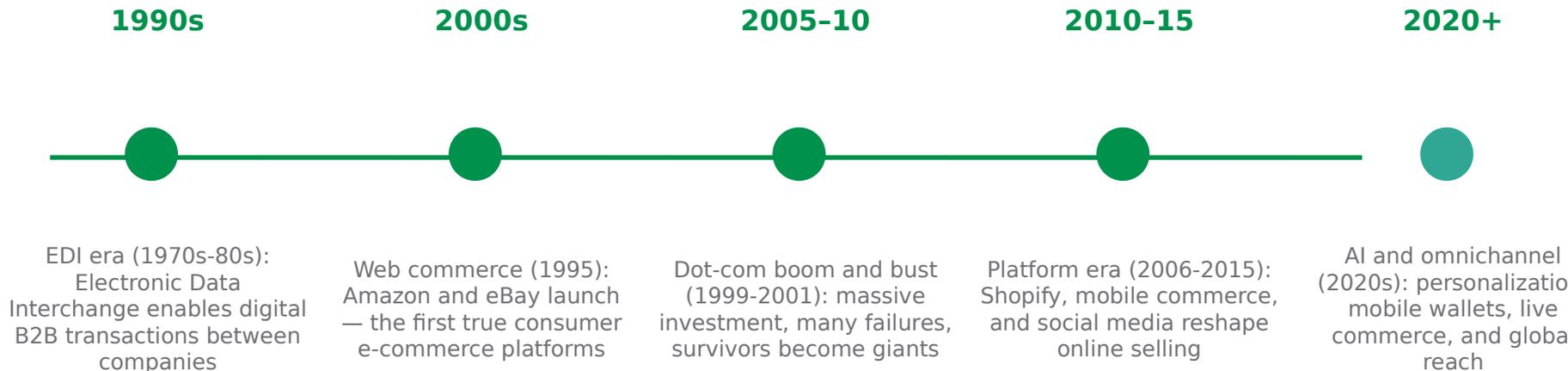
E-commerce is a subset of e-business — e-business covers all digital operations including CRM, SCM, and ERP



The E-Commerce Ecosystem

Sellers, consumers, intermediaries, logistics providers, payment processors, and technology platforms

History of E-Commerce



From \$0 in 1994 to \$6.3 trillion in 2024 — e-commerce is the fastest-growing segment of global retail

E-Commerce by the Numbers

\$6.3T

Market Size (2024)
Global E-Commerce

2.7B+

Online Shoppers
Worldwide

20%

of Retail Sales
Are Online

\$1.8B+

Morocco E-Commerce
Market Size

E-Commerce Ecosystem Players



**Sellers /
Merchants**



**Consumers /
Buyers**

**E-Commerce
Ecosystem**



**Intermediaries /
Platforms**



**Service /
Providers**



**These four groups interact
through technology
platforms to create the
global e-commerce
ecosystem**

Types of E-Commerce

Online Retail (B2C)

Selling products directly to consumers — Amazon, Jumia, Zara.com, and millions of online stores

Wholesale (B2B)

Businesses selling to businesses — Alibaba.com, procurement platforms, and SaaS subscriptions

Peer-to-Peer (C2C)

Individuals selling to individuals — eBay, Avito, Vinted, and Facebook Marketplace

Digital Goods

Software, music, courses, e-books — delivered instantly, no physical logistics needed



E-Commerce in Morocco

Morocco Digital 2030 is the country's e-commerce platform with millions of transactions

- Avito.ma dominates C2C with 10M+ monthly visits for secondhand goods
- Instagram and WhatsApp are major sales channels for Moroccan small businesses
- Cash on delivery dominates at 60%+ — trust in online payments is still building
- Morocco Digital 2030 aims to accelerate e-commerce

adoption across all sectors

E-Commerce Advantages



Global Reach

Sell to anyone, anywhere, anytime — a Moroccan artisan can reach customers in Paris or New York



24/7 Availability

Your online store never closes — customers can browse and buy at midnight, on weekends, or holidays



Lower Costs

No physical store rent, fewer employees needed — starting an online store costs a fraction of offline



Key Advantages Summary

Data-driven decisions • Personalized customer experiences • Scalable without physical expansion • Direct access to customer feedback and analytics

E-Commerce Limitations



Security Risks

Data breaches, payment fraud, and cyberattacks threaten customer trust and business continuity



Logistics Challenges

Shipping costs, delivery times, returns handling, and last-mile delivery are complex and expensive



Digital Divide

Not everyone has internet access or digital literacy — excluding potential customers



Trust Barriers

Many consumers still prefer to see and touch products before buying — especially in Morocco



Key Insight: E-commerce limitations are not barriers — they are challenges to solve. COD addresses trust, phone verification reduces fraud, and local couriers improve delivery in Morocco.

Current E-Commerce Trends



Mobile Commerce

73% of e-commerce sales happen on mobile devices — mobile-first design is now mandatory



Social Commerce

Buying directly inside Instagram, TikTok, and Facebook — \$1.2 trillion market and growing



AI & Personalization

AI powers product recommendations, chatbots, and dynamic pricing — 35% of Amazon sales from AI



Subscription Economy

Recurring revenue through subscription boxes, SaaS, and auto-replenishment models



Sustainability

Eco-conscious shopping, sustainable packaging, and ethical sourcing are becoming purchase drivers



BNPL (Buy Now Pay Later)

Latte, Afterpay, and Tabby let consumers split payments — increasing average order values by 45%

E-Commerce Technology Stack



E-Commerce Platforms

Shopify, WooCommerce, PrestaShop, Magento — the software that powers online stores



Payment Processors

PayPal, Stripe, CMI (Morocco) — securely processing transactions between buyers and sellers



Logistics Providers

Amana, DHL, FedEx, Colis Express — delivering products from warehouse to customer doorstep



Marketing Tools

Google Analytics, Mailchimp, Meta Ads — measuring, engaging, and converting customers



Morocco Stack

WooCommerce or PrestaShop + CMI payments + Amana delivery + Facebook Ads = Moroccan e-commerce



Stack Rule

You do not need everything on day one — start simple and add tools as your business grows

Global E-Commerce Leaders



Amazon

From online bookstore (1995) to \$575B revenue giant — dominates B2C, marketplace, and cloud



Alibaba

The everything platform: Alibaba.com (B2B), Taobao (C2C), Tmall (B2C) — \$1.2T GMV



Shopify

Empowering 4.6M+ entrepreneurs to build online stores — the #1 SaaS e-commerce platform



Jumia

Africa's largest e-commerce platform — operating in 11 countries including Morocco



Morocco: Jumia.ma, Avito.ma, and growing Instagram/WhatsApp commerce define the local ecosystem

E-Commerce — Key Trade-offs

BENEFITS

- ✓ Global reach — sell to anyone, anywhere, 24/7
- ✓ Lower costs than physical retail — no store rent
- ✓ Data-driven decisions improve marketing ROI
- ✓ Scalable without physical expansion
- ✓ Personalized customer experiences build loyalty
- ✓ Direct customer feedback enables rapid improvement
- ✓ Multiple business models possible on one platform

CHALLENGES

- ✗ Security and fraud risks require constant vigilance
- ✗ Logistics and delivery are complex and costly
- ✗ Trust barriers — many consumers prefer physical stores
- ✗ Digital divide excludes less connected populations
- ✗ Intense competition from global and local players
- ✗ Regulatory complexity across different markets
- ✗ Technology changes require continuous adaptation and investment

E-Commerce in Morocco

\$1.8B+

E-Commerce
Market Size

10M+

Monthly Avito
Visits (C2C Leader)

60%+

Orders Paid
Cash on Delivery

Market Landscape

- Jumia.ma leads organized e-commerce with millions of annual transactions across categories
- Avito.ma dominates peer-to-peer commerce with 10M+ monthly visits for electronics, vehicles, and more
- Instagram and WhatsApp are the main sales channels for thousands of small Moroccan businesses
- Cash on delivery at 60%+ reflects trust challenges — online payment adoption is growing slowly
- Morocco Digital 2030 aims to triple online commerce and digital inclusion by the end of the decade

The Future of E-Commerce



Mobile-First

73% of sales are mobile — every e-commerce strategy must be designed for smartphones first



AI-Powered

Artificial intelligence will personalize every shopping experience — recommendations, pricing, support



Social-Driven

Social commerce is the fastest-growing channel — buying will happen inside social media apps



Global & Local

E-commerce enables Moroccan businesses to sell globally while serving local customers effectively

E-Commerce Pioneers



Amazon (1995)

Jeff Bezos started selling books online from his garage — now the world's largest e-commerce company



Alibaba (1999)

Jack Ma connected Chinese manufacturers to the world — created the largest B2B and C2C platforms



Shopify (2006)

Tobias Lütke built a snowboard store and created a platform — now powers 4.6M+ entrepreneurs



Jumia (2012)

Founded in Lagos, expanded to 11 African countries — proving e-commerce works in emerging markets



Key Takeaways

- 1 E-commerce is buying and selling over electronic networks — a \$6.3 trillion global market growing fast
- 2 The ecosystem includes sellers, consumers, intermediaries, logistics, payments, and technology platforms
- 3 Advantages: global reach, 24/7 sales, lower costs, data insights — limitations: security, logistics, trust
- 4 Trends: mobile commerce 73%, social commerce \$1.2T, AI personalization, BNPL, and sustainability
- 5 Morocco: \$1.8B+ market, Jumia and Avito lead, COD 60%+, Digital 2030 targets massive e-commerce growth



Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*

Author: Pelet, Jean-Eric | **Publisher:** Dunod (2018)

Pages: 26 to 40

Access: <http://international.scholarvox.com>

Coming Up — Session 3

E-Commerce Models (B2B, B2C, C2C, D2C) — We will distinguish the main e-commerce models, understand their marketing specificities, and identify real-world platforms for each model type.

Thank you | Questions? | See you next session!