



Dukandari : E-commerce websites & App

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Purpose: This research identifies the critical factors of online service delivery of electronic commerce (ecommerce) websites, including website attractiveness, website functionality, website security and consumer fulfillment during an unprecedented Coronavirus (COVID-19) pandemic.

Abstract:

E-commerce is a boom in the modern business. E-commerce means electronic commerce. E-commerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models. Objective: The objectives of present study are: 1. To understand the present status and trends of E-Commerce; and 2. To reveal the key variables influencing the increased usage of E-Commerce.

Originality:

This contribution posits that e-commerce websites' ought to be appealing, functional and offer secure transactions. More importantly, it suggests that online merchants should consistently deliver a personalized service in all stages of an online purchase, including after the delivery of the ordered products.

Research implications / limitations:

This study addresses a knowledge gap in academia. To date, little research has focused on the consumer order fulfillment aspect of e-commerce transactions and on the aftersales services of online businesses.

Keywords:

electronic service quality, consumer fulfillment, website functionality, consumer satisfaction
consumer loyalty, word-of-mouth.

Objective:

Online Shopping is the process whereby consumers directly buy goods and services without any, intermediary service over the internet. The goal of this website is to develop a web-based interface for small town Businesses across India, the website would be easy to use and hence the shopping experience pleasant for the users. The main goal of this website is:

- To develop an easy-to-use web-based interface where user can search for products (Groceries) view a complete description of the product and order the product
- A User can buy any product from home
- Seller can get the order and check if any delivery boy is available
- Delivery boy will place the order
- Get previous buyers to buy again
- Remarket to previous visitors who haven't bought yet

1. Introduction

E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT

(Electronic fund transfer) payments. A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals. The main types of electronic commerce are:

- Business-to-business (B2B)
- Business to- consumer (B2C)
- Business-to-government (B2G)
- Consumer-to-consumer (C2C)
- And mobile commerce (m-commerce)

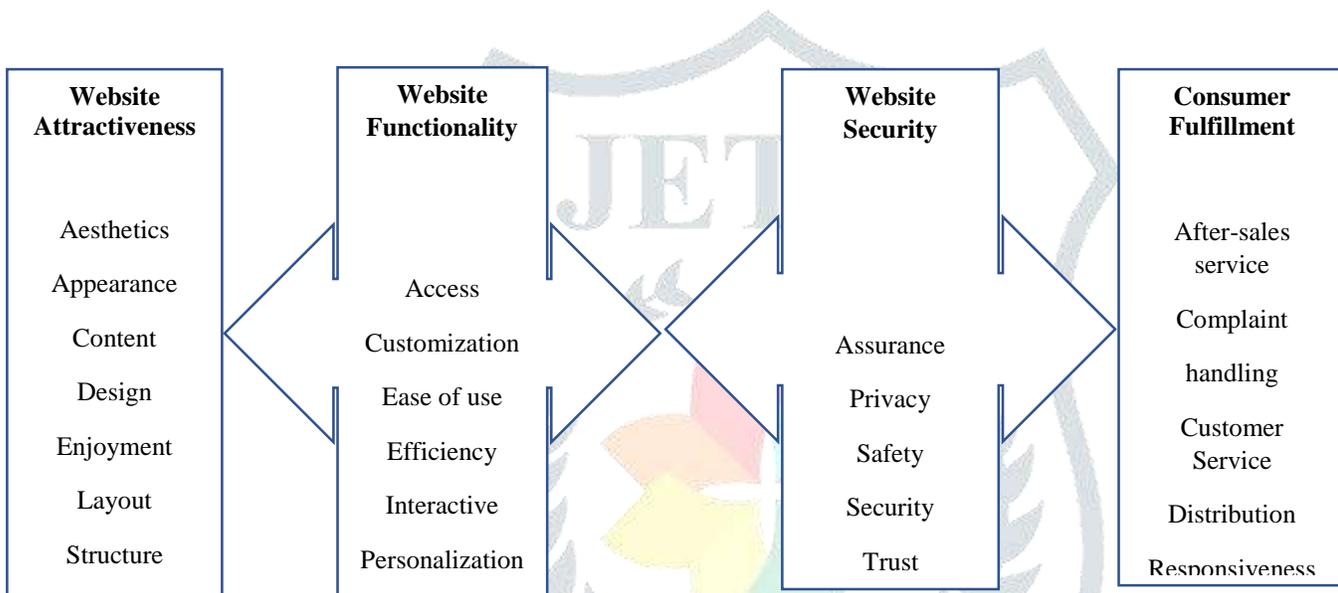


Figure 1. Key elements for the effective delivery of service quality of e-commerce websites and online marketplaces

Website attractiveness:

The structure, layout and organization of the web sites' content can capture the online and/or mobile users' attention. Alternatively, they may lure them to visit other competitors' sites. Attractive website designs provide easily accessible information, use large, legible fonts, and may feature appropriate colors that are coordinated with the company's logo and corporate image. Their calls to action may usually include high-contrast buttons, as well as clear information to enhance the online visitors' experiences, and can facilitate their purchase transactions. Conversely, a complicated funnel could prevent prospective customers from finalizing online transactions.

Website functionality:

The website's functionality is related to its instrumental utility, technical capability, and efficiency in terms of offering relevant information about products. Online users will usually perceive the functionality of a website if they are able to check out its content, with minimal efforts. Hence, e-commerce websites ought to be useful and easy to use, to satisfy their consumers' needs for information. Online users should find it simple and straightforward to access and to find their way through shopping web sites. They expect to find what they need, without difficulty, and to maneuver effortlessly and quickly, back, and forth, through e-commerce pages. Prospective consumers must be in a position to clearly understand the e-commerce websites' content, including their terms and conditions.

the shopping websites' inventory systems should always feature correct product information of all items that are readily available in stock. Typically, online users would assess the variety and range of products that are available in the e-commerce websites. Many online marketplaces provide comparative information on a wide range of products during the shopping journeys of their visitors. They also present clear pricing information in their check-out process, including the costs of delivery. E-commerce websites and marketplaces can offer flexible payment methods and shipping options. In this day and age, they should provide clear.

Website security:

The website security has been defined as the degree to which online users believe that the web page is safe and that their personal information is protected. Consumers ought to be convinced that they are dealing with a trustworthy shopping website. They have to be assured that the data they are sharing with the online merchants or marketplaces, including their credit card details, cannot be accessed and used by others. The website's security is a vital e-service quality. Online businesses and marketplaces are entrusted with their consumers' personal information. It is their responsibility to protect their consumers' data.

Consumer fulfillment:

Secure web sites ensure that the consumers' personal information remain secure. However, before providing their personal account and payment details, consumers have to choose their desired products, add them to their shopping cart or proceed to check-out, if they are readily available. It is argued that the e-commerce websites' failure to live up to the consumers' order-fulfilment promises can be detrimental to their online sales. They pointed out that out-of-stocks are negatively correlated with the consumers' loyalty. Consumers are increasingly expecting a personalized service and a fast response to their complaints. Very often, online users

are provided with different delivery options as well as with specific information including shipping dates, timeslots, estimated delivery times prior to checking out and placing their orders. However, prospective customers may respond in different ways to an online retailer's customized services. They may either decide to purchase more products. Alternatively, they could abandon their shopping cart. If they opt to order their chosen items; they may be informed about their prospective delivery dates. Very often, they can also trace and track their locations

E-Commerce Facilitators:

1) Internet:

A massive internet penetration has added to growth of E-commerce. Internet and smart phones are becoming an integral part of every life. Internet is no more a source of information but has become an important tool for shopping, learning, communicating and even getting service from plumbers, carpenters, doctors etc. Supply chain is also becoming leaner and smarter as digital platforms are helping to better connect with the customers which significantly reduces the waste and supporting to green businesses

2) Payment Gateways:

A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. The life blood of online business is the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer. The world is transforming from cash to digital money and thus there is a need of payment gateways for sustainable future ecommerce.

3) Analytics:

Analytics is the scientific process of transforming data into insight for making better decisions. Analytics helps businesses to gather, organize, analyze, and report on everything their customers do. The massive increase in the volume of data has forced the businesses to focus on analytics to understand the behavior of the customer.

Social Media

Businesses are increasingly making use of social media in order to market their goods and services. Social media refers to websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone. Social media has played a great role in brand building and

informing various offers to the customers. It also helps in getting the feedback about the product or service. It provides a platform for brand building, advertisements, developing a community of trusted users, spreading word of mouth etc.

Automation Vehicle

Self-driving cars are cars that use artificial intelligence, cameras, and global positioning. A system that manages to drive itself without the active involvement of a human operator. The era of automated cars is here. It's coming, and it's coming soon. Self-driving car owners have more time to view and search email. Surf the internet, buy new products and show ads everywhere. Extensive digital marketing expertise. Express yourself with a self-driving car. These search trends and sales can be tracked to help your business. Adapt their marketing campaigns to reach this new segment. Big data reach has expanded. It's wider, but in the next few years it will be tuned and accurate enough that we may not need to change some manual again.

3D printing

A 3D printer is a device that can transform digital design objects into 3D objects. It's using "additive manufacturing" — a multi-layer process that is somewhat similar to how an inkjet printer stacks colors on flat paper in sequence. It is expected that one day 3D printing will collapse. The manufacturing industry we have been accustomed to since the Industrial Revolution in the early 19th century was shocking. Agricultural life. 3D printing is creating a market for consumer-created designs — or by a third party printer that is not affiliated with the artist. The final product is not for sale—it was the template that did it. Licensed with a license to print. What is buried in the internet corner is up-and-coming artists promote print designs at home and in the office. Customers can use their own printer, alternatively, you can purchase the template, scan it, and send it to your marketplace printer.

The Conceptual framework:

e-Loyalty:

The configuration of a consumer's repurchase intent is usually considered to be the possibility that the consumer will continue to purchase the product from the same retailer or website. Loyalty to a particular online marketplace (or online vendor) is one of the most important factors in increasing profitability. Online consumers tend to be less loyal than those who buy goods and services in physical stores. Anonymous automated shopping contexts allow online users to quickly compare competing products and services with minimal effort. Consumers using the services of e-commerce sites may find alternative sites that can meet their shopping needs.

e-Satisfaction

Consumer satisfaction is one of the basic concepts of marketing materials. The term describes a consumer's sense of fulfillment and a positive or negative sentiment towards the product or service received. This is often

described as a subjective judgment caused by the consumer's personal joy or disappointment when comparing the performance (or result) of the purchased product to expectations. In the online context, e-commerce website consumer satisfaction represents satisfaction with previous shopping experiences through a particular website.

Conclusion:

Electronic commerce is becoming increasingly important. Online shopping is becoming increasingly popular in the EU due to its obvious benefits for both customers and retailers. E-commerce is growing in popularity every day and more and more people are using it. In general, today's businesses must constantly strive to create the next best thing that customers want because they expect their products, services, and other offerings to be better, faster, and cheaper. Businesses need to adapt to new consumer demands and trends. In today's age of new technologies as this will be crucial to your success and survival. Ecommerce is evolving and becoming more important to businesses as technology advances, and it's something that needs to be embraced and embraced.

Since the advent of the internet and e-commerce, the opportunities for both businesses and consumers have become endless. Creating more opportunities for businesses to win and advance while giving consumers more choice. However, e-commerce, like everything else, has its downsides, including the consumer. Uncertainties, but nothing that cannot be resolved or avoided through good decision making and business practices. There are several factors and variables that need to be considered and decided when starting an ecommerce business. Some of them are: types of e-commerce, marketing strategies and much more. If the right methods and practices are followed, a business will thrive in an e-commerce environment with great success and profitability.

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