



A STUDY OF E-TRADE APPLIANCE OF E-RETAILING: A CASE OF INTERNET SUPPLIERS RETAIN PROMISES AND OBLIGATIONS OF E-TRADE CONSUMERS IN NAGPUR DIVISION

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Abstract:

In this research paper the authors observed that e-retailers promise their Consumers that online experiences will be satisfying ones, understanding what creates a satisfying customer experience becomes crucial. Even though this understanding appears crucial, no studies have examined the factors that make consumers satisfied with their e-retailing experiences. The authors examine the role that consumer perceptions of online convenience, merchandising (product offerings and product information), site design, and financial security play in e-satisfaction assessments. They concluded that convenience, site design, and financial security are the dominant factors in consumer assessments of e-satisfaction.



KEY WORDS: FDI, Inflows, Economic policy, Investment, Liberalization.

INTRODUCTION

E-trade is a field of commerce with the use of different networks such as the Internet so that E-trade provides online sales support operations and customer service. E-trade can be likened with electronic market where sellers (suppliers, or companies, or shops), intermediaries (brokers) and buyers, continue in providing products and services in the virtual or digital format, and pay the money. In general, it is a comprehensive expression that means any type of business or commercial operations involving the exchange of goods and services at any time via electronic channels and using so-called electronic payment gateways. E-trade can be achieved through connecting to the Internet, using the credit card and having an address for shipping. E-trade offers many benefits; it is not only for individuals but also for the community of people and institutions to the abundance of Internet access and easy access to website through secure electronic payment channels.

One of the primary goals of E-trade is customer satisfaction. The interested companies in customer's satisfaction are the companies that have reputation and credibility of helping spread and breadth of their business. The customer is always looking for quality and price; therefore, companies seek to earn customer satisfaction by offering affordable prices and multiple services. According to the research, the definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "moment of truth" as it is called in business literature) and personal outcomes. Some researchers define a satisfied customer within the private sector as one who receives significant added

value in brief with a definition that may apply just as well to public.

Because customer satisfaction is important for E-trade; many researchers conducted researches to investigate the factors influencing customer satisfaction in E-trade. Schaupp et al. conducted a research to examine the factors influencing the website satisfactions of E-trade and online community using DeLone and McLean information systems (IS) success model by adapting subjective norms to the model and found out that individual impacts and system quality have significant effects on website satisfaction with e-commerce. This finding indicated that services provided by website system influence on customer satisfaction with E-trade, particularly timely and faster transaction and search for information. Nusair & Kandampully discussed Consumers' satisfaction through quality services in travel sites including quality service's weaknesses and strengths. In their studies, six important criteria in determining Consumers' satisfaction (navigability, playfulness, information quality, trust, personalization, responsiveness) were identified based on online sites.

Table 1: Opinion of E-trade website Consumers of Nagpur Division regarding never overcharged by Internet suppliers during sales transactions

Never overcharged by Internet suppliers during sales transactions	Frequency	Percentage
Strongly Disagree	05	5%
Disagree	25	25%
Neither Agree nor Disagree	20	20%
Agree	30	30%
Strongly Agree	20	20%
Total	100	100.0%

Above Table 1 illustrates opinion of E-trade website Consumers of Nagpur Division about satisfaction with online suppliers. It is evident from the information that 5.0% E-trade website Consumers strongly disagreed that they were never overcharged by internet suppliers during sales transactions, which was followed by disagreement that they were never overcharged by internet suppliers during sales transactions (25.0%). Furthermore, 20.0% E-trade website Consumers neither agreed nor disagreed whereas 30% and 20% E-trade Consumers agreed and strongly agreed that they were never overcharged by internet suppliers during sales transactions.

Table 2: Opinion of E-trade website Consumers of Nagpur Division regarding internet suppliers will go out of their way to help customer, if there is any problem with transaction

If there is any problem with transaction, Internet suppliers will go out of their way to help customer	Frequency	Percentage
Strongly Disagree	05	5%
Disagree	25	25%
Neither Agree nor Disagree	30	30%
Agree	30	30%
Strongly Agree	10	10%
Total	100	100.0%

df- degree of freedom; Sig.- Significance

Above Table 2 illustrates opinion of E-trade website Consumers of Nagpur Division regarding internet suppliers will go out of their way to help customer, if there is any problem with transaction. It is evident from the information that 10.0% E-trade website Consumers strongly agreed that internet suppliers have sufficient expertise and resources to do business on internet, which was followed by agreement that internet suppliers have sufficient expertise and resources to do business (30.0%). Furthermore, 35.0% E-trade website Consumers neither agreed nor disagreed whereas 25.0% E-trade Consumers disagreed and

5.00% Consumers strongly disagreed that internet suppliers have sufficient expertise and resources to do business.

Table 3: Opinion of E-trade website Consumers of Nagpur Division regarding always-keeping promises and obligations by internet suppliers

Internet suppliers always keep promises and obligations	Frequency	Percentage
Strongly Disagree	10	10%
Disagree	20	20%
Neither Agree nor Disagree	20	20%
Agree	45	45%
Strongly Agree	5	5%
Total	100	100%

Above Table 3 illustrates opinion of E-trade website Consumers of Nagpur Division regarding always-keeping promises and obligations by internet suppliers. It is evident from the information that 10.0% E-trade website Consumers strongly disagreed that internet suppliers keep promises and obligations, which was followed by disagreement that internet suppliers keep promises and obligations (20.0%). Furthermore, 20.0% E-trade website Consumers neither agreed nor disagreed whereas 45.0% and 5% E-trade Consumers agreed and strongly agreed that internet merchant always keep promises and obligations.

CONCLUSION

Thus, it is evident from the above information that majority of E-trade website Customers of Nagpur Division were never overcharged by internet suppliers during sales transactions.

Thus, it is evident from the above information that majority of E-trade website Consumers of Nagpur Division feel that internet suppliers will go out of their way to help customer, if there is any problem with transaction.

Thus, it is evident from the above information that majority of E-trade website Consumers of Nagpur Division are agreed that internet suppliers keep promises and obligations.

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