e-Shopping Experience in e-Tail Market

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ABSTRACT

Survival of fittest and fastest is the mantra of today’s business game. In the modern e-Business era, the retailer must focus on the customer’s e-Tailing experience to survive in the e-World. To focus on the customer’s experience towards e-Tailing, the retailers should understand what “e-Tailing” actually means. e-Retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser; e-Tailing can be referred as e-web store, e-Shop, e-Store, Internet shop, web-shop, web-store, online store, and virtual store. On the other hand, e-Customer Experience Management is a strategy that focuses the operations and processes of an e-Business around the needs of the individual e-Customer. It represents a strategy that results in a win–win value exchange between the e-Tailer and their e-Customers. The goal of e-Customer experience management is to move customers from satisfied to loyal and then from loyal to advocate. This paper focuses on the role of macro factors influencing e-Customers to make e-Shopping and how they can shape e-Customer experiences and behaviors. As a result, e-Store information quality, e-Shopping cost, e-Store design quality, e-Privacy/security, e-Customer service and e-Delivery service quality are found as the macro factors influencing e-Customers towards e-Tailing.


INTRODUCTION

Business-to-Customer e-Tailing first evolved more than a decade ago. The researchers of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace. The rapid development of e-Retailing continue to explain e-Consumers’ behaviour from different perspectives. Many of the research studies stress new emergent factors which turns the e-Customers behaviour towards e-Shopping from traditional shopping. Let us have a look at the few statistics which adds-on feather to the e-Tailing.

The US retail economy was worth roughly $4.4 trillion in 2012 (US Commerce Department) and e-Commerce came in at $186 billion according to comScore, that would mean that US e-Commerce was worth less than 5% of total retail (See Table 1).

The US Commerce Department estimated e-Commerce to be about 5.8% of Q2 retail sales.

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Spending on local services is worth at least another $2.9 trillion according to the Bureau of Labor Statistics. That means in-store/offline spending in the US is roughly $7.3 trillion.

Figure 1 shows the country-wise online sales for the period 2012-2017, which is increased and expected to increase in the forthcoming years. The reasons for customers shopping online includes: time savings (73%); more product variety (67%); easy price comparison (59%); and lower prices (53%). Customers use the e-Tailing websites, not only to shop the products online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

Figure 1. Forecast: European online sales by country 2012-2017 (Source: Forrester Research, Inc.)
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