



E-commerce and customer satisfaction

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Received: 01-Nov-2022, Manuscript No. GJMSSR-22-82403; **Editor assigned:** 04-Nov-2022, PreQC No. GJMSSR-22-82403 (PQ); **Reviewed:** 18-Nov-2022, QC No. GJMSSR-22-82403 (R); **Revised:** 25-Nov-2022, Manuscript No. GJMSSR-22-82403; **Published:** 02-Dec-2022, DOI: 10.15651/2408-5511.22.7.052.

DESCRIPTION

E-commerce is a process of buying and selling products *via* electronic medium like mobile app and web. E-commerce refers to both E-retail as well as internet transaction. E-commerce has enormously become popular in the last decades and also substituting offline stores. E-commerce builds on various technologies, like m-commerce, online fund transfer, supply chain management, internet marketing etc. Transaction and transfer of money, funds and data online are also taken as ecommerce. Various online stores Amazon, Flipkart, EBay etc., are examples of ecommerce. Satisfaction is a frame of mind resulting due to disconfirmed expectation along with sentiments arising from earlier customer experience. Thus satisfaction might be taken as an outcome of continuous evaluation of experience one having with goods and service with respect to procurement and consumption. Thus Customer satisfaction is generally characterised as buyers post-purchase assessment of pre-purchase presumption and performance achieved. A feeling of satisfaction emerges when customers compare their conception of current goods and service performance with expectations. Hence, customer satisfaction is a customer's emotion after they compare the product performance with the expected one. Number of definitions has been given to elucidate customer satisfaction, but most common idea for defining customer satisfaction is comparison of post-purchase performance with prior expectation

Electronic commerce simply means buying and selling through the internet. But in the few years, electronic commerce is becoming more popular among entrepreneurs and consumers, including both local and international. The main reason behind the increasing popularity is the success of eBay, Dell, Amazon and Yahoo. The sales reports of these companies are the leading factors behind the growing E-commerce market. Due to the growth of E-commerce, investment is increased

in internet securities, online services, business plans and innovation. As a result, many new markets developed from E-commerce further, which gives a lift to the international market.

Whereas many people believe E-commerce as B2C (Business to Consumer), there is many more type of E-commerce which is as follows:

Business-to-Business (B2B)

This type of E-commerce refers to a transaction made among two businesses. In this, companies are involved in selling goods to other companies and not to the final consumer. Online transactions are made between the producer, wholesaler and retailers.

Business to Consumer (B2C)

In this type of E-commerce transactions are made between business and consumer or when business sell goods and services to consumers. In online retailing this model is followed. Business can directly sell goods to the ultimate consumers. The consumers can go to company website and can check their products and read review etc.

Consumer-to-Consumer (C2C)

In this type consumers sell goods to consumers. This type of E-commerce model transaction is made among two consumers such as eBay, where one person sells goods or service to another. There is no company involved and it provides the customer with a platform to directly sell their goods and services to other consumer. Some examples are Olx, quicker, carbecho.com etc.

Consumer-to-Business (C2B)

In this type of model, consumers sell to the company or transaction between consumer and business is made. So the consumer directly gives product and services to the company such as freelancer sells its software to some company.

Business-to-Government (B2G)

When a transaction is made between company and government then that is called B2G. Different services are offered in this model like social security, employment and legal documentation. This model of E-commerce help the government make transaction with the businesses to purchase and sell goods and services. Like government hires a web designing firm.

Government to Consumer (G2C)

In this type of model, transaction is made between government and the consumers (Like people paying taxes online etc). This will help in reducing the time for accomplishing a consumers request for various government services.