

CUSTOMER PREFERENCES TOWARD E-COMMERCE PLATFORMS

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ABSTRACT

This study investigates the factors influencing customer preference towards e-commerce, examining the role of website design, payment security, and product availability in shaping online shopping behaviors. The rapid development of information technology and increasing use of the internet have driven the growth of e-commerce worldwide. Electronic commerce involves the buying and selling of products, services, and information through computer networks with the internet as the electronic medium of communication and financial transaction. This study aims to consolidate the customers' perception towards electronic commerce and to explore its benefits, application, and utility to people, society, management, and organizations. The study provides a comprehensive understanding of the factors that influence customer preference towards e-commerce, which can help businesses to operate and supervise their online presence effectively.

Keywords: *_E-commerce, customer preference, website design, payment security, product availability_*

INTRODUCTION

According to Schneider and Perry (2000), e-commerce is the business action conducted using electronic data transmission via the internet and the World Wide Web. The rapid development of information technology, along with the increasing use of the internet, has become the driving force for e-commerce in the world. Accessibility benefits make it easy for local customers to access and move around the world, and also help businesses to operate and supervise their businesses while working from any corner of the world. Electronic commerce involves the buying and selling of products, services, and

information through computer networks with the internet as the electronic medium of communication and financial transaction.

Schneider and Perry (2000) define e-commerce as the business action conducted using electronic data transmission via the internet and the World Wide Web. Vladimir Zwass, the Editor-in-chief of the International Journal of Electronic Commerce, says that electronic commerce conveys business information, improves business relationships, and conducts business transactions through internetworking concepts. Zwass (2000) also states that electronic data interchange (EDI) was the next step in e-commerce, and in the 1960s, a different group of industries shared a common electronic data and information platform. EDI shares electronic business data transactions between a sender and receiver using computers and a value-added network (VAN).

Zwass (2000) discusses the history of e-commerce, which started in the 1930s with American Airlines using a teletype system for making reservations for their passengers. In the 1940s, flight and other reservations were done physically on color-shaded list cards, and a wall-size board was mounted to show seat accessibility on every flight. However, to defeat the paper-restricted access, Edward A. Gilbert set up an arrangement of requesting through messages, radio-print, phone, and electrical/mechanical gadgets for booking and dropping a seat.

METHODOLOGY

This study aims to investigate the factors influencing customer preference towards e-commerce. The study examines the role of website design, payment security, and product availability in shaping online shopping behaviors. The study provides a comprehensive understanding of the factors that influence customer preference towards e-commerce, which can help businesses to operate and supervise their online presence effectively.

FINDINGS AND DISCUSSION

The findings of the study indicate that website design, payment security, and product availability are the key factors that influence customer preference towards e-commerce.

The study reveals that customers prefer websites that are easy to navigate, have a secure payment system, and offer a wide range of products. The study also finds that customers are more likely to shop online if they have a positive experience with the website and the payment process.

CONCLUSION

In conclusion, this study investigates the factors influencing customer preference towards e-commerce, examining the role of website design, payment security, and product availability in shaping online shopping behaviors. The study provides a comprehensive understanding of the factors that influence customer preference towards e-commerce, which can help businesses to operate and supervise their online presence effectively. The study suggests that businesses should focus on creating a user-friendly website, providing a secure payment system, and offering a wide range of products to attract and retain customers.

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