

A Review on Challenges Faced By E-Commerce Seller

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Abstract— E-commerce has made great strides in providing convenient, fast and secure shopping experience for consumers. However, there is still a significant portion of shoppers whose security fears impact how they spend their money online. In the online marketplace, one area of growing interest is that of product returns. While most retail stores offer return policies, some offer more lenient return policies than others. A trend towards more liberalized or lenient returns policies is evident in the fashion e-commerce business. This paper focus on various problems faced by a ecommerce seller.

Keywords: Return Policy Issue, E Commerce Security, Retail Market, Online Seller Issue, E Commerce Trust Issues

I. INTRODUCTION

The combination of the Internet and E-commerce usage has produced a new online atmosphere that is extremely efficient and effective. The feasibility features offered by e-commerce has swiftly transforming the way in which enterprises communicating with each other, as well as with consumers. In the online marketplace, one area of growing interest is that of product returns. While most retail stores offer return policies, some offer more lenient return policies than others. Globally, business to consumer e-commerce was expected to increase to \$1.84 trillion in 2017, with purchases from mobile devices (tablets and phones), becoming increasingly important. However, this growth in online retailing hides a problem with product returns. For E-commerce companies, an astonishing 14% of returns have been found to be fraudulent. This shows that whilst generous returns policies are important for customer satisfaction, it is important for company profitability to make returns barriers high, and be tough in enforcing them. The main objective of the research is to overcome the problems faced by an ecommerce seller or online seller when a product is returned by a customer. Sometimes customer can lead to return a false product in place of the correct one.

II. E-COMMERCE TRUST AND SECURITY ISSUES

A. Trust:

The trust between sellers and buyers plays an important role for any successful e-commerce transactions. It has been found out that trust is the fundamental problem in e-commerce environment.

Comparing to traditional commerce, trust is more important in e-commerce because goods and services purchased over the Internet cannot be immediately verified and also because of the lack of rules and regulation in e-commerce.

B. E-commerce Security:

E-commerce security shares the same issues with cyber security. The dimensions can be categorized as below:

- 1) Integrity: Making sure the data or information are not modified or tampered by any unauthorized persons and not using them without user's permission.
- 2) Non-repudiation: Making sure not denying any sale or purchase.
- 3) Authentication: Making sure that only authorized persons are allowed to logon to system.
- 4) Confidentiality: Sensitive data and information are encrypted and not easily broken.
- 5) Privacy: The ability to manage the term under which private information is acquired and used
- 6) Availability: The software system is always available and the hardware equipments are working properly, and in the case of disaster, the system is able to recover quickly.

III. RESEARCH CHALLENGES

At every point of time, due to increased penetration of internet and smartphone, every individual has become potential consumer for a company who deal with online business and with increased technological infrastructure, demand for products have also increased tremendously. Understanding, analyzing and meeting consumer's demand has become fundamental duty of every E-commerce business around the globe. As the online retailing is modern medium of shopping, it is important to analyze the consumer purchasing behavior with respect to different strategies and problems occurred when they return a product to a E-commerce business in a competitive market. The research study focuses on the problems faced by a ecommerce seller when a product is returned by a consumer.

IV. TYPOLOGY OF RETURN POLICY FACTORS

Previous researchers have attempted to classify the various elements of return policy leniency, but little consensus exists regarding these factors:

- 1) Whether a store provides exchanges or cash refunds
- 2) Whether a receipt is required or not.
- 3) Whether original packaging is required or not.
- 4) Whether visible signs of use is allowed or not
- 5) The time limit for returns.

V. RETURN POLICY LENIENCY

Return policy leniency are varying along five dimensions:

- 1) Time leniency: Retailers commonly specify deadlines in their return policies. Return policies that provide a longer length of time in which to return products are regarded as more lenient.