



# A Review on Ecommerce and Consumer Law

Abhilasha, Assistant Professor, Department of Law, Galgotias University

## Abstract

As a result of technical advances, electronic commerce has quickly spread to almost every country. This system assists both merchants and consumers by linking them via the Internet. An online merchant has the capability to enter new markets throughout the country and across the world via e-commerce. Therefore, to better comprehend customers' online purchasing intention, you must first discover the many variables that affect them. The research is focused on exploring the elements that affect student consumers' online buy intent, including trust, search cost, pricing, and customer service. The results suggest methods that may help student consumers to have a stronger online purchase intent.

**Keywords:** E Commerce, Buying Behaviour, Review

## Introduction

The origin of the word “commerce” is found in the Latin cognate, commercium, which had a wide range of uses, from merely exchanging commodities to participating in other social and cultural activities. the fundamental civil rights of citizens, such as the ability to conduct trades, to inherit property, and to use courts to assert their rights are all components of commercium rights in Roman law (Balkin, 2010). “Commerce” at the beginning comprised much more than commercial activities. Intercourse (which means different things in different contexts) is one possibility (Balkin, 2010). EC (or simply e-commerce) is the purchase and sale of products and services, or the transmission of money or data, via the internet. Computers are particularly built to accept and place orders for products and services. The fact that products or services are purchased electronically does not mean that payment and



delivery must be completed online. Let's define e-commerce holistically. Using technology advancements to improve everything that involves human and computer interactions, as well as consumer and trader interactions, is what we mean by e-commerce. While this notion of "transactional" e-commerce is more than just one classification, there are four separate divisions to it. This classifies businesses according to their target customers, which are (business-to-business) (B2B), (business-to-consumer) (B2C), (consumer-to-business) (C2B), and (consumer-to-consumer) (C2C). In contrast to in-person or traditional commercial transactions, online sales between businesses, homes, people, governments, and other public or private entities may be defined as e-commerce. Ordering over the internet, via the extranet, or using electronic data transfer is included in these electronic transactions (OECD Guide to Measuring the Information Society, 2011). This order's kind is specified by the manner in which it was placed. Orders submitted via telephone calls, faxes, or manually entered e-mails are prohibited from this programme. The study's main goal is to investigate Business to Consumer (B2C) e-commerce, which includes businesses with online customers who are customers as well as the businesses that serve them.

### **B2C E Commerce Business**

As with B2C e-commerce businesses, many B2C e-commerce companies (especially in Tanzania) have been growing significantly in the past 10 years, meaning Tanzania has new avenues for economic growth. The difficulty on the consumer side of e-commerce in the nation was the technology, where people didn't have access to computers and had intermittent internet service. This explains why they were unable to make use of the technology since they did not have the necessary facilities and skills. While in Tanzania, the government has laid the supporting infrastructure for internet, the National ICT Broadband Backbone.

### **Faith**

To have faith in e-commerce is to believe that customers have trust in Internet merchants and are willing to purchase products from an online merchant, even if there is the potential for



loss, because the customers have confidence that the merchant will follow generally accepted practises and will be able to deliver what was promised (Mayer, 1995).

Integrity, ability, and benevolence are the outcomes of “specific beliefs of integrity, ability, and benevolence,” and e-commerce is predicated on faithfulness to specified norms and commitments (Gefen, 2002a, b).

An accurate definition of trust may be described as including “confidentiality, honesty, and integrity, together with ethical standards of the highest calibre” security, privacy, and dependability Camp (2001) observed that...

The significance of trust in online transactions is underscored by trust's role as a motivator or barrier in the adoption of new technology (Urban et al., 2000). Loyalty from consumers fosters the longevity of internet merchants' partnerships. BrandZ measures brand equity via several measures including: (Reichheld & Schefter, 2000; Gefen et al., 2003)Relative security and privacy are the critical factors that influence how much customers are willing to trust a firm in the first stages of their relationship with the business (Eremeev, 1999; Hoffman et al., 1999; Yousafzai & Pallister, 2005; Chen & Barnes, 2007) Faith is a requirement in online purchasing; people's trust in the business image, website content, and the buying process is a phenomena including trust in the company image, website content, and buying process. Personal data safety, abuse of private consumer data, transaction privacy and security, and hacking, fraud, and scam are all included under the concept (Sahney et al., 2013). Yoon (2002) argues that the core mechanism for online trust may be understood by focusing on three different dimensions: technological, transactional, and expertise. Also, internet purchasing and familiarity with online transactions are essential when determining whether customers would trust a brand and make a buy (Doney, 1997; Gefen, 2000). It is simpler for businesses to sustain long-term connections with customers the greater the degree of consumers' trust (Jarvenpaa 1999).

## Conclusion



The supply chain idea discussed here is similar to an e-commerce solution since it may drastically reduce search costs for customers. The internet is more efficient than its conventional equivalent, as far as time, effort, and money are concerned (Gupta, 2014). So, with just a few clicks, you can go from one store to another, purchase virtually anything online, and have it delivered to your door in a timely manner. For online consumers, cost-cutting has shown to be an excellent benefit. Internet prices are 9-16% cheaper than traditional shopping channels, with price dispersion also being reduced. As a result, there is evidence that consumers of online channels benefit from making purchases with the exact characteristics they require, thereby avoiding unnecessary expenditures (Kohl, R. et al, 2004).

#### References:

1. Anderson, R.L., Black, W.C., Hair, J. F., & Tatham, R. E. (2003). *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall.
2. Balkin, J. M. (2010). Commerce. Retrieved from [[http://digitalcommons.law.yale.edu/cgi/viewcontent.cgi?article=1025&context=fss\\_papers](http://digitalcommons.law.yale.edu/cgi/viewcontent.cgi?article=1025&context=fss_papers)]
3. Camp, L.J. (2001). *Trust and Risk in Internet Commerce*, MIT Press Cambridge, MA: USA. 279pp.
4. Chen, Y. & Barnes, S. (2007). Initial trust and online buyer behavior. *Industrial Management & Data Systems*. 107(1): 21-36.



5. Coulter, K.S. & Coulter, R.A. (2002). Determinants of trust in a service provider: the moderating role of length of relationship. *Journal of Services Marketing*, 16(1): 35-50.
6. Craig, C. S. & Douglas, S. P., (2006). Beyond national culture: implications of cultural dynamics for consumer research. *International Marketing Review*, 322-342
7. Davis, H. (1976). Decision making within the household. *Journal of Consumer Research*, 241-601.
8. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3): 319–340. doi:10.2307/249008
9. Davis, F. D., Bagozzi, R. P. & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*. 35: 982–1003, doi: 10.1287/mnsc.35.8.982
10. Dibb, S., Simkin, L., Pride, W.C. & Ferrell, O.C. (2013). *Marketing: Concepts and Strategies*. Cengage: Chapter 12
11. Doney, P.M. & Cannon, J.P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2): 35-51.
12. Dhruv G. & Levy M., (2010). *Marketing* (2nd ed.). McGrawHill. New York.



13. Empathica, (2013). What is the Opportunity for “SoLoMo” (Social.Local.Mobile.) to Improve the Customer Experience. To learn the three smart ways to connect with today’s consumers online.
14. Eremeev, A. (1999). E-commerce Trust Study. Retrieved from [<http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.93.6753>]
15. Fukuyama, F. (1995). *Trust: The Social Virtues and the Creation of Prosperity*. The FreePress/Penguin: New York