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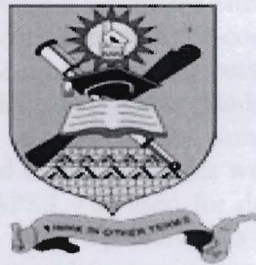
A model for developing e-commerce sites

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Abstract

Due to the proliferation of internet usage there has been a shift or a change in the way business is conducted. More and more businesses are now trading online as a way of trying to increase sales, to gain competitive advantage and to offer customer convenience. Just a mere web presence does not guarantee a positive return on investment for an online shop. There is need to meet customer expectations in order for an online shop to be able to attract and retain customers. The main purpose of this study is to come up with a model that will serve as a guideline for developing or improving e-commerce sites with emphasis on the business-to-consumer (B2C) and consumer-to-consumer (C2C) e-commerce business models. The model is based on the attributes that the Zimbabwean shoppers perceive as important for an online shopping site. A survey was conducted to assess Zimbabwean shoppers' experiences with online shopping. A convenience non-probability sampling technique was employed. A standardised questionnaire prepared in Google forms was electronically administered to 130 willing Zimbabwe shoppers and SPSS was used for data analysis. From the Zimbabwean shoppers perspective, the attributes that are perceived as important for an e-commerce site are e-commerce system quality, content quality, service/support quality, trust (including privacy and security), multiple payment methods, product (cost, quality and variety) and delivery (cost and duration). Privacy and security is viewed as the most important attribute by the shoppers. Zimbabwean shoppers' behaviour/experiences and suggestions for improvement on online shops are also highlighted and discussed in this paper.