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## The Impact of Website Information Convenience On E-commerce Success Of Companies

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### Abstract

Nowadays where there is a huge competition among the online retailers, more and more services and products are added to online businesses to increase shopping convenience for customers, like free delivery for twenty-four hours, online payment, and pick up services in the dedicated convenience stores and more. Many e-commerce researchers have found and selected convenience as an important factor at online shopping and consumer behaviour. This shows not only the importance of convenience in online shopping, but also it shows that website information convenience plays very important role in success of companies in competition through e-commerce and this factor leads the companies to rich the competitive advantage and be successful in achieving their final goals.

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## **1. Introduction**

The e-commerce is an online market which has been growing rapidly and changing business patterns over the past several years. E-commerce has changed the business pattern with manufacturers, distributors, and customers using the internet as a useful tool for communication. So it's important to know how customers leverage the features of the internet to make purchasing decisions. Online shopping can offer best product choices, availability and convenience without the limitations in time and space [4]. Convenience is an important factor in e-commerce. Customers can take benefits of lower prices, faster searches, easier comparisons and more choices. Also more customers buy products online. Web sites can have features that provide product recommendations and offer different ways of payment to elevate the shopping convenience of customers. Web site information convenience is an important factor to attract customers and make a connection between them and company's product or services. This connection is very important to reach company's competitive advantages. Web site information convenience, as an important factor which plays a critical role in e-commerce success, needs more attention. The goal of this study is to identify what makes convenience in information and also effect of this convenience on the e-commerce.

### **1.1. Website information**

Hurme [12] Defines information richness: as the information that can help customers to make decisions in online shopping. This is a great help to customers when they want to shop online. [7] The increased information on the web has the potential to result in more knowledgeable customers who are able to make better decisions and will experience more satisfaction with their purchase. More detailed product or service information will lead to a better purchase. Information richness focuses on information about buying and reduces search time.

### **1.2. Importance of information**

Information technology is essential to the success of any business. The information collected in any business is as valuable a resource as capital or human resources. Information may cover: market trends, customer profit, buying performance. This information can be processed, and analyzed with computers before being used by managers for decision making. Information must be: exact, complete and up-to-date. Usefulness of data is important for companies because they can sell products by email orders so they need to keep up-to date list of names and addresses of customers. This data is very valuable and can be sold to other companies.

### **1.3. Website design**

This paragraph is about having design and technology and on learning from programming many high profile design events. In fact, this is a very important factor to ensure the success of the website. [8] Three facts about web design are: navigation design, information design, and visual design. Information design is about customization of product information or service information while navigation design is about the plan used, and they can help or barrier users as they access the different section of a website. Visual design deals with balance, emotional request, aesthetic and graphic unity of

the website which consists of colours, shapes, fonts and photographs. There is a relationship between navigational design and convenience. We expect a website design related to each of three e-convenience dimension. So how can we make sure that our e-commerce web page design is a success? First of all by making a simple and concise design, the design should provide only relevant content information. Second we must make sure that we have the working links and every link which has been placed on the web site, leads to the right place. The third one is the important role of navigation. A complex design results in difficult navigation that confuses the visitor. When the visitor is confused, he/she will switch to some other site. Ensure that the navigation of your site is highly user-friendly. One of the good ways to turn your visitor into a customer is to place a buy now link that helps visitors to close the deal there. Another important factor is to keep the language simple; we should keep the language simple and clear that can help customers make instant purchases. After that, we must not develop a site that takes time to load. Time-consuming web site that needs time to load easily makes customer disappointed about the product and company. Actually we can improve this situation by using web hosting by better servers. Also, there is no necessary need to install unnecessary software. Do not make customers download and install software for viewing your site. This makes customers really tired and in this world which time plays an important role in our lives this can be very disturbing and also can make the customer unsatisfied. And finally do not make the interaction a challenge for your visitor; it can encourage them to make the purchase.

#### **1.4. Website Convenience**

Most of the people who buy goods on the web are not sure about the product quality. For instance, if the products have the same quality as it seems in the website or not. Also the price may not be the same because sometimes the price shown in websites does not include additional costs like shipment or taxes. [21] Some customers may have a limited time so they can save time and take advantage of the convenience of buying online.[14] Convenience refers to the ability to use self-service technology. Online services don't have any contacts with company employees and can make appropriate buying and delivery of goods and services regarding the customer's needs, Time schedule and location [20] Website convenience can reduce customer time consumption in an effort to deal with the process. Srinivasan [17] has Defined convenience in e-commerce as the range to which customer feels that a website is simple, sensory and user-friendly. Services like shorter product search period and wider payment selection can reduce the efforts that customers make and increase online buying intention [6] there are five dimensions of website convenience: decision convenience, availability convenience, transaction convenience, benefit convenience and post being convenience.

#### **1.5. E-commerce**

Electronic commerce includes buying, selling and exchanging of the products and services on the web. You have a business Appearance online and you can use email for communications. The e-commerce is a modern business that addresses needs of organizations, and the customer can buy the product when the prices get lower, when the quality of goods improves and also when service delivery speed increases. E-commerce is usually faster, cheaper and more convenient than the rationale methods of bartering goods and services [1]. There are four types of e-commerce: business to business, business to consumer, consumer to business and consumer to consumer. This deal has three parts: online retail

sales, online paying and supplier buyer auctions. Business to business: The Companies can buy from each other online. In this type of e-commerce there is more to purchase. Business to consumer: all the activities of businesses are being sold to the general public, like when a company sells its products to the final consumer. Consumer to business: a consumer can post their project with coordinating budget online and companies study the consumer's requirements and suggest on the project. After that, consumer study suggests and selects the company that will complete the project. Consumer to consumer: is the operation of individual consumer purchasing and selling goods through the internet. Electronic commerce uses a variety of technologies consists of credit cards, email and electronic fund transfers. Also, the website is the best way to collect information and purchasing through internet. The information is playing an important role in e-commerce. Some websites derive income by offering products or services for sale. The products may be purchased at the website itself, by entering credit card or other payment information on the website. Websites sometimes derive income from a combination of these two practices. There are two important roles for web sites, first is the type of information and varieties of information on the web site and the sufficiency of information. The second role is the web site design, which is as important as first role. These roles leads to e-convenience which make companies to reach final target to e-commerce success of companies.

## **1.6. Personalization**

Kim [13] defined personalization as “transferring information highly related to a person”. Online retailers can provide information, which is needed by the consumers. Websites can also record customer surfing paths or buying history so that web sites can provide suggestions for customization for further purchases. Amazon.com is a pioneer in personalization. It can do quick focus on what customer really wants. If the online retailer is able to accurately trail or prepare close choices for each consumer, it can minimize the time that customers spend on browsing through an entire product assortment to locate a particular product.” [17]

## **2.1. Customer loyalty**

Customer loyalty describes the action of customers who are known as repeated customers, who are choosing one product or service from one company rapidly over another brand or company for particular need. Satisfaction of convenience information is an important factor for customer loyalty. On the other hand customer loyalty is an important factor for e-commerce success in companies and it guarantees future purchase from customers. Also, when customer loyalty increases it can help companies to increase the profit by using loyal customer as a marketing agent by attracting his or her friend and family to the product or service of the company.

## **2.2. Value of time for customers**

As we all know “time” is the most valuable thing on the earth because everything is needed in time and all the business is affected by time. [10] With providing sufficient and convenience information through website, company can do lots of savings in customers valuable time. This action can attract lots of customer because customers neither want to waste their times searching in the website nor to be

lost in difficulty which are existed in the web site. So attracting customers lead the company to gain better profit and it will help them gain success in e-commerce. [22]

### 3. Discussion

In the current paper which has studied impact of website information convenience on e-commerce success of company, we have made and developed a model which studies first the factors that have effect on website information convenience and second how website information convenience can lead to e-commerce success of company. Website information convenience is an important factor for e-commerce success of company. As this study shows there are three important factors which have effects on website information convenience: type and a variety of information exist in websites, website design and attractiveness of website and personalization in website. These three factors make website information convenience for customers. Website information convenience will lead the company to e-commerce success by making loyal customers which will purchase more in future and also by valuing customers by giving them the opportunity to not waste their time by searching in wrong directions. These two factors can lead to e-commerce success of company.

### 4. Conclusion

This study shows that there are many factors that can affect website information convenience and this convenience has direct effect on e-commerce success of companies. With providing the easy and clear view of information, customers can have lots of options to buy service or goods. Personalization in the websites helps companies to attract more customers to their website. This type of attracting customers is one of the most effective ways of marketing for a company. On the other hand it can improve customer loyalty to the company by providing an easy and clear view of information about its product or services in their web site and also by saving the valuable time of customers. These results show that how website information convenience can lead to e-commerce success of company.

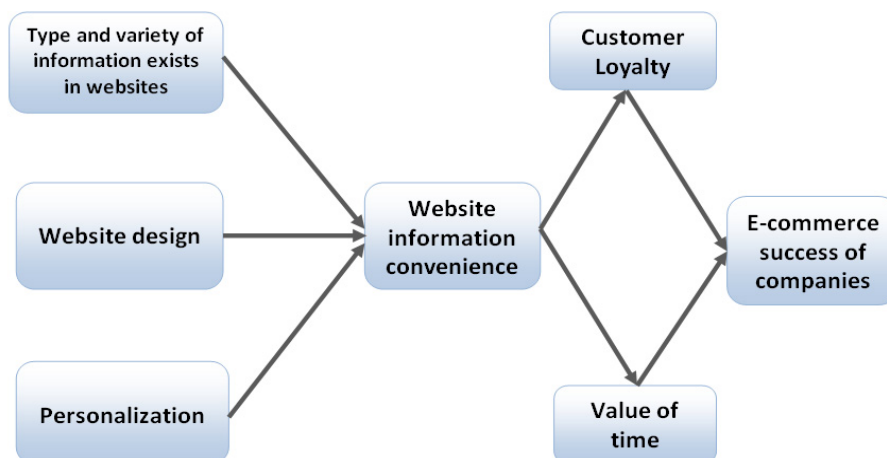


Fig.1. Factors that has effect on website information and impact of website information on e-commerce success of company

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