



Title: Reflection on Consumers in e-Commerce Economic Sciences

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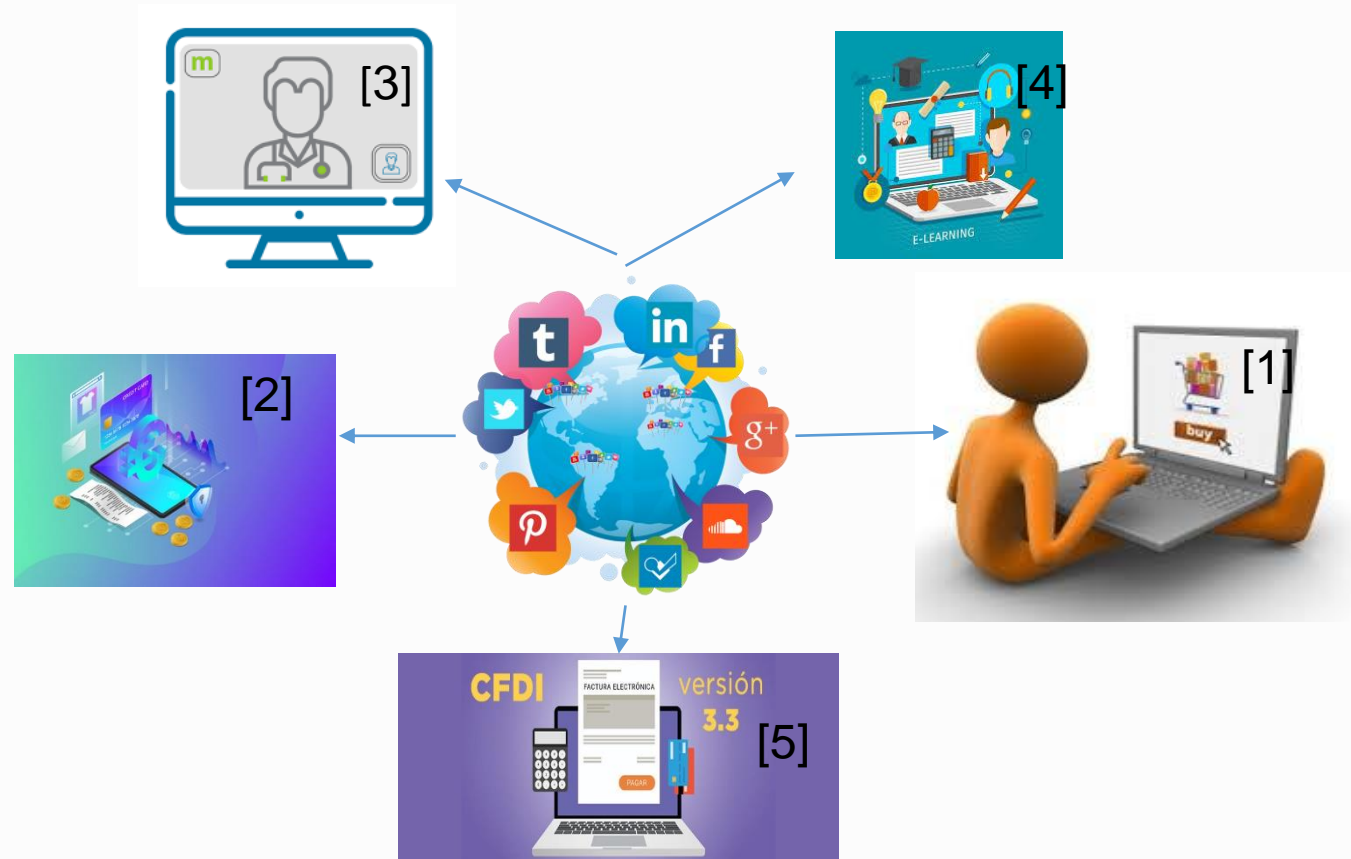
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- What does the e-consumer want?
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Introduction



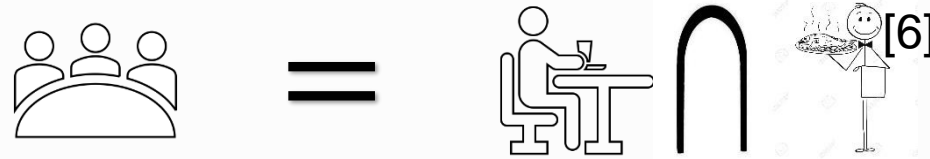
Background Glossary

Concept	Meaning	Equation
Product (P)	Something that is offered in a transaction purchase-sale to attend a real or potential necessity of an entity	
Entity (E)	Organization (O) or individual (I).	$E = O \cup I O = \{I\}$
Consumer (Cmer)	An <i>E</i> that acquires a <i>P</i> through a <i>purchase-sale transaction (pst)</i> .	
Provider (Pder)	An <i>E</i> that offers a <i>P</i> through a <i>pst</i> .	
Consumer society	The consequent way in which <i>E</i> is related in a <i>capitalist economic system</i> .	
Supply chain	This is referred to as the relations among <i>E</i> 's to offer a <i>P</i> in the market.	
Desire	This is referred to as the relations among <i>E</i> 's to offer a <i>P</i> in the market.	

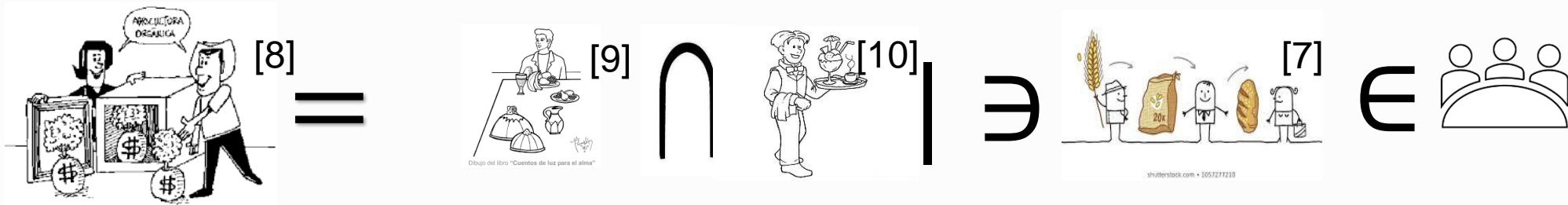
Background Glossary

Concept	Meaning	Ecuation
<i>Necessity</i>	A survival condition that approaching a perception of well-being.	
<i>Avarice state</i>	Condition in which the <i>Cmer</i> buys a <i>P</i> .	
<i>eConsumer</i> (eCmer) and <i>eProvider</i> (ePder)	In the context of <i>e-commerce</i> , the <i>Cmer</i> and <i>Pder</i> are online consumer and provider. They are called as <i>eConsumer</i> (eCmer) and <i>eProvider</i> (ePder) respectively.	
<i>Electronic entity</i> (eE)	is manifested in e-commerce and this is a subset of E, Ec 6.	$eE \in E$

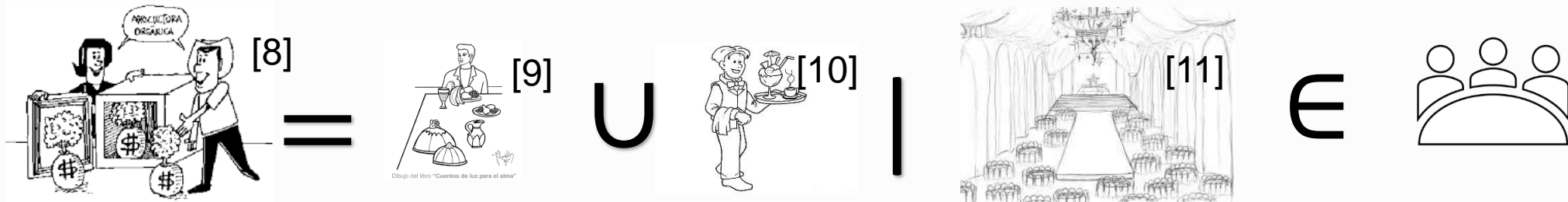
e-Consumer and e-Provider?



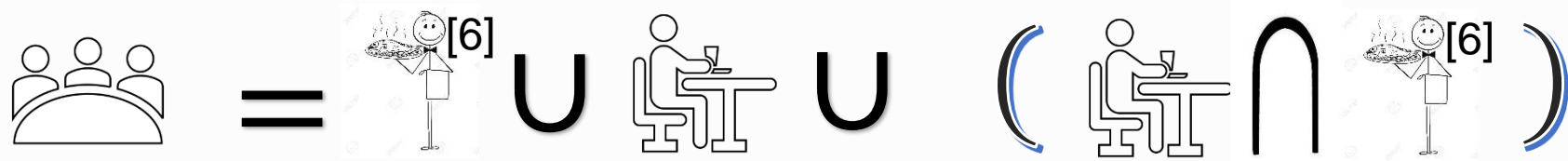
$$E = Cmer \cap Pder$$



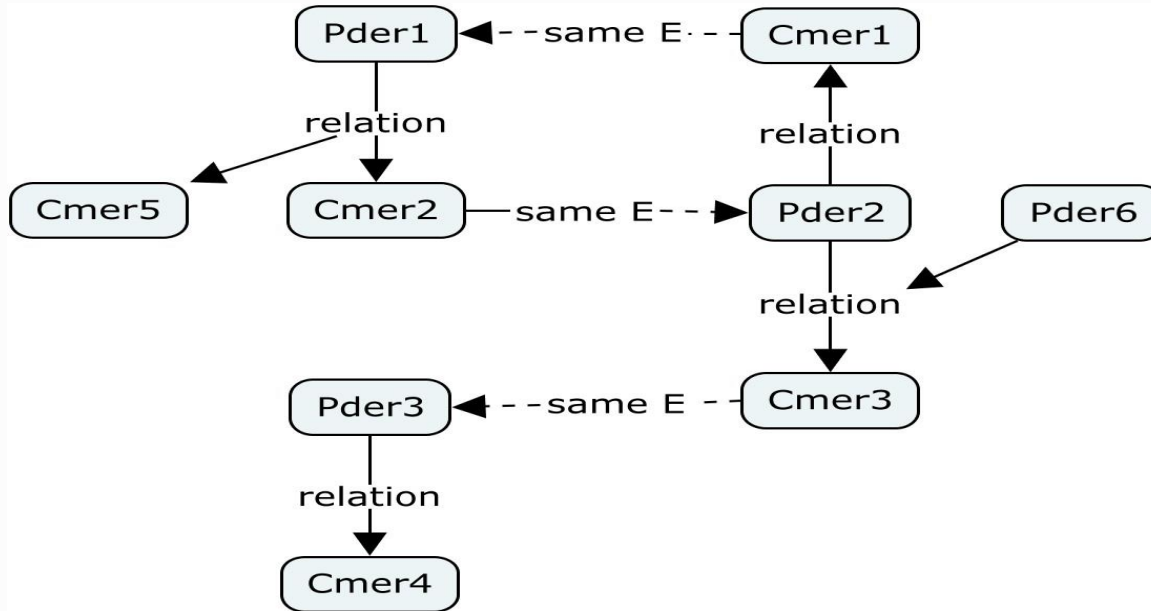
$$E^P = Cmer^P \cap Pder^P | \exists Inter^P \in E$$



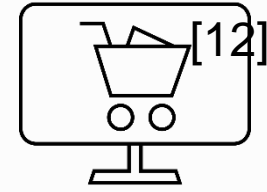
$$E^P = Cmer^P \cup Pder^P | Cmerf^P \in E$$



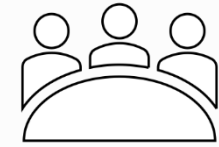
$$E = Pder \cup Cmer \cup (Cmer \cap Pder)$$



Provider & consumer.



∈



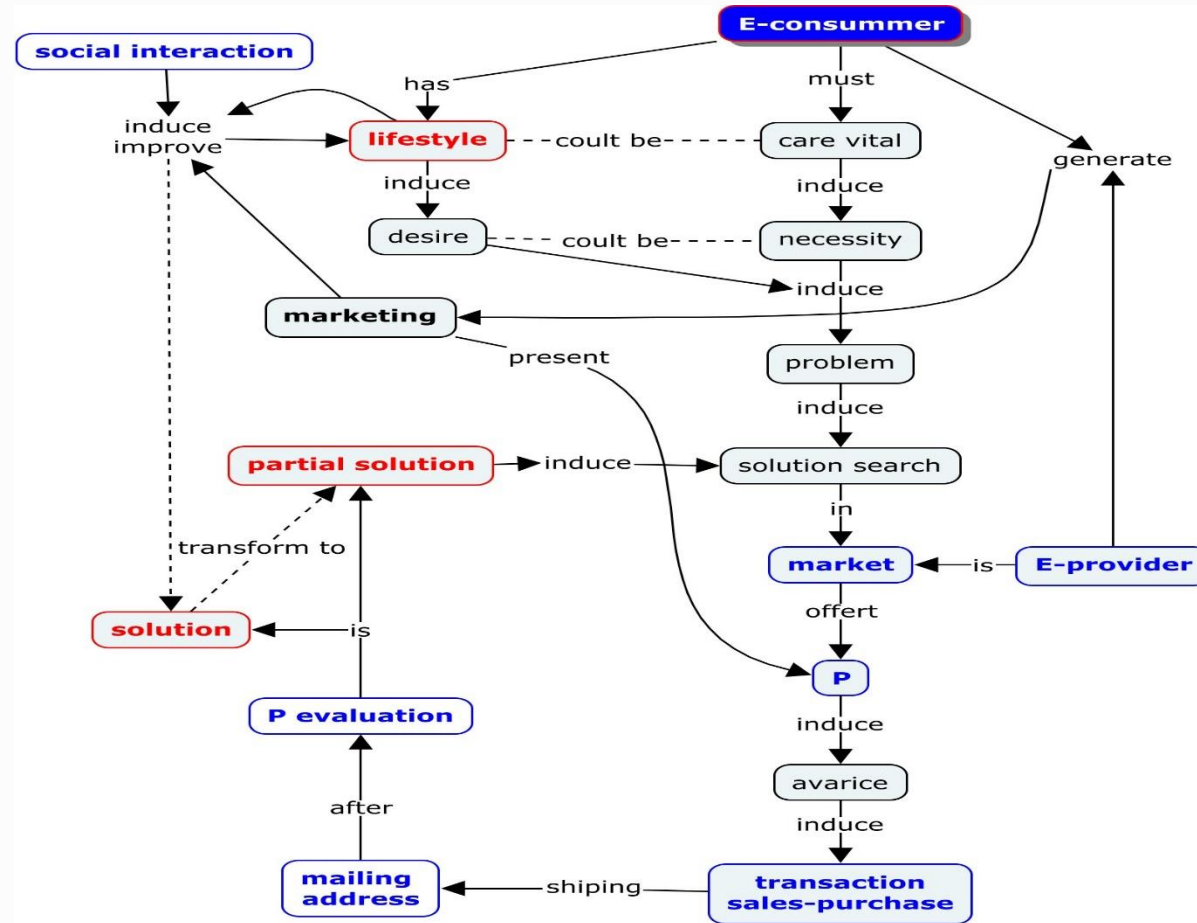
eE ∈ E

e-Consumer and e-Provider?



$$eE = eCmer \cup ePder \cup (eCmer \cap ePder)$$

Sale-purchase cycle



What does the consumer want? and What does the e-consumer want?

Trustworthy



Attentive

Honest

Fair

*Save
transportation
of P*

*Agree in process
sales-purchase*



*Transaction
Security*

*Clear Rules if exist
transaction violation*

Security

Get P
quickly

Easy communication
with ePer



Easy payment

Easy Tracking
of P

Easy exchange
Or refund

What does the e-consumer want?

Support

Easy to use

Unlimited warranty

Solution of any problem

Personalized attention



Price and profit comparison

Notification of Improvements or news P

Recreation of P In an e-environment

That delights the senses



strengthen and improve social position

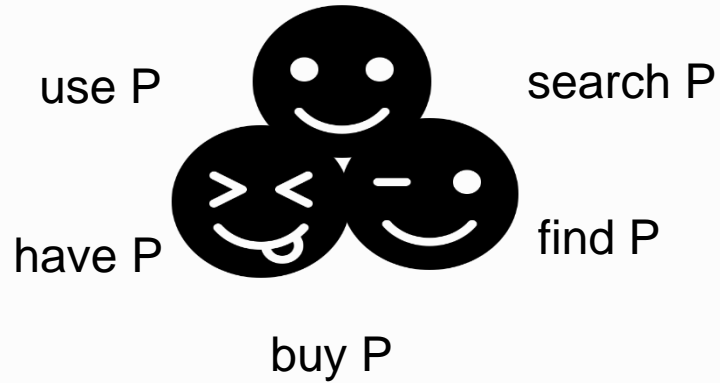
Desirable market characteristics
(Offer)

Desirable characteristics of the P (Demand)

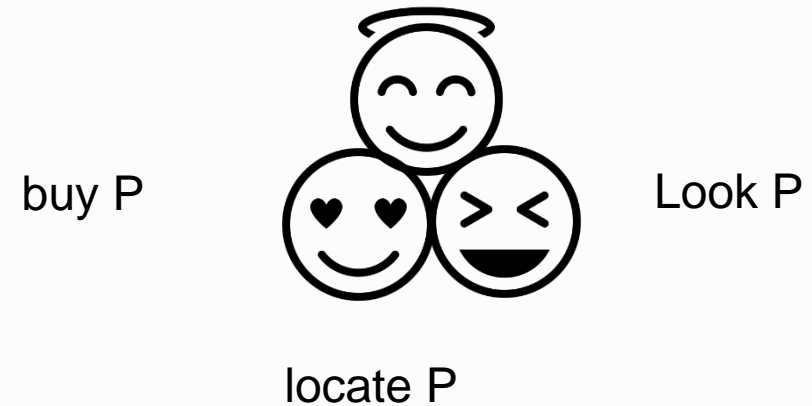
What does the e-consumer want?

Desirable eCmer's sensations and
Desirable sensations in e-commerce use

Satisfaction



Pleasure

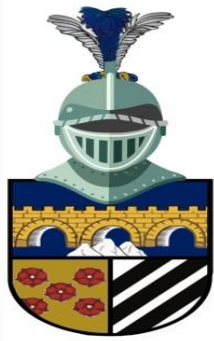


Conclusion?

The role of the consumer in the market is evident in the sale-purchase cycle and this is the basis on which transactions are justified in the market

It is relevant to pay special attention to all negotiation points in the sale-purchase process because it gives positive product support with consumer and social media

The answer to the question “What does the *e-consumer* want” is presented and it considers different aspect as security, product, payment methods, etc. to attend the question



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Reflection about the Consumers in E-Commerce Economic Science

¿Preguntas ?

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