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## COMPETITIVE FACTORS OF THE AGRO-FOOD E-COMMERCE

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### Abstract:

*The electronic commerce represents the foremost mechanism to implementing the New Economy itself, as a result of it evolves and assumes a substantial role among and for the digital market, nevertheless as for the quality market. If “New Economy” means economic exchange supported ICT's, then the electronic commerce best represents the new industrial networks, that depends on the net as how of communication and on the IT as how of world dissemination. The special and temporal conception of business interchanges is evolving: the place is assumptive a good-for-naught value, owing to interconnection on the network making geographical distances disappear, and where time itself is reworked throughout a dynamic object per its uses. Since the New Economy depends on the fruition conception rather than possession as at intervals the 'old' economy, accessibility and quality choices of e-commerce websites represent necessary choices to access websites. In fact, given the capital, e-businesses comprehend it necessary to use fruition skills (information collection) and 'intellectual capital' to be competitive and value effective.*

### KEYWORDS:

electronic commerce , foremost mechanism , geographical distances .

### INTRODUCTION

Per the Italian e-commerce pool Netcom the Italian e-commerce has grown up at a fast rate at intervals the last half-dozen years. The Italian grocery sector on-line, however at a tiny low rate, is increasing. The growth is very owing to the increase of the everyday amount of money spent per purchase, since orders unit of measurement stable. Throughout this paper, the quality of wine e-commerce websites square measure analyzed, using a case-study approach and every a computer-science and promoting perspective. Electronic commerce may represent a competitive strategy to form enterprises of the agro-food sector plenty of visible to shoppers, if usability is sufficiently taken into thought. The foremost barriers to the event of booming e-commerce business is delineate by websites not meeting basic accessibility and quality choices. To tackle this issue, heuristic analysis and thus the gap analysis approach has been adopted. The parameters taken into thought stemmed from World Wide net pool recommendations. Computing device usability issues square measure measured by a panel of shoppers assessing a selected computing device each. Potential e-consumers simulated an internet purchase, thereby allowing them to amass insights on the importance and satisfaction on each of the usability issues taken into thought. The success factors for ecommerce within the main involve efficiency of navigations (useful navigation tools or

sequence of navigation), accuracy in content and equipped information. Shoppers unit of measurement plenty of conducted to urge by easy structure of websites than vogue and magnificence. Additional information underlining the affiliation of producers to its territory enhances end consumers' feel in provide chain identification.

### IDENTIFICATION OF SUCCESS FACTORS IN E-COMMERCE WEBSITES

Once handling e-commerce, either definition you choose on, you've to need into thought the tactic websites unit of measurement designed, but merely they will be browsed and also the approach usable they are. A web page, as associate information set, can contain many types of information that's in a very position to be seen, detected or interacted with the tip user. The perceived (rendered) information square measure typically matter or non-textual or interactive (i.e. buttons that unit of measurement forms providing varied interface), whereas the inside (hidden) information is meant as knowledge or visual specifications to the website's content. of those issues and further objective metrics unit of measurement taken into thought not alone to elucidate websites of e-commerce, but together to sight potential customers' perception on their usability and accessibility. Overall, some thinking has been done on whether or not or not the aspects of net vogue extremely produce a distinction in a very net store that tries to either increase the quantity of tourists or increase sales. first makes an endeavor were conducted in 1998 by Lohse and Spiller that attempted to figure out the link between computing device screen vogue and e-commerce and to predict store traffic (visits per month) and sales (dollar sales per month) as a perform of interface vogue choices.

The visibility of the numerous websites is restricted to listings on the most net search engines with rare use of the web as a promotional tool. To this extent websites maintain a sturdy linkage of promoting ways to the quality means of communication. Volpentesta and colleagues [9] showed that some websites do not accommodates European directives and national laws governing remote sales, privacy protection, and thus the minimum information details that websites got to provide. Moreover, interaction with users is restricted to ancient means (e-mail, telephone) whereas not utilization of typical net and net interactions (FAQ, listing, forums, etc). Few sites facilitate on-line transactions by providing careful value information, few specify delivery times and ways that, and typically, do not provide tight guarantees on product. The foremost used payment ways that (postal order and cash on delivery) indicate poor awareness of use of on-line dealings systems.

### WEBSITE QUALITY ASSESSMENT

Assessing the "quality" of websites has generally been drained order to assess their usability, in some cases specifically on e-learning websites. Usability could also be a demand for e-commerce success. If people cannot look, then the situation will not sell an element. It does not matter but affordable the merchandise unit of measurement, if people cannot understand them or if they grind to a halt on a step at intervals the checkout technique. Accessibility ensures that users with inabilities may need access to the net web site. Usability, as a result of the live of but a user perceives and interacts with a web site, does not guarantee success for associate e-commerce web site, but it's one amongst the foremost necessary determinants for the success of associate e-commerce web site, significantly considering but affordable it's to include basic usability ways that throughout a net project.

Most studies specialize in computing device quality and quality analysis. There unit of measurement form of however of evaluating the usability attributes of a product introduced by Bevan, IBM and by Microsoft. We've an inclination to argue that, though! the importance of the perceived product quality is recognized worldwide, there does not exist a rigorous technique for activity consumer perception of product quality. Xenos' paper presents associate extended technique to measure end-user perception for computer code quality by means of user satisfaction menstruation. There square measure several makes an endeavor to use checklists as a basis for evaluating usability. Usability tips and checklists unit of measurement useful aids for vogue, and will be accustomed produce quick skilled assessments of program vogue, but they can not provide a reliable means of assessing whether or not or not a product is usable.

The usability attributes that contribute to quality of use will embrace the planning and properties of the program, the dialogue structure, and thus the character of the utility. Measures of quality of use provide the standards that verify whether or not or not the design of the attributes is booming in achieving usability. Visciola took into thought the multidimensionality of usability and developed a grid of things for net usability assessment from the user experience purpose of browse. They tested usability by means of a Likert sort scale, choosing twenty one things per those choices that describe computing device navigation experience.

Per Visciola's studies there unit of measurement six things that need to be thought of. They're

freelance and do not overlap one another. the items are: i) navigability: handling the electronic text structure, relations to links, search tools that make navigation easy; ii) expected utility: handling economic behaviors of users; iii) graphical attractiveness: graphical quality and visual charm of an internet site; iv) communication effectiveness: handling responsibility of user interaction to the net site; v) information understandability: handling quality and content organization; vi) content comprehensiveness: handling but careful the information is on the web site per the user's deciding.

### **HEURISTIC ANALYSIS TO USABILITY ASSESSMENT**

The ways that used for assessing the quality of a web web site unit of measurement supported similar ways that for computer code program usability analysis. As planned by Nielsen examination ways that embrace the heuristic analysis that wants alone the participation of skilled evaluators, international organization agency examine the net web site choices per predefined heuristics. Heuristic Associate in Nursing analysis could also be a usability engineering technique for locating the usability problems {in adoring an associate extremely in a very} program (UI) vogue so as that they will be attended to as a locality of a repetitive vogue technique. Heuristic analysis involves having a small low set of evaluators examine the interface and judge its compliance with recognized usability principles (the "heuristics"). This system best suited the objectives of the survey.

Some contributions to the event of instruments to measure the quality of various websites unit of measurement from Klm and Lee, Barnes and Vidgen and Ranganathan and Ganapathy. Their instruments embrace three quality dimensions: information quality, interaction quality and site-design quality, but together information content, design, security and privacy. Not all surveys have notable a specific computing device for analysis. Rather, they asked the respondents to purpose their overall experiences with B2C websites. It got to be noted that a lot of different researchers have suggested their dimensions of computing device quality may dissent per the kind of product sold.

### **GAP ANALYSIS TO SUCCESS FACTORS IDENTIFICATION**

Once macro-categories to assess websites were chosen, therefore on spot weaknesses and strength of websites below investigation, a spot analysis instrument called Servqual was used. Servqual, created by the research team of Parasuraman, Zeithamel, and Berry, could also be a proper means of distinctive and correcting gaps between desired levels and actual levels of performance. It's principally utilized by organizations to analyze a company's would love for enhancements. By considering a product attribute at the time, the model permits the identification of the strengths and weaknesses of each half. Whenever the consumer perception of a product attribute is sweet and thus the importance ordered on it is high, we tend too will establish a strength; whenever the importance is assessed as low we square measure ready to either establish indifference points, if consumer perception is poor, or points of perfection once the consumer perceives the attribute just about nearly as good. Together relevant to this survey is that the detection of areas for improvement for e-commerce wine businesses, where customers unit of measurement poorly glad on behalf of certain attributes and at the same time, attribute plenty of importance to those attributes (high expectations).

### **THE ANALYSIS OF WINE E-COMMERCE WEBSITES**

Within the case studies square measure taken into thought to analyze competitive factors of computing device strategy. the first computing device selected, Wine shop, is Italy's leading on-line merchant, since 1999 and offers a wine catalogue from all the Italian regions with attention paid to very little wine producers. The second case, Peck, could also be a Milanese food and gastronomy authority also as wine and spirits, vinegar and oils, meats and cheeses, food and sauces, and gift baskets. The third case, Space wine, presents a spread of Italian wines and tasting accessories, amid wise recommendation.

### **MEASURES OF PROSPECT CONSUMER SATISFACTION**

to ascertain computing device usability of the three websites portrayed, a consumer Satisfaction Analysis (CSA) was conducted, equally to Sandalidou and Lai and Pomarici that planned a technique on customers' world satisfaction for agricultural merchandise taking into thought five main criteria. Throughout the analysis session, the participants shortly explored {the net the on-line the net} page indicated and had to simulate an acquisition and/or wine different on-line. Shoppers testing usability were asked to guage the importance and satisfaction with connectedness seventeen usability principles, the

supposed heuristics, delineate by computing device features/attributes on usability issues. The heuristics unit of measurement general rules chosen to elucidate common properties of usable interfaces that for this survey admit the W3C recommendations and former researches. To assess their satisfaction and degree of importance of each indicator they were asked to purpose the extent per a 1-to-5 Likert scale. This amount of some time is much shorter than what a typical heuristic analysis session would involve. However, handling merely on-line respondent's time limit could also be a constraint. However, since the evaluators weren't exploitation the system per se (they were asked alone to simulate a navigation experience), a primary barrier emerged on this data seven assortment half. Some respondents didn't fill at intervals the shape either as results of they felt they weren't ready to accomplish the task, or as a results of they expressed difficulties in respondent queries whereas not having extraordinarily purchased on-line from the actual computing device they were asked to relinquish insights on. House wine does not show any very important gaps with connectedness effectiveness. This computing device is perceived and full-fledged by prospect e-consumers as easy and conducive created. As for Peck and Wine look, the structure is not perceived as simple; so the importance placed on this issue is not larger than the satisfaction. Respondents assessing Wine look computing device commented that the acute simplicity of the structure does not primarily lead to a structure easy to hunt out and understand. In fact, some complained regarding the dearth of navigation track, nevertheless as a couple of deceptive purchase procedure (i.e. whenever they'd not merely found icons). Efficiency choices do not appear to be significantly wholly totally different for house wine and Peck. All a similar, Wine look does not fulfill prospective consumer satisfaction on easy use and understanding of navigation tools (map, search). As a matter of truth, a male generic shopper noted that this computing device options a very simple structure, with a main exerciser at the bottom from where to navigate. Albeit simplicity is appreciated, some navigation tracks appearance to be lacking, as a results of the consumers do not grasp specifically how to come back and forth among the pages. A respondent suggested, with connectedness this computing device, that a vertical left-side menu would facilitate the navigation. With connectedness Wine look, one IT skilled noted the particular indisputable fact that a facilitate tool is not offered and thus the programme does not perform intuitively. He mentioned the matter in understanding whether or not or not the 4-search criteria (wine kind, region, denomination of origin, producer) shown at intervals the homepage were to be chosen by all or just one.

In fact, gaps unit of measurement significantly wholly totally different for all three e-shops once considering intuitiveness. Above all, Peck shows improvement would love in swing information (menus, buttons, links, etc.) at intervals the correct a locality of the show. Peck provides information not only for wine products; therefore it's quite difficult. Wine look and house wine do not provide clear directions for purchase. The intuitiveness does not represent strength in these two cases. Indeed, once the consumer chooses the merchandise and adds them to the cart, then he feels at a loss on how to continue and attain the acquisition, as a results of there isn't any button for obtaining (such as "buy"), but just one to empty the cart. For the latter, the respondents complain typically regarding the unclear directions. With connectedness trust, from customers' perspective, Peck and Wine look do not seem to assure safe transactions. In Peck websites users got to scroll down the page to ascertain logos certifying safe transactions. On the contrary, Wine look pages did not show any logos or signs with connectedness safety.

However, shoppers may not bear in mind of and/or do not acknowledge certifications with this respect. To support this thought, a male respondent (generic consumer) mentioned to not have found any sign of safety at intervals the transactions for Peck. For the aim of this survey we've an inclination to fail to expressly rise whether or not or not the presence of certain signs inflated trust, albeit some respondents raised the issue on their own. As Netcom determined, trustworthy attitudes square measure typically determined if we've an inclination to look at that the everyday expense per Italian net shopper (in euro) has exaggerated. All a similar, there unit of measurement still many Italians international organization agency haven't purchased on-line. The cultural distrust towards on-line transactions appearance to be the foremost barriers to gaining new e-customer segments.

## DISCUSSION

The quantitative assessment (by Likert-type scale) of potential e-consumers allowed activity the usability of the 3 websites, whereas the qualitative one (open question) equipped U.S. with comments on perception and activity perspective of potential e-customers.

The analysis rumored on high of embeds qualitative connectedness, whereas it's smaller significance once tested quantitatively because of the limited style of observations per e-shop. If we've associate inclination to match, exploitation the Kruskal-Wallis check (non-parametric test), the means that of gaps (gap = importance – satisfaction) for every of the attributes thought of, we've associate inclination to notice that the 3 e-shops don't seem to be statistically whole altogether totally different, with the exception

of indicator half-dozen (the structure of information superhighway computer is easy to find/understand). For all the opposite indicators, the means that don't seem to be statistically whole altogether totally different from each other. The usability problems - assessed by the Wilcoxon check on the heuristic analysis - seemed to at intervals the most involve potency of navigation (useful navigation tools or sequence of navigation), accuracy in content and data equipped. extra info underlining the link between wine production and its territory enhances the consumers' pity offer chain identification. Shoppers unit of measure many induced to urge by simple structure than vogue and magnificence.

The findings confirm the importance of a rational computer vogue and structure, yet as however relevant the communication is once handling high price food merchandise. Respondents have expressed their concern for extra info on the websites promoting wine, like knowing the context of production (i.e. wine producer) to justify the acquisition on-line instead of at associate offline works.

As Jahn's work recommended the outline of agricultural merchandise desires several parameters. Most of them unit of measure "Look and Feel" merchandise, involving at intervals the most credence attributes. Per the speculation of knowledge Economy, these characteristics reveal merchandise that don't seem to be applicable for income.

## CONCLUSIONS

Promoting at intervals the New Economy SMEs face new challenges in their B2C transactions, a bit like the employment of recent info and Communication Technologies (ICT). The electronic commerce might represent a competitive advantage to make enterprises of the agro-food sector many visible to shoppers. Whenever an online website for e-commerce provides adscititious price to the shoppers is well perceived. adscititious price is expounded to extra info (advice and suggestions on coupling wine and food or mere gathering and flavor characteristics) and connation the territory (producer), enhancing the sensation of being a region of a community. To travel on the means side the barrier of not tasting the wine before shopping for it on-line, websites have to be compelled to be created the utmost amount as gettable as convenient and consistent surroundings for e-consumers to urge with identical level of trust and effectiveness as gettable.

Though' agricultural merchandise don't have identical opportunities as digital merchandise, agro-food corporations have to be compelled to adopt e-commerce practices thus on make the most on the benefits that the new technology offers. The Italian enterprises area unit generally a region of the foremost actors of the digital economy supported information superhighway. Because of a broad diffusion of information superhighway among households and enterprises worldwide, e-commerce has developed apace and brought enthusiasm and initiatives. Today, e-commerce has settled at intervals the market and it'll result in market segmentation in response to specific demands.

However, some SMEs might not be that broad-minded to terribly massive changes. In fact, the New Economy not alone includes a distinct sector, however along a distinct technique of organizing the assembly, distribution, and relationship to the market and shoppers. The event of e-commerce is expounded to the potency and effectiveness of the 2 channels, the standard and therefore the innovative one. The challenge in terms of potency lies at intervals the undeniable fact that e-commerce will distribute physically matched at fairly low prices, whereas the challenge in terms of effectiveness can rely on the attractiveness of the 2 channels of purchase (virtual versus physical purchase experience).

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