

Common E-commerce Problems from the Perception of Consumers

Problemas Corriqueiros no E-commerce sob a Percepção dos Consumidores



Luiz Fernando Moraes (luizgreamtime@hotmail.com) Campanha Nacional de Escolas da Comunidade, Brasil
Gevair Campos (javas1989@gmail.com) Campanha Nacional de Escolas da Comunidade, Brasil

ABSTRACT

The spread of e-commerce, also known as electronic commerce, has become an important market tactic for companies to increase their earnings and still provide consumers with a practical and economical alternative to make their purchases. With the increase of e-commerce in the world, the bottlenecks of this type of commerce also increased, such as delivery and security, which were the main problems identified during the research. 171 questionnaires were analyzed. As for its classification, this research is classified as quantitative and its culmination took place through questionnaires sent through Google Forms to consumers in Unaí and region, in order to find out which problems most cited by them and through the literature review, to seek proposals for solutions to the problems listed, such as planning the logistics in delivery and alerting consumers about security at the time of purchase and thus contributing to the development of e-commerce and still guiding consumers in a positive way.

Keywords: E-commerce. Bottlenecks. Solution Proposals.

1 INTRODUCTION

The world is increasingly digital, and this can be seen in the use of technology in practically everything and everywhere, so following this perspective, several companies turn to transactions on the web, better known as e-commerce or electronic commerce.

E-commerce has evolved over the years and at the same rate at which it develops it also receives a high demand from users for several factors such as,



for example, price, mobility, integral operation, visibility of product characteristics, convenience and various other factors to consider.

The Brazilian market is increasingly competitive and more entrepreneurial, and if companies do not evolve, they will be doomed to failure. Given this perspective, electronic commerce can become the differential for increasing the profits of organizations and also an opportunity for entrepreneurship for people who wish to increase their income or even launch into the job market by creating their electronic company, however, the entire process of innovation must be well researched and evaluated in several ways in order not to become a lost investment.

The main objectives of the consumer when closing a transaction whether using a service or purchasing a product are: making the best choice, reducing the effort of decision making, minimizing negative emotions and maximizing the ability to justify their decisions (Blackwell, Miniard, & Engel, 2005).

The same authors mention that the behavior of the virtual consumer has changed because this public has a large web of information about products, prices, competitors, beyond to the elimination of geographical barriers and time offered by the advent of the Internet, the author also points out that it is common for consumers to seek various information about the company in research forums, in which other consumers report both positive and negative feedback.

With the consumer increasingly demanding, companies should conduct research in order to identify possible problems in transactions and seek the best solutions. In e-commerce it isn't different, you must carry out constant market research to find out what to improve to increase the efficiency of this market modality that only tends to increase.

In order to seek an answer to these gaps, the present study had the following research questions: What are the problems reported by consumers



in Unaí and the region when using e-commerce? What are the possible mitigating actions for these problems?

The objective of the research was to diagnose what are the frequent problems reported by consumers in Unaí and the region when using e-commerce and to analyze the possible solutions to these problems. The vast majority of survey participants fall into the Y and Z generations, which made it easier to reach the objectives of this research, due to the fact that this population is the one that most uses electronic commerce. Following this perspective, the theme of this study was: "Problems in e-commerce and the possible mitigating actions for these problems".

Galinari et al. (2015) mentions that electronic commerce has been eliminating the geographical barriers of companies, since it is possible to reduce expenses with physical stores, in the scope that encompasses customers, also called e-consumers, emphasizing that e-commerce tends to increase visibly their well-being, encompassing convenience, more competitive prices, more complete product portfolio and even more security in transactions made over the Internet.

E-commerce has been developing more and more and with that it gains new users every day, such facts can be observed by anyone, with small observations on the on line page of the company sought, it can be noted the increase in the number of sales made overnight, due to the large number of multinational companies providing this type of service and several other factors.

The present research can be used in the future for various purposes, in several areas, among them: in academic works, as research material, being used by teachers and students, it can still be continued and improved by researchers. It may also be appreciated by future entrepreneurs who are thinking of opening their own e-commerce business. It can still be explored by e-commerce users, to solve the doubts and myths that may arise in that user



and give him peace of mind to use this market modality that only increases over the years.

2 THEORETICAL REFERENCE

In the next topics, subjects that are directly linked to e-commerce, as well as the development of electronic commerce, will be addressed, problems in e-commerce transactions and possible mitigating actions for these problems and consumer behavior in various areas will also be addressed.

2.1 E-commerce

E-commerce has been developing very fast in recent years thanks to an increasingly technological world and each day attracting more companies of its kind, due to the high level of profitability. And this development of digital commerce took its steps in the late 1970s.

This entire e-commerce system, according to Aranha (2014), started in 1979, right after the creation of the Internet with Michael Aldrich, who using a telephone line and a TV, created the first on line shopping system that if there is news, it would serve both for B2C commerce (Business to Consumer) and also for B2B commerce (Business to Business). It is cited by the author that, just two years later, in 1981 the first e-commerce transaction took place, made by the travel agency Thomson Holiday, which at the time selected 66 travel agents across England to attract customers to his agency travel, over a considerable distance, there was the first transaction where those involved were not in the same place.

In 1991, an important technological change contributed to the spread of e-commerce, which was the creation of the World Wide Web browser (WWW), which came to revolutionize the Internet, with well-designed graphics and a touch of reality in the that was seen on the computer screen (Aranha, 2014).

It is clear that e-commerce is seen as a business opportunity for all types of commerce, and it can be seen that the largest companies in the world, sell



their products or services on the wide worldwide network, also known as the Word Wide Web (WWW). These and other factors attest that, in the very near future, transactions via the Internet were configured as in almost 100% of the transactions that the human being uses to close a deal, due to its several advantages, which include reducing the time between commuting until the physical unit, the negotiation and the return, since time has been one of the most important things in this busy world that each person has to solve their tasks and even for the cheaper price than the products of physical stores.

2.1.1 E-commerce in Brazil

According to Silva et al. (2017), electronic commerce in Brazil started taking its first steps in 1992, with the development of a prototype created by Magazine Luiza, similar to the modern e-commerce systems previously implemented by North American companies.

The authors also mention that it was only in 2000 that this promising market model began to be seen as a profitable opportunity. This fact was confirmed with the entry of large companies of the time, such as Lojas Americanas, Submarino and Pão de Açúcar. Over the years, e-commerce in Brazil has grown both in the increase of its sales and in the opening of new companies in this segment, as mentioned by the authors.

Second to Silva et al. (2017), one of the predominant factors for the growing demand for this market is the increase in the population with access to Internet, which is around 45,6% of the entire Brazilian population, with that, after being compared between the years of 2000 to 2012, an increase of 1,500% of Internet users in Brazil was noticed.

The authors also mention that e-commerce in Brazil continues to undergo transformations, such as, for example, transactions being made through mobile devices, security factors, which are constantly referred to as weaknesses in on line transactions, the layout of disclosure of the product image within the digital platform, programs to make the possible customer



loyal to earn points that can be exchanged for products or even trips and the proposal to deliver the goods on the same day of purchase, some of these changes would have been taxed as impossible some time ago, however, as electronic commerce is inserted in a medium linked to technology, and this will always be in constant development, the search for effectiveness will always be in focus in e-commerce, and the Brazilian companies that are in this market are understanding this message well and investing more and more in research and development to better outline their plans and leverage their results.

2.2 Consumer Behaviors

In a world that is more and more globalized, where there are millions of people, each with its own peculiar characteristics, companies during their planning must pay attention to these characteristics, carry out research with their potential customers so as not to leave anything to be desired when closing a deal, should always seek to leave a good impression of the company to the client, for the reason that the bad impression can be easily disseminated today, through this globalization that includes several technological aspects that derive from social networks, for these and other reasons that organizations should pay attention to consumer behavior, as will be explained below.

Second to Assis (2011), the consumer after looking for a company, whether physical or virtual, it arrives with some expectation, it may be the search to use a service or the interest in a product, in any way, in most of the times, this consumer has an expectation that follows his interest in the organization. After this process, according to the author, it will be the customer's experience that will direct his behavior, because a good experience will strengthen his loyalty and thus dictate a tendency to buy the product again or acquire the service in that company, in contrast, a negative experience. could lead you to seek out the competition and still burn the company's image to other potential customers.



Assis (2011) mentions that, the consumer has significantly changed his behavior, due to the fact that he has developed a new context, being he who dictates the rhythm of the market, it is extremely important to know his habits in depth. The author attributes such a change in behavior to the increasing insertion of people in the digital world, where access to information has become increasingly explicit. According to the author, e-consumers are the consumers that hold the most information, as they are connected to various information from all corners of the planet, any mistake that the company makes with these consumers, will easily make them seek the competition and still run the risk of seeing your company featured in research forums about negative companies.

For Assis (2011) customer behavior is defined as the physical and mental activities that result in decisions and actions by customers to purchase a product or service and then pay for it, the definition of customer behavior includes several activities and many roles that customers can take. The author concludes by citing that an important behavior shown by the client is satisfaction, which is seen as the organization's main purpose, it is this feeling that will tell whether the organization will be doomed to success for many years.

2.2.1 Virtual consumer behavior

Farias, Kovacs and Silva (2008) emphasize that, the Internet is constantly changing the behavior of consumers, especially with regard to using new resources for on line retail purchases, the increase in time and money spent in retail stores are easily perceived on line in recent years. Following this perspective, the authors emphasize that it is necessary to conduct new studies in marketing for this niche market, to better understand consumer behavior in the e-commerce environment, as it is an interactive environment, the dissemination of information happens more quickly and steadily, the decision-making process according to the authors, becomes faster and can



result in the purchase, however, at the same speed that can be positive, it can also cause more demands from customers in relationship companies.

The authors approach that online companies should seek strategies that influence the decision-making of the virtual customer, through traditional attractions, through marketing tools, in order to create a positive customer experience and make them become a customer. assiduous. However, it is cited by the authors, a disadvantage in the decision-making process of consuming these products, which is the fact of not being able to touch or try the product sold online, this causes several sectors to lose sales with this bottleneck.

For Novack, Hoffman and Duhacheck (2003 apud Farias, Kovacs & Silva, 2008), the nature of the virtual consumer's shopping experience needs further studies, especially in the goal-oriented and experience-focused shopping behavior. The authors cite that the purchase and consumption process in e-commerce starts with the individual elaborating intrinsic or extrinsic motives and punctual or lasting involvement and that the consumer search process can be direct or not direct and even though the purchase process can be objective or by choices provided by the marketing developed in the virtual store.

The authors conclude by pointing out that some attitudes, such as skills, control and focused attention, are some aspects to be addressed by e-commerce companies to result in satisfaction with the purchase of e-consumers. And they also point out that the flow of information needs to be better worked and researched, in the area of virtual consumer behavior, because until then, few studies have been developed in this environment.

2.3 Common problems in e-commerce transactions

Second to Cristofolini (2017), several bottlenecks still afflict e-commerce supporters in Brazil in the middle of 2017, some of which are simpler, easier to solve, depend only on the internal environment of the organizations, but the



author still mentions problems of the external environment of the organization difficult to control. Below are some of the main problems found in online transactions in Brazil, cited by the author.

Reverse logistics, also known as the act of returning a product purchased from a company, due to several negative factors detected in that product, is inefficient and generates consumer discontent, consequently negatively impacting the company's positive results (Cristofolini, 2017). Reverse logistics is carried out in two ways, the customer goes to a post office, in this option several problems are detected by customers, such as mobility difficulties due to the chaotic traffic that is found in most cities, even if the customer does not find difficulty in reaching the branch, they will have to face a slow and low quality service, due to queues that are in most of these branches. The author also remembers about the home collection carried out by carriers, however this method is not free from problems, such as the long time that the customer waits until the search and dispatch of the product and there is still the high cost of this service, which ends up impacting the value of good.

Another factor is the lack of receipt, because in many cases the client is not at home, because he works all day and other reasons, he is also mentioned by the author who, each time the cases where all the residents of the house work outside, which makes it difficult to deliver the goods, and subsequently results in problems with delayed deliveries, for these and other reasons, the goods end up being retained at post offices or carriers, when it does not happen to return to the sending company, which results in dissatisfaction customer with delivery.

Cristofolini (2017) also addresses the issue of logistics, since around 6% of the population of Brazil is in difficult to reach places or in regions without a postal code, of this slice, according to the author, 33% have already made purchases through Internet, which makes it clear that they had problems receiving the product purchased. It is also mentioned by the author, another factor linked to e-commerce logistics, which is freight, considered a



nightmare by the managers of e-commerce companies, the author approaches that the high cost of freight is responsible for 55% of the cancellation of online purchases, since ordering mechanisms register the cancellation of the purchase when calculating the shipping, the order is almost completed.

Another factor addressed is the various reports of cyber crimes reported by e-commerce users, who after making the purchase, end up falling into the traps of cyber criminals and are left without receiving the purchased product or even receive something totally different from the advertised. The author points out that such reports have decreased over time, due to the fact that we are in the information age, that is, almost all e-consumers are very attentive when making the purchase over the Internet and still have guiding information about the virtual company sought.

2.4 Possible solutions to these problems

Cristofolini (2017) mentions that the problems mentioned above about transactions carried out in e-commerce are no big deal to solve, they depend a lot on good administration and a well elaborated planning of the organization, in the case that involves reverse logistics, second to the author, a product collection mechanism should be made available, which would return to the guarantee free of charge and which would provide the service of both assistance and collection at the consumer's home, the author cites the Dell company as a model of success with this mechanism, several customers propose to pay more for this company's products so as not to have future problems with reverse logistics.

The logistics system, which should be invested more in this sector, with more free shipping offers for purchases, or even create a loyalty program for the customer from the second purchase and provide him with free shipping as an incentive for him to buy again in the company. Cristofolini (2017) explains that this mechanism is already available by a minority of virtual



companies in Brazil, more in times of celebrations, such as Mother's Day, Christmas and others, the author emphasizes saying that for a company to retain its customer, after apply a differential, that differential must be maintained and improved, for the reason that the customer is unmotivated after being provided by a facility and then no longer having these benefits.

Finally, the author concludes about cybercrime, emphasizing that, it remains only for the cyber company to carry out campaigns to alert its customers of how to get rid of cybercriminal practices and charge the authorities to inspect this bottleneck and create sanctions, more against these opportunists and demand from the judiciary that they increase enforcement on the large world wide web.

3 MATERIALS AND METHODS

In order to carry out a research, it is first necessary to specify the methodology that will be used for this purpose, after defining the methodology, it is necessary to explain the methods used to answer the questions, as well as all the procedures around the field research.

The methodology, according to Marconi & Lakatos (2011), is the part that covers the largest number of items, for the reason that it answers at the same time the questions like, where, with what and how much. Second to the authors, they correspond to components, such as the method of approach, methods and procedures, techniques, description of the population, type of sampling and statistical treatment, if necessary.

After delimiting the theme, the research sought to address consumers from Unaí and region, through a non-probabilistic sampling for convenience, where they were addressed, various subjects related to e-commerce and also sought to classify them according to their personal characteristics.

To implement this approach, questionnaires were sent via e-mails to 900 e-mails from consumers in Unaí and the region. These emails were retrieved from social networks for convenience, and through higher education



institutions in the region. The data collection process was reinforced seven times through an inviting email to participate in the survey, however, due to some unidentified contingencies, the present survey had a total of 170 questionnaires answered.

As for their classification, second to Gil (2010), the present research is classified according to its area, as social sciences, which turns out to be the study of the social aspects of the world, that is, the social life of a given society. As for the approach to the problem, the present research is classified as quantitative, which second to Gil (2010), is a type of research that can classify and validate the data statistically, that is, it can classify them mathematically after being researched. The present research regarding its objectives, is classified as descriptive, which according to Gil (2010), aims to describe the characteristics of a certain population, can also be used in order to identify possible relationships between variables, research with objectives most professionals are classified as descriptive, according to the author.

As for technical procedures, this research will be classified as bibliographic research, which according to Gil (2010), its elaboration will be according to materials already published, that is, it will be constituted in its guiding aspect, of already printed materials, such as books, magazines, newspapers, theses, monographs, dissertations, and other materials, materials found on the Internet may still be used, according to the author, most academic researches at some point need bibliographic research to guide the researcher in solving what is being researched. Regarding the technical procedures, the research will be classified as a case study, as explained by Gil (2010). These are studies carried out after the facts happened, in these studies, individuals are compared with the facts that occurred in their experience, according to the author. , this type of research has several advantages, such as the fact that it is fast and inexpensive, in addition to generating new hypotheses for future research.



The survey was conducted through a questionnaire, which according to Gil (2010) is a tool where the public addressed can answer the survey without the presence of the interviewer. The present work relied on the technological tool of Google Forms, where a questionnaire was created and later sent to consumers in Unaí and region.

4 RESULTS AND DISCUSSION

The information that will be analyzed and demonstrated below, was obtained through the results from the questionnaires answered by consumers in Unaí and region, with the objective of identifying the profile of consumers, as well as discovering the problems reported in the use of e-commerce. and compare these results with the bibliographic research carried out during the making of the work.

Table 1 illustrates the profile of consumers participating in the survey, regarding gender, occupation and income range.

Table 1: Consumer Profile

		Frequency	Percent
Genre	Male	59	34,7%
	Female	112	65,3%
Occupation	Student	63	37%
	Administrative Assistant	55	32%
	Intern	17	10%
	Clerk	12	7%
	Computer Technician	9	5%
	Public server	5	3%
	Other professions	10	6%
Income	Has no income	32	19%
	Up to 1 minimum wage	50	29%
	From 1 to 2 minimum wages	63	37%
	From 2 to 5 minimum wages	24	14%
	Above 5 minimum wages	2	1%

Source: Research data.

Table 1 shows that 65,3% of the students who answered the questionnaire were female, while 34,7% were male. As for the occupation, as it was an open question, where the person who was answering the questionnaire answered the same with his words and because it is a question of varying possibilities, there was a great disparity between the answers, however, two

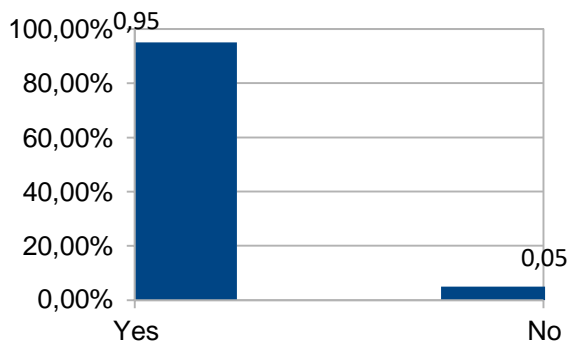


professions remained highlighted, the student and administrative assistant professions, with 37% and 32% respectively.

Regarding monthly income, where it was registered that the majority of the public with 66%, answered that, their monthly income is between one and two minimum wages, even because they are students, who have just reached the highest age, in third position with 19% were people who have no income, reinforcing the thesis that the research was done with students and in fourth place with 14% were students who receive from two to five minimum wages.

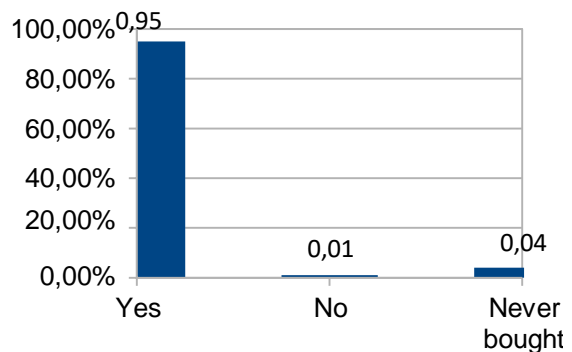
Seeking to gather information about making purchases over the Internet, and if these transactions would happen again, Figures 1 and 2 illustrate the responses of consumers.

Figure 1: Already Purchased on E-commerce



Source: Research data.

Figure 2: Would buy again in E-commerce



Source: Research data.

As shown in Figure 1, it was evident that the vast majority who participated in the survey, totaling 95% have already made purchases over the Internet, which emphasizes that e-commerce is on the rise in the economic scenario in Brazil, as mentioned by Sarraf (2014), which approaches e-commerce as an economic tool in constant evolution and which tends to grow every year.

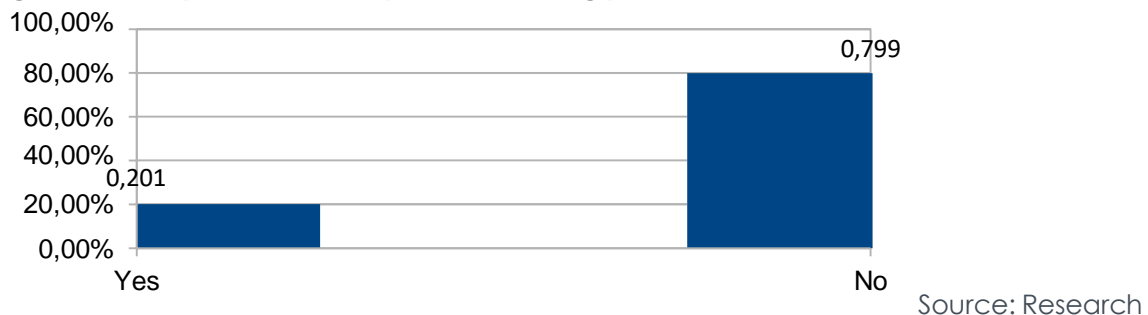
When asked if they would buy from the Internet again and as mentioned earlier, that e-commerce has been growing year on year, this fact is linked to the fact that the vast majority who use this service once, almost always intend



to use the service again, as highlighted in this graph that 94,7% of people would buy again over the Internet.

Seeking to deepen the research objective, consumers were asked if they had already suffered any problems with purchases made over the Internet, as shown in Figure 3. From the identification of the occurrence or not of problems, in Figure 4 illustrates, the main problems under perspective of consumers participating in the survey.

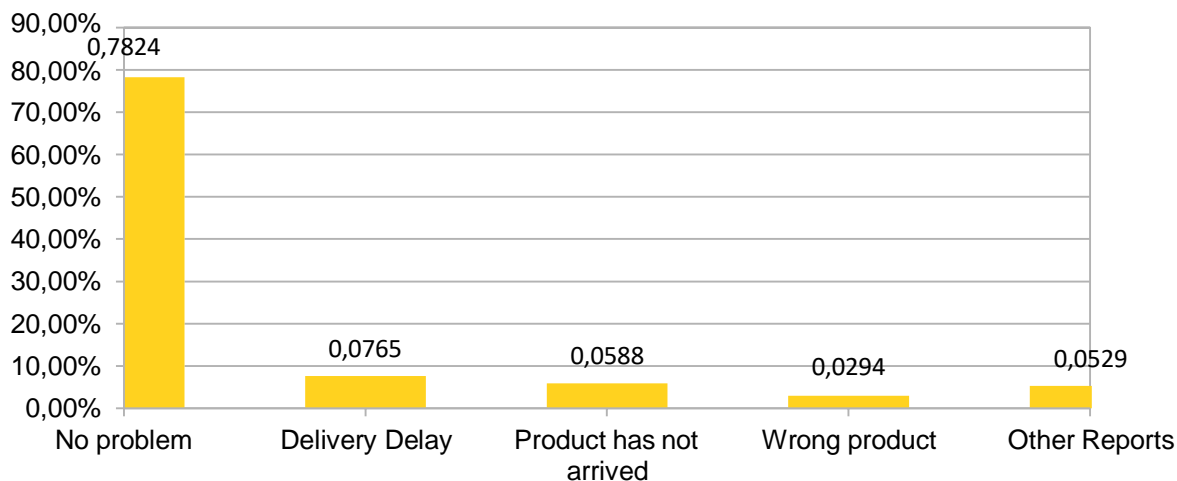
Figure 3: Have you ever had a problem making purchases over the Internet



data.

Of the respondents, 79,9% never had problems with purchases made over the Internet, which reflects with the data if they already had problems, where 94,7% of the surveyed public would return to buy over the Internet, because if a certain mass audience does not report problems using a means of transaction, such a population would certainly buy again in a medium with a high positive outlook, it is also important to note that 20,1% had problems with e-commerce purchases, which means that, for every five buyers, one had some kind of problem. Figure 4 illustrates the main problems listed.

Figure 4: Types of problems listed



Source: Research data.

Regarding the problems obtained, the results highlight the responses in Figure 3, where 78% answered people who had no problems, which is in line with the vast majority of the surveyed public reported not suffering any problems during transactions via trade electronic, it is also worth mentioning that among the problems mentioned, 8% delayed delivery, 6%, reports of some facts related to safety and, 3% answered that the product arrived wrong or defective, we can still mention some problems that were mentioned once, as a wrong tracking code, product different from the advertised, product without note and billing via e-mail, even after making the payment.

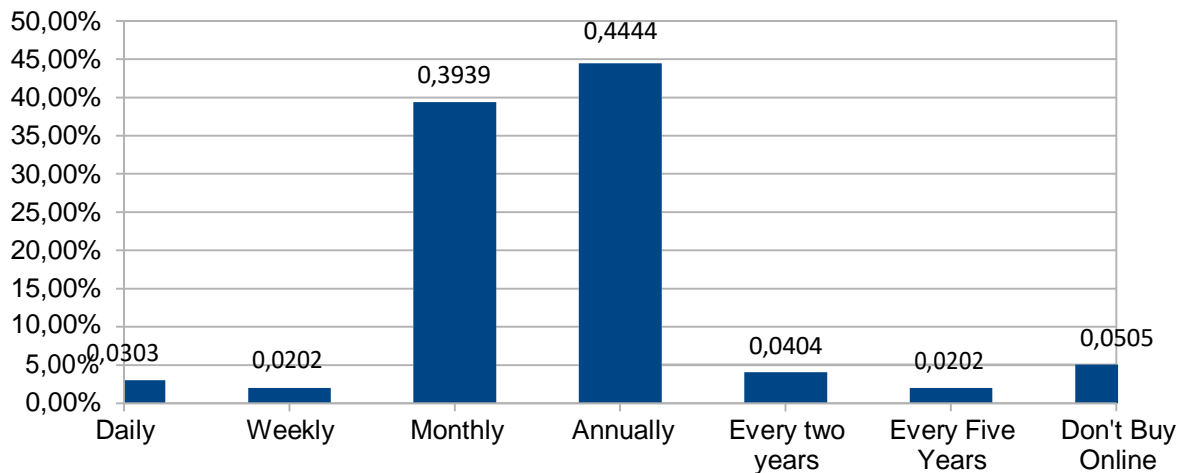
Such results are similar to the bottlenecks cited by Cristofolini (2017), where the author mentions that the virtual crimes still exist, which configures the purchase not received by the client and the author still cites the delay in delivery as external factors of the organization of difficult control, such as the carrier and also the absence of the customer at their destination address, which configures the return of the product and the delay in delivery, the positive side is that over the years, Cristofolini (2017) mentions that more and more e-commerce has been reducing bottlenecks and increasing its positive performance, as shown by the research by Costa (2009), where they mention that the biggest problems faced by consumers in e-commerce are, delay in terms of delivery and that products after payment has not been confirmed,



however, with advancement in technology, each day that these rates are decreasing, as mentioned by the authors.

Seeking to identify the frequency at which people surveyed make purchases over the Internet, as will be illustrated in Figure 5.

Figure 5: Frequency of Internet Purchases



Source: Research data.

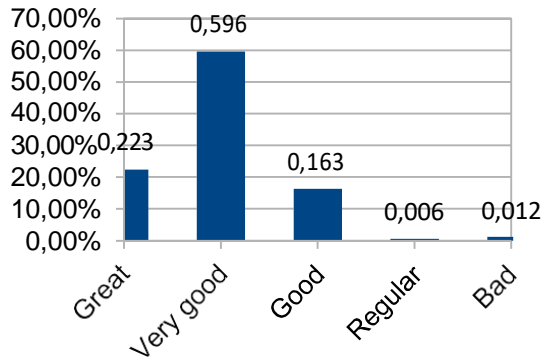
The frequency of purchases made in e-commerce by the surveyed public was mostly annual and monthly, with 45% and 39% respectively, which shows that 84% of respondents make purchases at most every 12 months. As mentioned by Farias et al. (2012), that 58%, that is, the majority of people surveyed by them in 2012, bought every 12 months, which reflects the 24,9% increase in people who buy every 12 months over the Internet. It is worth mentioning that the percentage of people who do not buy over the Internet was 5%, exactly the same amount that answered in Figure 1, where they asked if the person had already bought over the Internet.

In order to identify the evaluation of consumers regarding e-commerce, and which issues should be improved in e-commerce, from the perspective of consumers, Figures 6 and 7 illustrate these results.

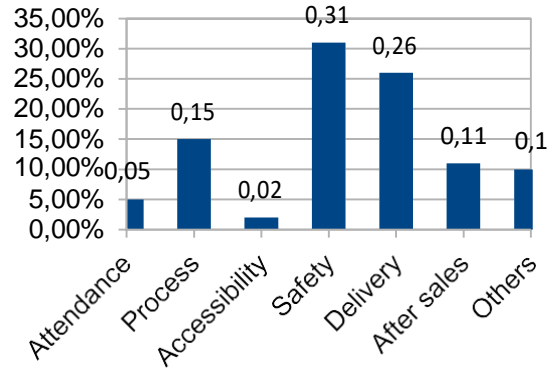
Figure 6: E-commerce evaluation

Figure 7: E-commerce should improve





Source: Research data.



Source: Research data.

Figure 6 describes in a similar way with other surveys, the shopping experiences made by the people surveyed, it can be seen that the first three grades given to e-commerce were very good, with 60%, great with 22% and good, with 16%, and only 2% of those surveyed responded fair or poor, which shows that this type of trade is viewed with good eyes by the vast majority of people approached, these data reflect the research conducted by Pattat (2014), where the author explained that only 3% of the interviewees said they felt dissatisfied and the vast majority with 95% said they were satisfied, it was also mentioned by the author that 2% were neither satisfied nor dissatisfied.

That old maxim of commerce is always valid, that even when the vast majority of customers are buying and speaking well of the organization, it is always worth asking customers, to find out how their perception of the organization is doing, as shown in Figure 7 , regarding what needs to be improved in e-commerce, firstly, with 31% security remained, being the most indicated item to improve in e-commerce, secondly, there was delivery, with 26% and thirdly, with 15%, the agility in the purchase process carried out at the time of purchase, in other words, some customers realized that certain shopping sites take a long time to process a purchase, it is worth noting that only 5% answered that the service should be improved in e-commerce, a fact for the reason that there is no personal contact between the seller and the customer, since several factors can increase the complaints of service, when contact occurs staff, as in physical stores.



Again, this graph depicts problems previously described in the purchases made over the Internet, namely security and delivery, which were the items most voted for in terms of bottlenecks, that is, through these data it is noted that companies that sell over the Internet, must perform a plan to overcome both the delay in delivery and provide the customer with a safer purchase, doing so, for sure this company will stand out in this scenario.

Seeking to gather information about customer service, varieties, delivery time, reliability, payment methods, security, quality, and after sales, essential items for the proper functioning of e-commerce, the responses of consumers are shown in Table 2.

Table 2: Information on e-commerce from the perspective of consumers

		Frequency	Percent
Attendance	Dissatisfied	3	2,0%
	Indifferent	38	22,0%
	Pleased	130	76,0%
Variety	Dissatisfied	2	1,0%
	Indifferent	26	15,0%
	Pleased	144	84,0%
Deadline	Dissatisfied	36	21,2%
	Indifferent	48	27,9%
	Pleased	87	50,9%
Reliability	Dissatisfied	7	4,0%
	Indifferent	60	35,0%
	Pleased	104	61,0%
Form of payment	Dissatisfied	3	2,0%
	Indifferent	31	18,0%
	Pleased	137	80,0%
Safety	Dissatisfied	16	9,1%
	Indifferent	66	38,8%
	Pleased	89	52,1%
After sales	Dissatisfied	23	13,3%
	Indifferent	66	38,8%
	Pleased	82	47,9%
Quality	Dissatisfied	0	0,0%
	Indifferent	33	19,5%
	Pleased	138	80,5%

Source: Research data.

The majority of people who responded feel satisfied with the service provided by e-commerce, with 76%, with only 2% being dissatisfied with the service.

Regarding the variety of items available, 84% of the people who answered the questionnaire are satisfied, this is due to the infinity of products



that can be purchased today, ranging from food products, to automobiles, as stated by Costa (2009).

As for the delivery time, 50,9% of consumers are satisfied, however this issue, as previously mentioned as a bottleneck, had a considerable increase in people who responded that they are dissatisfied, with 21,2%, which reinforces that the delivery factor is a bottleneck to be improved.

Most of the people who were surveyed responded that they are satisfied with the item reliability, with 61%, while the dissatisfied ones were only 4%, which shows that most of them trust e-commerce.

As for the form of payment, 80% are satisfied, for the reason that several products can be found with prices much cheaper, when buying over the Internet, and also for the installment factor that the e-commerce companies offer, almost always offer products with price at a glance, divided into several installments on the credit card, that is, it is often more rewarding to buy over the Internet than at a physical store, when the item is payment, as mentioned by Costa (2009).

The safety factor, where most people responded that they are satisfied, with 52,1%, however, compared to previous items, there is an increase in the dissatisfied option, with 9,1%, this is reflected in the fact of some people surveyed, having suffered losses at some point buying over the Internet, which leads to understand that the security factor, along with delivery, are bottlenecks to be improved in electronic commerce.

As for the post-sale factor, the item satisfied with 47,9% was the most mentioned, however, it is noted that there was an increase in the item dissatisfied, with 13,3%, which is in consensus with the approach of Cristofolini (2017), where he addresses that one of the internal bottlenecks, less mentioned in e-commerce, is the fact of reverse logistics, that is, the act of being able to return a product to the company where the purchase was made over the Internet, whether this product is in disagreement with the



purchase, either for the guarantee, as this bottleneck is an internal problem, the author points out that in addition to not being a universal problem, it is easy to solve, companies just need to plan the after-sales sector, doing this, these companies will maximize their sales, if they are able to provide efficient service both before, during and after the sale, the customer will always make the purchase at the company again.

As for quality, the vast majority of the public surveyed, rated it as satisfied with the quality of e-commerce, which reinforces that the survey previously addressed that most people surveyed would return to buy over the Internet, it is worth mentioning that none of the people replied that they are dissatisfied with the quality of e-commerce, this is reflected by the infinite number of companies that exist in this medium, it leads to understand that when the person does not like one company, then that person looks for another one, and so the cycle continues of electronic commerce, as pointed out by the research carried out by Costa (2009), in which it was mentioned that 26,88% said that quality is a motivating factor in purchases made in e-commerce.

Based on the research carried out by Cristofolini (2017), the solutions to the problems most reported by the researched public, which were the delay in delivery and security, a more controlled planning of logistics should be carried out and partnerships with transport companies should be drawn up to improve the transport efficiency and thus avoid minimizing the problem with delivery. According to Cristofolini (2017), regarding the security aspect, it remains for the company to carry out educational campaigns in order to alert its customers on how to make a safe purchase and charge more to the authorities that intensify the inspection against cyber criminals.

FINAL CONSIDERATIONS

The use of electronic commerce by organizations was not only an innovation, but it was also a strategy that generates a competitive advantage for them, resulting in a global trend, where customers seek more comfort, economy and practicality every day, when carrying out their



activities, virtual purchases. As the use of e-commerce increases, there are also bottlenecks that organizations must face and overcome in order to remain in the market.

The research carried out in this article demonstrated some of the bottlenecks that occur in purchases made in e-commerce, thus answering one of the main questions that they provided in this research, which was the object of study of this work. Through questionnaires answered by consumers in Unaí and the region, it was possible to report some problems that occurred during the use of electronic commerce and it was also possible to discover the level of satisfaction and the perception of e-commerce in this audience, it is also worth noting that, through from the bibliographic research it was possible to mention some strategies to answer another object of study, which was to know which measure should be adopted to mitigate the bottlenecks found in the research.

As for the profile of consumers who participated in the survey, it was found that the majority are female, however, this profile cannot be defined as an absolute majority, since they represent only a portion of the region's population. Regarding the common problems raised in the research, it was made clear that the most cited problems were delayed delivery and security. It was also found that the majority of the surveyed public buys at intervals of a maximum of 12 months. As for the satisfaction of the public surveyed with e-commerce, it was clear that the vast majority are satisfied with this type of market. Regarding solutions to the problems encountered, the research pointed out that the company must carry out logistical planning to correct delivery errors and mitigate possible virtual crimes by alerting customers and charging the relevant authorities.

Finally, it is concluded that companies that are inserted in electronic commerce and those that are planning to start their activities in this sector must carry out a thorough planning around delivery and security, which were the main problems pointed out by the research. It is worth noting that this



research will be open for future studies, where researchers will be able to improve it, in order to always seek to achieve the most effective research objectives. This article can be used by students, teachers, researchers in general, in the search for knowledge and even by people connected to electronic commerce to answer any doubts they may have on the subject.

REFERENCES

Aranha, E. 7 momentos que marcaram a história do e-commerce. **Estratégia digital**, Brasil, 15 ago. 2015. Disponível em: <<http://www.estrategiadigital.pt/historia-do-e-commerce/>>. Acesso em: 15 maio 2017.

Assis, F. de. (2011). **Comportamento do consumidor**. 74f. Trabalho de Conclusão de Curso (Monografia) – MBA – Gestão e Estratégia Empresarial, Centro Universitário Filadélfia de Londrina, Londrina.

Blackwell, Roger D., Miniard, Paul W, Engel, James F. (2005). **Comportamento do consumidor**. Trad. Eduardo Teixeira Ayrosa. São Paulo: Pioneira Thomson Learning.

Costa, F. L. **Comercio eletrônico: hábitos do consumidor da Internet**. 2009. Trabalho de Conclusão de Curso (Monografia) – Programa de pós graduação em Administração, Faculdades Pedro Leopoldo, Pedro Leopoldo, 2009.

Cristofolini, J. (2017). Quais são os quatro grandes problemas do e-commerce. **E-commerce Brasil**. Disponível em: <https://www.ecommercebrasil.com.br/artigos/4-grandes-problemas-do-e-commerce-e-como-resolve-los/>.

Farias, S. X.; Useda, F. L.; Cerqueira, L. S. Os fatores que influenciam a compra online de consumidores Universitários. 2012. **Anais...** Santa Catarina: Unime, 2012. Disponível em: <<https://www.aedb.br/seget/arquivos/artigos12/56416693.pdf>>.

Farias, S. A.; Kovacs, M. H.; Silva, J. M. (2008). Comportamento do consumidor on-line: a perspectiva da Teoria do Fluxo. **Revista Brasileira de Gestão de Negócios**, v. 10, n. 26, p. 27-44, 2008.

Galinari, R.; Cervieri Júnior, O.; Teixeira Júnior, J. R.; Rawet, E. L. (2015). Comércio eletrônico, tecnologias móveis e mídias sociais no Brasil. **BNDES Setorial**, Rio de Janeiro, n. 41, p. [135]-180, mar.

Gil, A. C. (2010). **Como elaborar projetos de pesquisa**. 5º ed. São Paulo: Atlas.



Marconi, M. A. ; Lakatos, E. M. (2011). **Metodologia do trabalho científico**. 7ª ed. São Paulo: Atlas.

Pattat, L. (2014). **E-commerce – Comportamento do consumidor frente as transações online**. Trabalho de Conclusão de Curso (Monografia) – Programa de pós graduação em Administração, Faculdades Pedro Leopoldo, Santa Rosa, 2014. Disponível em: < https://www.spcbrasil.org.br/wpimprensa/wp-content/uploads/2017/07/An%C3%A1lise-Consumo-Online-_Processos-de-Compras-e-Impulsividade-1.pdf>.

Sarraf, T. (2014). Perfil do consumidor online: Quem compra na Internet. **Profissional de e-commerce**, São Paulo.

Silva, P. F. da; Vilela, R. do N.; Vieira, S. R. F.; Cruz, L. A. M. O desenvolvimento do e-commerce no Brasil. **Administradores.com**, Brasil, 2017. Disponível em: <<http://www.administradores.com.br/artigos/academico/o-desenvolvimento-do-e-commerce-no-brasil/101304/>> Acesso em: 05 maio.

