**Ecommerce-A revolution or a Royal Pain**

Since its introduction over 40 years ago, e-commerce has been one of the hottest topics world-wide. Some deem the buying and selling of goods online to be a technological revolution that has changed the way we shop.

However it has not always been this way, shortly after online shopping was introduced there were several flaws with this newly acclaimed system of shopping. The most important to consumers is the security of their personal details online. The media increased this feeling of unease by publishing personal account from customers who were victims of identity theft, fraud and various other scams. The trust between online businesses and their customers was lost for a number of years until shops realised that there were 4 easy steps to gain customers confidence and change their perspective of shopping online. Technically speaking an ecommerce site should appeal to more customers if they provided:-

1. Value to their customers, this not only means that they need to offer competitive prices when compared to high-street shops but also offer products that are not available ‘in-store’
2. Easy access, the website should be available 24 hours a day, 7 days a week to make buying good from their site consistent to the customer. The website should also be easy to navigate and include a search facility to ensure the rapid location of their products in comparison to the manual search customers would have to undertake in store.
3. Good quality service, not being able to talk to a shop assistant whilst shopping online can be very daunting for some customers