

Mr. Mitesh Shethwala

Profile of Mr. Mitesh Shethwala

- ♦ Mr. Mitesh has Business Development (International Business) experience in the IT industry.
- ♦ Founder of e-commerce startup – Alagrand.
- ♦ He has always tried in increasing market share through expansion of existing services and development of new markets, Building customer loyalty and contributing to marginal growth.
- ♦ His current profile also includes maintaining client base through sales calls, email, office visits and other means of communication.

Specialities:

- ♦ Presales / Business Analysis, Proposal creation, Lead generation, Market Research, Offshore Partnerships & Strategic Alliances, Technical documentations, Bidding, Web Development in Asp.net c#,3.5, HTML, CSS.

Topic: Online shopping-Triggers & Barriers (E-commerce)

Introduction to topic

Despite the seeming incursion of the Internet into our lives many people still don't shop online both non internet users and those that use the internet for other purposes, those who do shop online may not do so regularly or will only buy particular product types.

Session

The reasons why many people do not shop online or rarely shop online has been studied at length. The following is a review of some of the main reasons and the relevant research:

- ❖ Knowledge and Access

- ❖ Internet Ability & Education
- ❖ Perception
- ❖ Website Design
- ❖ Payment
- ❖ Product Information

Learning outcomes from students perspective

Many of the barriers given here are causes of perceived risk and lack of trust and there are many things a website can do in order to increase trust and minimize a customer's risk however various research shows that different demographics need to be approached in different ways.