

*Mercantile Process Models From The
Consumer's And Merchant's Perspective*

By..

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Mercantile Process Models

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Mercantile Process define interaction models between consumers and merchants for E-Commerce.

Necessary:

It is necessary because to buy and sell goods, a buyer, seller, and other parties must interact in ways that represents some standard business processes.

[Mercantile Models From The Consumer's Perspective]

Use Of Mercantile Process Models.....

- The establishment of this models is expected to increase the convenience for the consumers.
- Implementing new mercantile process is the most powerful weapon available to wage that war effectively.

Mercantile Models From The Consumer's Perspective....

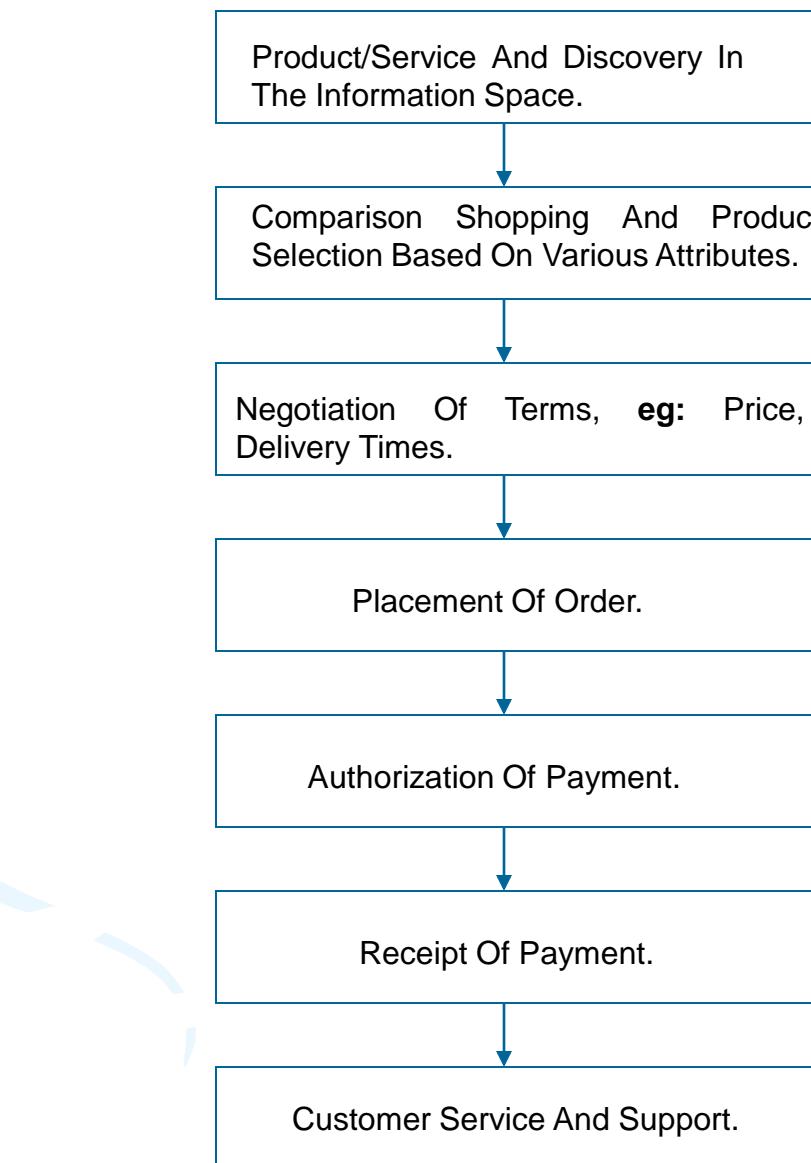
Introduction:

The online consumer expects quality, convenience, value, low price and control. To meet these expectations and understand the behavior of the online shopper, there is a need for business model that provides a standard product/services purchasing process from an interactive services and merchandising point of view.

About The Model.....

This business process model from a consumer's perspective consists of seven activities that can be grouped in to three phases. They are as follows

- Pre Purchase Phase.
- Purchase Consummation Phase.
- Post Purchase Interaction Phase.



Purchase Preparation

Purchase Consumption

Post Purchase Interaction

Steps Taken By Customers In Product/Service Purchasing.

Pre Purchase Preparation.....

This Phase includes search and discovery for a set of products in the larger information space capable of meeting customer requirements and product selection from the smaller set of products based on attribute comparison.

Types Of Purchase...

- Impulsive Buyers.
- Patient Buyers.
- Analytical Buyers.

Types Of Purchases...

- Specifically Planned Purchases.
- Generally Planned Purchases.
- Reminder Purchases.
- Entirely Un-Planned Purchases.

Types Of Collecting Information...

- ☒ The Consumer Information Search Process.
- ☒ The Organizational Search Process.
- ☒ Consumer Search Experiences.
- ☒ Information Brokers And Brokerages.

Purchase Consumption...

This phase includes mercantile protocols that specifies the flow of information and documents associated with purchasing and negotiation with merchants for suitable terms (like price, availability and delivery dates and electronic payments).

Mode Of Payments...

- Mercantile Process Using Digital Cash.
- Mercantile Process Using Credit Card.

Post Purchase Interaction...

Post Purchase Interaction phase includes customer service and support to address customer complaints, product returns, and product defects.

Any Doubts???



Thank U