



E-commerce Features and its Impact on E-buyers' Market Position in Poland

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Abstract

Rational use of characteristic for e-commerce and new possibilities of obtaining relevant information about e-retailers can improve critical business information resources owned by e-customers. This is increasingly important as the use of e-commerce is on a steady rise in every corner of the globe. This study is based on the proposition that e-commerce enable customers to improve their knowledge about e-retailers and thereby strengthening their market position. The possibility of finding information about e-retailers primarily benefits the vendor itself. However, the usage of e-commerce by customers is amplified by the existence of additional, online sources of information about the offered goods. From the customer's point of view the so-called comparison sites play a positive role providing additional sources of information. The findings of this study suggest that the actions taken by e-customers to improve their knowledge about e-retailers are referred to as *screening*. Another way to improve e-customers information position is the use of *signaling*. The latter is especially characterized by the fact that e-retailers provide customers with additional and more detailed information about themselves. Due to the internet and the information resources available on the network, customers have the opportunity to deepen their knowledge on e-retailers and their offer. Consequently, this leads to a more rational purchase decisions made by online customers.

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