A Study on Managing Fake Customer Review and Order Claim using Loop holes in e-Commerce Strict Consumer Friendly Policies

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Abstract — eCommerce has changed the lives of individuals around the globe and its development isn’t giving any indications of backing off. In our routine life internet plays an important role. We use web day by day nearly for each and every work. The points of interest offered by eCommerce are online shopping of anything whenever and at wherever, clients can discover the items on web based business sites which is no accessible in physical markets, it decreases cost and time, without venturing out from home it can get our item at home. It has most likely been blamed for selling fake things by a client despite the fact that it can vouch that it got items straightforwardly from the producer or was preferred choice to get from their apparatus when it was made.

Keywords: Electronic commerce, products, markets, internet.

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INTRODUCTION

Online business frameworks and instruments have developed massily because of the development of the Internet and World Wide Web. True to form, this has caused generous moves in advertise trade and rivalry among most if not all ventures. Specifically, the Internet and Web permit frameworks for diminishing costs, expanding esteem chain effectiveness, building client connections, exchanging data and thoughts, fortifying brands, and creating income. The outcome is that organizations are moving on the web out of need and not simply decision. eCommerce business alludes to any type of business exchange directed online, which is characterized as purchasing and selling of merchandise by means of the web on any gadget. Be that as it may, eCommerce can likewise involve different sorts of exercises, for example, online ticketing, internet banking, internet banking, and payment gateways.

LITERATURE REVIEW

In 1960s the start of e-commerce can be followed, when different organizations began utilizing Electronic Data Interchange in order to share business records with different organizations. The American National Standards Institute created ASC X12 as an all inclusive standard for organizations to share archives through electronic systems in 1979. Individuals began sharing electronic reports through electronic systems in 1980s. The ascent of Amazon and eBay reformed the E-Commerce industry in 1990s. These days’ shoppers can buy unlimited measures of things online from anyplace on the planet.

In August 1994 it starts the history of eCommerce. A man sold a CD by the band Sting to his companion through his site NetMarket, an American retail stage. This is the principal case of a shopper buying an item from a business through the World Wide Web—or “online business” as we regularly know it today. From that point forward, internet business has developed to make items simpler to find and buy through online retailers and commercial centers. Autonomous consultants, independent ventures, and enormous companies have all profited by web based business, which empowers them to sell their products and enterprises at a scale that was impractical with conventional disconnected retail.

CONDITIONS FOR CARRYING OUT ECOMMERCE BUSINESS

The administration has proposed a huge number of measures in the new draft e-commerce strategy to secure purchaser intrigue and make e-commerce a reasonable and safe option. In the light of the equivalent, rules for fake items have been fixed and the internet business stage will consider responsible on the off chance that it makes confirmation of the credibility of the item and the customer gets a duplicate of the first
thing. Further, the web based business locales will be required to acknowledge the arrival of merchandise in the event that the conveyance is made on a later date, at that point was promoted. Following conditions must be agreed to inside 90 days of production of the last rules in the Gazette by the e-commerce:

- With Information Technology comply its
- key management or promoter key personnel shouldn’t have been indicted for any criminal offense culpable with detention over the most recent 5 years by any Court
- Register as a lawful element under law
- Display insights concerning the dealers providing the merchandise and enterprises, including character of their business, lawful name, head geographic location, name of site, email address, contact subtleties, including explanation of their business personality, the items they sell, and how they can be reached by clients will be shown on the site.
- Submit self-assertion to Department of Consumer Affairs expressing that it is in consistence with the rules

Liabilities of ECommerce entity

The Guidelines forbid ECommerce elements from:

a. falsely speaking to themselves as customers or posting surveys about products and ventures in their name
b. the price of services and goods indirectly and directly influenced
c. features and quality of services and goods exaggerating or misrepresenting being sold
d. any unfair trade cannot be adopt that affect the customers’ transactional decisions

Figure 2: safe online information

Figure 3: payment information

Fake Product Review Monitoring and Removal

As the vast majority of the individuals require survey about an item before spending their money on the item. So individuals go over different audits in the site however these surveys are veritable or counterfeit isn’t recognized by the client. In some survey sites some great audits are included by the item organization individuals itself so as to put item on the map this individuals have a place with Social Media Optimization group. Client won’t have the option to see if the review is certifiable or counterfeit.
The working of system is as follows:

- To the system the product add by admin
- To enter in the system user need to fill email id and OTP
- Once the user access in the system the user can see the items and about the product it can post the review.
- The ID of user is verified for review the post
- If review are spammed then admin block that email id
- The fake review deleted by admin

**Technical perspective**

Login to admin: by using the admin ID and password the admin login in to the system
Product adding: to the system admin will add the product
Review deletion: the fake review will deleted by the admin
Login of user: by using the user ID and password the user login in to the system
View of product: the product can view by the user
Review posting: about the product the user can post the review

**On the hunt for fake reviews**

Fraudulent reviews often carry telltale signs, which are picked up by software and flagged for review by moderators. Some of the signs are illustrated in these Globe-created examples:

1. One reviewer’s opinions consistently run counter to the majority.
2. Multiple reviews share many of the same phrases and typos.
3. The IP address, a device’s electronic fingerprint, is the same on multiple reviews for the same business.

**Customer Review Fraud Types**

**Review Reuse Fraud**

While some consumers are in on the review scam, others have their legitimate positive reviews used without their consent. Called review reuse fraud, sellers commandeer a product page with many real positive reviews and change the product photo and description. Customers have no idea that the review they wrote for a product they actually loved.

An easy way to spot this is to look back at reviews from years past. If you are shopping for shampoo but the reviews seem to be for a hair dryer, the seller is probably engaging in review fraud.

Similarly, sellers list a product as a “variation” of another product with a high rating in order to confuse potential buyers.

**Federal Trade Commission**

The US Federal Trade Commission has been taking action against survey extortion and as of late brought its first fruitful argument against it.

**Incentivized and Paid Reviews**

One of the most widely recognized sorts of audit extortion is paying for good surveys. Organizations pay shoppers, normally secured on independent position destinations or Facebook gatherings, for their positive audits. The analyst might have really bought and utilized the item. They may even be paid to just stamp positive audits as “supportive,” a basis numerous customers use to channel surveys on Amazon.

In some cases the audit essayists don’t get installment however a motivating force rather, for the most part repayment for part or the entirety of the item’s expense.
At the point when a client asserts a thing is phony, as opposed to what it feels, the client isn’t out to destroy the business nor intentionally witch chasing. One of the most predominant issues with online deals in numerous nation is trust and believability. At the point when blamed for selling counterfeit items, this isn’t an ideal opportunity to remind the client about to what extent it has been selling and how real everybody says it is and how a lot of millions it have made. The initial move towards fixing this and guaranteeing client doesn’t do additionally harm through verbal is DAMAGE CONTROL. The following are our tips on the most proficient method to do harm control.

1. ACKNOWLEDGE WHAT THE CUSTOMER HAS TOLD AND ASK THEM WHAT THEY WANT: This doesn’t mean it have to acknowledge that the item is phony. In the event that it is an immediate merchant of this item from the producer, it is normal that it ought to have leaflets, sends, rules on detecting a phony thing from unique and archives that help every one of the items being unique. Offer these subtleties with client. Be eager to support the two gatherings. Impart this to the client that it obtained this legitimately from the maker and affirm in the event that they have acquired the item previously or they are first time clients. It’s conceivable a client had been buying predictable adaptations of same item for quite a while lastly got the first from the store which at that point make it appear to be unique from what the client was accustomed to purchasing. Assuming in any case, it is a retailer and the source isn’t a checked source, ensure it don’t react forcefully as there might be a probability that it acquired a phony item. If so, let the purchaser know this and reveal to them it is happy to discount the whole once affirms with the provider that the said item is phony. Apologize indeed for this and thank the client for carrying this to the consideration.

2. Continuously FOLLOW UP AND STAY IN TOUCH: Once this has been settled or finished up, guarantee it catch up with the client, express gratitude toward them for being so affable and understanding with and in the event that they have had the option to get another option or they have had the option to utilize the one they traded inside the store. On the off chance that they haven’t, discover why and rehash the procedure or organize a discount or prompt as needs be in the event that they didn’t make the buy from the store. They will value the proactive conduct and won’t cross out the store from the rundown of stores.

3. LISTEN FIRST and AVOID CHALLENGING YOUR CUSTOMERS CLAIMS: Once you get a grumbling from a client that the thing they just obtained from is phony, the principal thing need to do is identify. Try not to get guarded. At the point when a client makes claims, for example, this, they have arranged for the most noticeably terrible fight with and are prepared to get verbally forceful which will be subjective to how to deal with the circumstance early enough. In the event that a client contacted by means of mail yet let them realize it will rather talk with them to show signs of improvement explanation of things. It will accomplish more with a telephone call. It will feel increasingly close to home to the client and decrease the danger of them misconstruing the tone of the reaction. Instead of challenge their protest, tune in to what they need to state first.

CONCLUSION

Electronic commerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet. Online business frameworks and instruments have developed massively because of the development of the Internet and World Wide Web. True to form, this has caused generous moves in advertise trade and rivalry among most if not all ventures. As the vast majority of the individuals require survey about an item before spending their money on the item. So individuals go over different audits in the site however these surveys are veritable or counterfeit isn’t recognized by the client.

REFERENCES


