

Electronic commerce in hong kong:gold peak industries (holdings) limited

[Business](#), [E-Commerce](#)



Electronic Commerce in Hong Kong: Gold Peak Industries The management of Gold Peak Industries has come to realise the fact that e-commerce is the means through which it will continue to have an influence on the choices that its customers will make concerning what they purchase. In addition, it is a fact that most of its operations will, in future, be able to conduct all its transactions through the use of e-commerce, meaning that this system is likely to shape the future of most, if not all, of its business transactions. Gold Peak Industries has chosen to take the initiative of introducing e-commerce in its daily activities and this has made it one of the biggest users of e-commerce in the Asian market, within which it has achieved some form of dominance. Studies have been conducted to explore the relationships between its e-commerce strategies, as well as the manufacture of products on the one hand, and the level of interest and satisfaction displayed by those of its customers who make purchases online (Gunasekaran & Ngai, 2005). The findings have shown that inspirational issues play an imperative role for the effectiveness of e-commerce strategies as well as the satisfaction of consumers of products in the product. In addition, the approval of consumers on the products of Gold Peak Industries has also come to catch the attention of many researchers on the current market trends. The e-commerce of Gold Peak products aimed at its customers has become wide as a concept and has developed into a set of practices (Molla, Heeks & Balcells, 2006). It is under these practices that the aims and objectives of various companies that leads them to determine the activities of the human resources department and the business policies at Gold Peak to ensure that the latter is successful in reaching this growing number of consumers. Customer satisfaction is a term

that was previously used to describe the process through which companies worked towards the achievement of the satisfaction of their customers hence increasing their sales. This is currently not the case at Gold Peak as this term has come to hold a whole new meaning within this company. It has now become the description of a diverse number of activities that are carried out by a large number of the company's management as well as that of its subsidiaries to assess how their products are performing, make recommendations on where they can make improvements, and finally, it has become a process through which a general assessment of how further sales of products to consumers can be made (Sperdea, Enescu & Enescu, 2011). It can be suggested that Gold Peak should make an effort to keep the consumers of its products satisfied so as to create a trend within itself where it strives to ensure that it produces only products which are accepted to its customers. In real meaning, the fact that the satisfaction of the customer is placed before any other consideration will ensure that the quality of products is also been improved, and because of this, the efficiency of Gold Peak in generating positive effects on their customer's motivation and buying behaviour will come to depend largely on the presence of an effective and fair product management system (Lin, Huang & Burn, 2007). This is to ensure that the management system of this company is able to conduct and create the best e-commerce strategies to ensure its success (Shin-Ping, 2008). Without such a system in place, that is not only satisfactory but also perceived to be fair, the customers might end up feeling that the products and services, which they are receiving, might prove to be of doubtful quality from what they want and because of this, they may end up being dissatisfied

and choose not to spend on the product. Such a situation is most likely to exacerbate the potentially negative effect of customer satisfaction on the latter's morale to purchase products from Gold Peak Industries, creating many losses for the company. In conclusion, it can be said that when consumers of products feel satisfied with the criteria, standards, and procedures applied to the products they would like to purchase, in this case online, they are less likely to experience negative attitudes in relation to the said products. The satisfaction which consumers will end up feeling through making transactions with Gold Peak will shift their attention toward making more purchases instead of criticizing and rejecting the products of this company. For this reason, the positive effect of a proper e-commerce strategy depends on the meticulousness expected from Gold Peak Industries in ensuring that these products are not only of the best quality, but also of satisfactory standards for their customers. The quality of products purchased should be more pronounced when customers feel satisfied with them than when they feel that the products they wish to purchase are not up to standard.

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