

THE IMPACT OF ONLINE DISPUTE RESOLUTION ON THE E-COMMERCE RELATIONS BETWEEN CONSUMERS AND TRADERS IN IRELAND

by

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Abstract

This research work was developed on the impact of ODR (Online Dispute Resolution) on e-commerce relationships between consumers and merchants in Ireland. The purpose and objectives developed are adequate enough to highlight the main contexts of this research. The limitations along with the main scope of this specific research study have been explained and demonstrated effectively and the structure of the dissertation is adequate enough to provide a transparent overview of each chapter in an organized manner. The study further describes the resolution of surrogate disputes in the context of marketing between customers and merchants across Ireland. In this sense, the importance of ADR (Alternative Dispute Resolution) and ODR (Online Dispute Resolution) and their different applicable facts are discussed. Furthermore, the meaning of ODR actions and legal contribution are also analyzed in the study.

The **chapter 2** mainly deals with the Literature review topic based on online dispute resolution and the e-commerce relations between consumers and traders. Different cases are demonstrated in this part, which focuses dispute process between both these parties and effective strategies also determined for mitigation.

The **chapter 3** the analysis for the e-commerce of the virtual dispute and the factors of consumer and traders viewpoint the results highlight the data analysis by the methodologies illustration. In the analysis the methodology represents the research philosophy, the research analysis, and different data collection process. Additionally, the data collection planning and the entire research timeline are also implemented in the analysis.

The **chapter 4** focuses on the findings and analysis of the all the gathered data in the present research.

The **chapter 5** The research of the analyses the highlights the different images of e-commerce and the reaction of the concurs and the representation of and the analysis also highlights the issue of the individual viewpoints of the generalization responses of the research survey, therefore the discussion helps to secure the viewpoint of the primary and the quantitative study vans the and significance of the overall study analysis.

Chapter 1: Introduction

1.1 Introduction

Alternative Dispute Resolution (ADR) refers to different ways through which people can be able to resolve disputes without any trials. Online Dispute Resolution (ODR) is the form of the ADR that is effective for e-commerce businesses to resolve disputes between consumers and traders effectively. This method is beneficial enough to resolve disputes more quickly and simply. This research paper is aimed to evaluate the impact of ODR on e-commerce relations between consumers and traders in Ireland. A clear overview of this context is developed through background, problems are analyzed through research rationale, and significant aims, as well as objectives, are developed to indicate the main consequences of this research. Research contribution, scopes and limitations, and dissertation structure are also illustrated here clearly.

1.2 Research Background

Alternative Dispute Resolution or ADR means the numerous ways to solve different disputes regarding the context of e-commerce aspect. Small claim courts in Ireland are responsible to deliver an inexpensive, fast as well as easy way for the consumers to manage the cases of small claims procedure (Daskal, 2018). These courts are the "local law court" that settle the disputes between individuals that associate with small amounts of money. These courts work with the help of simplified legal rules and here, the hearing is informal as well. There are eight circuit courts in Ireland that are the "intermediate level courts" of the local as well as limited jurisdiction. This court hears from both civil and criminal matters and in the case of work, "three-judge panels" are responsible to make decisions or deciding the appeal. In order to file or defend any case in the small courts, an individual must be 18 years old and mentally competent enough whereas, in the case of circuit courts, no such requirements are observed (Daskal, 2018). The main advantage of the small claim court is to develop judicial determination regarding disputes in a cheaper way than using a lawyer. In another context, a circular court is responsible for making the entire procedure quite expensive and a long time is required here.

From this context, it can be stated that small courts are much more beneficial to resolve disputes.

"The Consumer Protection Act 2007" of Ireland is effective to provide the required protections to the customers. The site of "Irish Law Society" is beneficial enough to deliver clear guidance regarding the way of filing a case in case of hampering consumer rights (Lawsociety, 2022). Moreover, the site named "Citizens Information" can also be taken under consideration in this regard from which it is possible to get a clear identification of "Sales of goods and supply of Services Act 1980" along with the existing rights as the consumer in Ireland (Citizensinformation, 2022). The presence of the Covid-19 situation is responsible for raising the online shopping trends among customers. It has been identified that 68% of customers do online shopping more at present whereas 38% of them have a strong willingness to increase their spending on online shopping (Thinkbusiness, 2022). On the other hand, customer complaints have been raised as well regarding faulty goods. As per the report, a 50% increase in the complaints was reported in the previous year by the "office of the Press Ombudsman" (Irishexaminer, 2022).

Different types of ADR techniques are there among which mediation, conciliation, arbitration, and negotiation are used mostly. Mediation is mainly conducted by the mediators between the both parties to ensure mutual agreement. Arbitration is the core process through which it is possible to rely on the use of a "neutral third party". Negotiation is the process to conduct "informal dispute resolution" with the help of a negotiator (Abedi *et al.* 2019). The Conciliation technique of ADR is mainly associated with an expert who is mainly appointed for resolving the dispute areas adequately by convincing each of the parties to "agree upon an agreement". Online dispute resolution or the ODR is considered the settlement of disputes through the online mode of interaction between the parties who are suffering due to the disputes. ODR Platform is mainly developed by the European Commission and it is used by both customers and traders to offer a "one stop shop" in domestic markets along with cross border purchases (Gov, 2022).

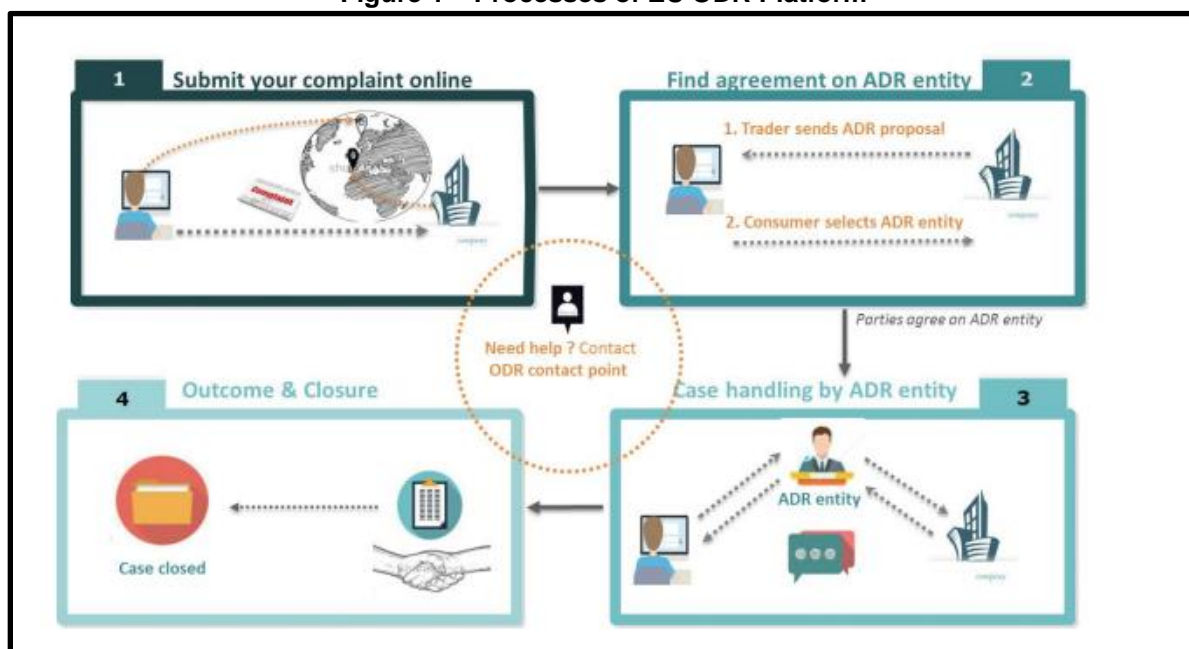
Different options are available in the ODR to resolve the disputes such as chat, email, or the video-call. In case of negotiation, a video call can be the relevant one to resolve the disputed

areas. On the other hand, conciliation can be conducted through email as it is essential to reach an agreement mainly. In the case of mediation, focus can be provided on the video call option as well and arbitration can be conducted through chat.

In the case of the large platforms, focus can be provided on Amazon as this e-commerce giant is able to deliver good customer services and also is able enough to conduct better conflict resolution (D'Adamo *et al.* 2021). However, issues are also observed in this context such as late delivery or facing the struggle to search for an item. In order to deal with this type of issue, ODR can be the best option to exchange or repair the products or give money back (Khairo 2022). This type of aspect is advantageous for the organization as through this, the organization is able to solve any type of dispute in the alternative, fast as well as "low-cost way".

There are four steps that need to be followed in the ODR Platform in order to resolve the dispute areas. Initially, it is essential to submit the complaint online, and then, it is essential to find the agreement on the ADR or ODR entity appropriately. In the third stage, the entire case can be handled by the ADR entity and the last stage is the outcome & closure (Eccireland, 2016). The outcome is gained within 90 days which is quite fast and effective to get the required justice.

Figure 1 – Processes of EU ODR Platform



(Source: Eccireland, 2016)

Based on the above figure, a clear overview regarding resolving the conflict areas by developing the link between consumer and suppliers are well identified. It is essential enough to follow up on each of the procedures most suitable to gain the best possible outcomes (Tofan and Bostan 2022). Based on the present era, it can be stated that e-commerce business is increasing in Ireland on a strong aspect and thus, it is essential enough for the traders to develop such effective areas to resolve disputes in the business areas through which it can be possible to gain consumer satisfaction and trust level adequately. The development of effective ODR policies in this context can also be effective enough to resolve the online dispute areas most suitably. Thus, it can be stated that ODR plays the most essential role in the e-commerce platform to gain the trust area of the customers and facilitate the online business context more suitably to get the most suitable outcomes.

1.3 Aims and objectives

This research mainly aims to realize the effect of Online Dispute Resolution (ODR) on the relations of e-commerce among traders as well as consumers in Ireland.

The **objectives** of the research are:

- To identify the several aspects of Online Dispute Resolution in the field of e-commerce in Ireland;
- To evaluate the various issues that are faced by the traders as well as the consumers of the e-commerce platforms in Ireland;
- To provide appropriate methods to mitigate the issues of alternative dispute resolution between the traders as well as consumers.

1.4 Research questions

Based on the research objectives, research questions are developed here:

RQ1: What are the several aspects of the ODR that can be used by e-commerce platforms of Ireland to gain successive benefits?

RQ2: What are the existing issues through which traders and customers of the e-commerce businesses of Ireland are going through due to alternative disputes?

RQ3: What are the reliable strategies to reduce the prevailing issues through ODR between customers and traders in the e-commerce sector of Ireland?

1.5 Research hypotheses

Null Hypothesis (H0): Online dispute resolutions (ODR) are effective enough to resolve the ongoing disputes between customers and traders in the e-commerce business.

Alternative Hypothesis (H1): Online dispute resolutions (ODR) are not effective enough to resolve the ongoing disputes between customers and traders in the e-commerce business.

1.6 Research rationale

The point of this research is that alternative dispute resolution (ADR) is not a guarantee of resolution with the exception of arbitration. In a similar context, the ODR cannot be so assertive and decisive, as in most cases the parties must reach an agreement, giving the false impression that the problem will not be resolved, another strange thing that for some is considered a flaw, is because ODR treats disputes through online systems such as video calls, it is believed that this distances the parties and mediators in a certain way. As an impact, it can sometimes treat the subject in a way that does not really capture the feeling or the real reason that one of the parties is there, which can be better observed in face-to-face disputes. In addition, it is also observed that some consumers and suppliers have a little distrust in the use of ODR to resolve disputes, adding the fact that the procedure is still a novelty can generate discomfort in adopting its system by both parties (Abedi *et al.* 2019).

However, based on SquareTrade's claim, it has been identified that an 85% success rate can be achieved using ODR in the e-commerce industry (Dwulaw, 2022).

In the current era, it is considered to be a problem due to the growth of the e-commerce sector in Ireland along with the percentage of sales. Sales are expected to increase rapidly in the

coming years and, along with the increase in sales, issues related to disputes can also be strongly observed (Chan, 2022).

This research sheds light on the effectiveness of alternative dispute resolutions or online dispute resolutions on e-commerce relations between consumers and traders in Ireland. It is effective to identify both positive and negative outcomes of the ODR through which it can be possible to undertake appropriate strategic consequences to ensure strong business growth in the upcoming years (Sodhi, 2021). Moreover, it is also possible to get a strong brief about the development of required ways that can be helpful to enhance the success rate of ODR in the early years.

1.7 Scope and limitations of the research

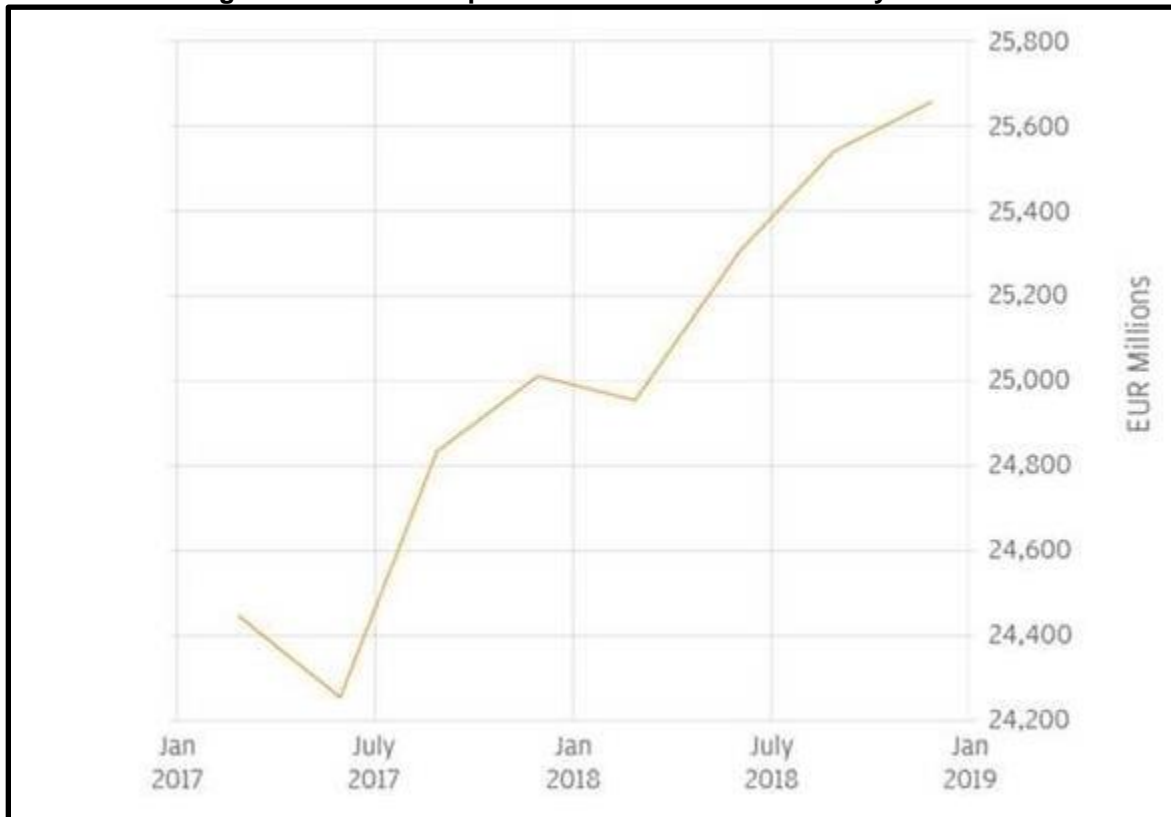
The main scope of this research is that it is possible to understand the successive benefits that can be obtained by incorporating ODR to resolve disputes in the e-commerce business. Moreover, how ADR can be applied to enhance consumer satisfaction in this field can also be well understood through this research. This research paper also includes the positive and negative consequences of the ODR that can be effective to provide a clear overview of its core competencies before using it in a real aspect. However, there are other issues as well in the e-commerce sector that cannot be resolved through alternative dispute resolutions or no guaranteed solutions can be observed in this regard. This study has not kept any focus on this context and this is the main limitation of the research paper.

1.8 Research Contribution

Alternative dispute resolution is the way of solution in the context of unsatisfactory purchases from the customer side. In this regard, the ODR process identifies the problems and accepts different strategies to solve them with help of a direct and informal conversation with the customer (Yang, *et al.* 2021). This study analysis helps to identify the key issues of the ADR process in Ireland such as sometimes the accessibility of the ODR based on the mediator. In addition to that the issues there are numerous actions are taken such as the process of

arbitration, the action of conciliation, the mediation facts, and the negotiation sector. In this regard, the positive factors of marketing such as in Ireland online marketing achieved 93% revenue (Statista, 2022).

Figure 2 – The development of the eCommerce in the year 2019



(Source: JPMorgan, 2022)

One of the most essential importance of the alternative dispute action between the traders and the customer is to maintain transparency (Tsurel *et al.* 2020). Transparency is essential to mitigate a particular dispute against a purchase through the polite way of conversation, good understanding capability, and strategic marketing facts. On the other hand, the effectiveness of the service must be activated and done within 90 days from the purchase date in Ireland (López Jiménez *et al.* 2021). Fairness to the deal and settlement is another strategic way of the ADR assessment in Ireland the communication between the service provider and the clients is implicated directly as there is no mediator occurs (Ji *et al.* 2020). The other significant aspect of the ODR in the e-commerce sector in Ireland such as the direct appearance of the negotiation is also not preferable for ODR in Ireland. On the other hand, there must not be any actions that

hurt the customer's purchase-related issues (Jeretina 2019). There are numerous goals of ODR in Ireland as well as the first goal is to provide the solution to the consumer as soon as possible.

1.9 Structure of dissertation

Table 1 – Dissertation structure

Chapter 1: Introduction	This chapter is effective to deliver a clear overview of the research context with the help of background rationale along with developed aims and objectives.
Chapter 2: Literature Review	This chapter is suitable to examine different authors' viewpoints to illustrate the research topic more concurrently.
Chapter 3: Research methodology	This chapter is associated with the appropriate data collection and analysis methods to gather reliable information on the research area.
Chapter 4: Findings and analysis	Here, the presentation of data and findings from the information is noted and presented adequately.
Chapter 5: Discussion	This chapter is developed based on the findings from the above-mentioned section.
Chapter 6: Conclusion, recommendations, and future scope	This chapter is suitable to deliver a clear sum of the previous chapters. Justified recommendations and future scopes are properly provided here as well.

Source: Author (2022).

1.10 Summary

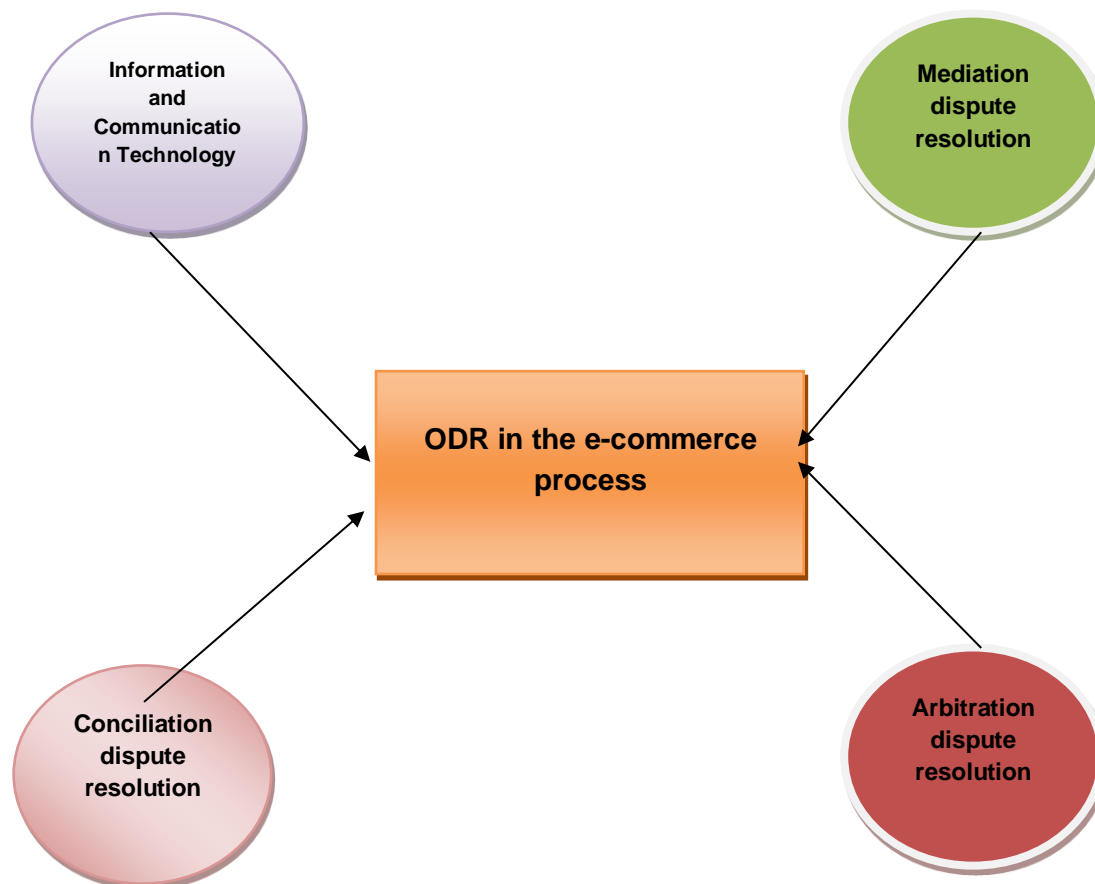
The study of alternative dispute resolution in the context of e-commerce among the buyer and the trader in the nation of Ireland highlights the concepts of the ADR and ODR in the marketing sector of The European Union. After that, the background of the study shows the overall motive to generate the aims and objectives of the study. The aims and the objective of the dissertation highlight the different aspects of the ODR, the barriers and limitations of the customers, and the resolve actions of ODR in Ireland. In addition to that in the contribution of the research, the significance of the research topic is discussed.

Chapter 2: Literature Review

2.1 Introduction

"Online Dispute Resolution (ODR)" mainly concentrates on resolving small value disputes, which are arising out of the e-commerce field between consumers and traders and requirements for designing a regulatory body to perceive its full potential in Ireland. The research provides difficulties faced in the expansion of e-commerce through inspection of relations between traders and consumers in e-commerce. Amidst, challenges facing e-commerce within countries like Ireland ODR utilizes in resolving complaints. This research part proposes drafting European regulations in the field of ODR to set legal standards by identifying all factors.

2.2 Conceptual framework



2.3 Factors of Online Dispute Resolution in e-commerce

The increasing number of internet users affects the growth of business-to-consumer e-commerce and which are an important part of economy for that country. According to Glavanits (2017), in the European Union, **"65.6% of customers use the internet for purchasing products"** and in many aspects of the digital economy, **advanced countries are performing much worse than developed ones**. Observing the countries who are successfully implemented the ODR into their legal system and most of them using the English language rather than their mother tongue. Looking through the consumer perspective it is much easier for them to buy something online having low foreign language skills as well as successfully resolving disputes in foreign languages. It is argued by Cortés (2011), regulation encourages the utilization of the ODR process and decisions to need to be legally binding as well as appealable with the help of online procedures akin to the small e-commerce of Ireland. At present protection policy of consumers in countries like Ireland is very extensive and they have more rights when buying a product online. There are several types of disputes between traders and consumers in the e-commerce field and between all those disputes ODR is one of the effects of being straightforward, time-saving and having a legal system as well. In other words, ODR plays a significant role to give consumers appropriate entrance to justice.

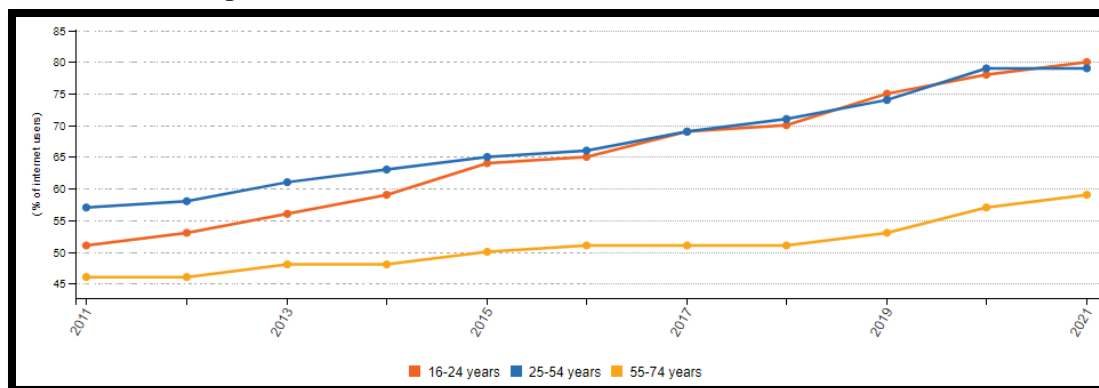
Moving from realization concept of governance has rapidly been utilized to describe policymaking at a national level for all traders and consumers that is comparable to regulatory process for ODR. According to Sampani (2021), ODR must be flexible in order to put up different circumstances of a country, which include meaning of a low-value transaction, level of economic development and differences in culture that might differ from country to country. It is also needed technological architecture of network computing forces. On the other hand, all small and big traders are benefited from the elimination of costly litigation fees and the sustainable development of consumer relationships with help of ODR. According to Cortés (2010), in order to balance contractual power between consumers and business perspective enacting laws in the process is required for contractual relations with business. Supporting this journal author desire to state that Alternative Dispute Resolution (ADR) led to the development

of an appropriate dispute system compared with ODR flexibility of process, transferability, and speed arises which advances led to current evolution (Abedi *et al.* 2019). Each ODR system mainly consists of two guidelines which are helpful for developing e-commerce disputes for creating more confidence in international trade. It often happens lack of awareness in works as a potential negative limitation in e-commerce and using tactics of ODR contribute to the enhancement of business revenue by mitigating dispute. Different from traditional mode trades, e-commerce business supports consumers and markets together and using ODR within the process reduces costs and transaction process as well. In addition to that with the help of an e-commerce platform in Ireland, traders can accurately and quickly achieve market demand information which can quickly derive profitability as well. This can greatly enhance unmarketable circumstances of processing costs caused by excess products (Long and Wang, 2018). Observing cases is also necessary for using ODR and in processing innovative and new EU-wide system ODR e-commerce system would be an integral part. For example, in Germany in the year 2010 442 cases were registered of which 19% cases were so-called cases between buyers and traders, in some cases consuming methods of ODR were used for settling those cases (Petrauskas and Kybartienė, 2011). Moreover, according to Abedi *et al.* (2019), an international framework can be applicable for ODR dealing with e-commerce business which creates more growth and certainty for business in the context of e-commerce. Simultaneously all the consumers would understand whether their dispute was solved or not. As opined by the author's point of view it can be accepted for international disputes and civil families across jurisdictions as well which can moderate bargaining power of all buyers between traders in online transaction process. In addition to that it can provide them more confidence for online practitioners in process of trading worldwide with their product. Regardless of discipline of authors, relationship with another party who is perceived to react and act with all violations developed towards trustor side that is a trader. It is also important to understand notion as well as trust while implications of IT in building trust in an online environmental process. Designing a legal system is also crucial to gain trust of other parties otherwise some crime or violence can ensure. Establishing ADR, such codes are not easily enforceable and there needs to be existence of ethics or private professional standards.

2.4 Issues in the field of e-commerce

ODR is a broad range of fields which may be applied to a broad range of disputes consisting of B2B (business-to-business), C2C (customer-to-customer) or material separation. People who are comfortable with online shopping do not often suffer and having complex and meaningful interactions decisions needs to make for information and sharing as well as balancing relationship. According to Ong and Teh (2016), from a consumer perspective risk is largely present in e-commerce as goods cannot be physically inspected, as there is a waiting period before the goods are fully delivered to customers from the trader's side. It is therefore significant to prevent problems from occurring and that need to be resolved as soon as possible. In contrast, many consumers are sometime anxious about online intermediaries and that time they needs to deal with fresh investigation of the redress procedures. Consumer's protection issues are of greater matter of concern in dealing with online rather than offline process and due to complexity of consumer's side they can employ either "alternative dispute resolution" in the first stage of challenges or ODR by other external parties. For example in "Australian Competition and Consumer Commission" for delivering traders with dispute resolution engaging in the legislation are utilized with the help of these two processes. Being effective in an e-commerce transaction process consumer may be limited to taking valuable action. In contrast it is argued by the author Scutariu *et al.* (2021), digital technologies like automation need to be involved by organization from getting benefits and maintaining a valuable relationship between both traders and customers.

Figure 3 – E-commerce statistics for individuals in Ireland



Source: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=E-commerce_statistics_for_individuals

The above graph shows issues arise in e-commerce in last few decades for consumers whose age varies between 18 to 75 years. In Europe, **7% out of total SMEs and medium capitalization businesses faced** risks in the pandemic period while online transaction processes and digital information and communication technology adapted for the identification of behavioral patterns in the dispute process between those parties. As opined by Dang (2021), several e-marketplaces like Shopee allows consumers to place their product on official websites. Thus, there is a possibility for happening some conflicts between sellers and buyers and that might unavoidable. However, there are so many buyers as well who said that e-commerce platforms not putting their effort on the customer's side to put their effort in resolving a problem they faced and in that cases they went also silent and those cases were still pending. There are different types of organizations present in Ireland that are not able to mitigate issues just because of variations in demand and changes in policies implemented by their side, which were one of the main reasons behind it. In an international context in order to consider consumer law EU has achieved a higher level of legal codification and correcting consumers into unfair protection is also necessary for resolving the challenges faced in a disputed manner.

According to Cortés (2010), ODR was originally a branch of ADR which takes an advantage of convenience and speed of becoming the best and strengthen trust in e-commerce as well as enhancing consumer's up to date analysis for the development of ODR. Enforcement of consumer rights on a European regulatory model identifies the resolution process evaluates all its challenges between those two parties and posed its growth as well. From a legal perspective, consumers are considered to an individual needs owing to a perceived lack of knowledge in course of entering a market where a transaction is one of the main processes like an e-commerce platform.

Despite this unmistakable interpretation of constructed law consumers should be understood in a strict sense and guided by connections to commercial or professional activities. To achieve adequate client protection, the law of the contract between the balances in this resolution process must need to utilize. The first identified function states the **"facilitative function"** which enables parties must have their full freedom to do what they actually want to do in the transaction method. Nevertheless, removing professionals from the protection of regulation to

protecting should not exclude legal protection which is experienced by most of customers in Ireland while using online transformable platforms. Lack of information about the labeling of products is observed as one of the main challenges faced by customers using e-commerce platforms and that might be one of the reasons for conflicts as well (Zhou *et al.* 2018). Consumer perceived transparency is categorized as a combination of three dimensions in order to be effective. These are perceived vendor transparency, product and transaction transparency.

These could be effective and needed to evaluate the performance of a product, feature information and performance of the e-vendor. There are still many European provisions where generally, the law limits the enforcement and that also recognize a consumer's right to full disclosure in the formation of payment paid by the consumer's side. Summarizing three separations overall perceived transparency is clearly understood by consumers. Online consumers often worry sometimes that e-commerce traders will decline to consider any responsibilities and once they receive the consumer's payment post-purchase the service delivered by them. Consumers also play a high level of CSLC (Customer Service Life Cycle) model and summarized deciding on a target product. Having sufficient knowledge of business to consumers for both traders and customers needed to get a distance from dispute and absence of prior idea about it might cause dispute in a bad manner. In addition to that ensuring ODR safeguard information between these parties as well as third parties and mitigate all the finance and privacy concern in the organization.

2.5 Effectiveness of alternative disputes on the relationship between consumers and traders in Ireland

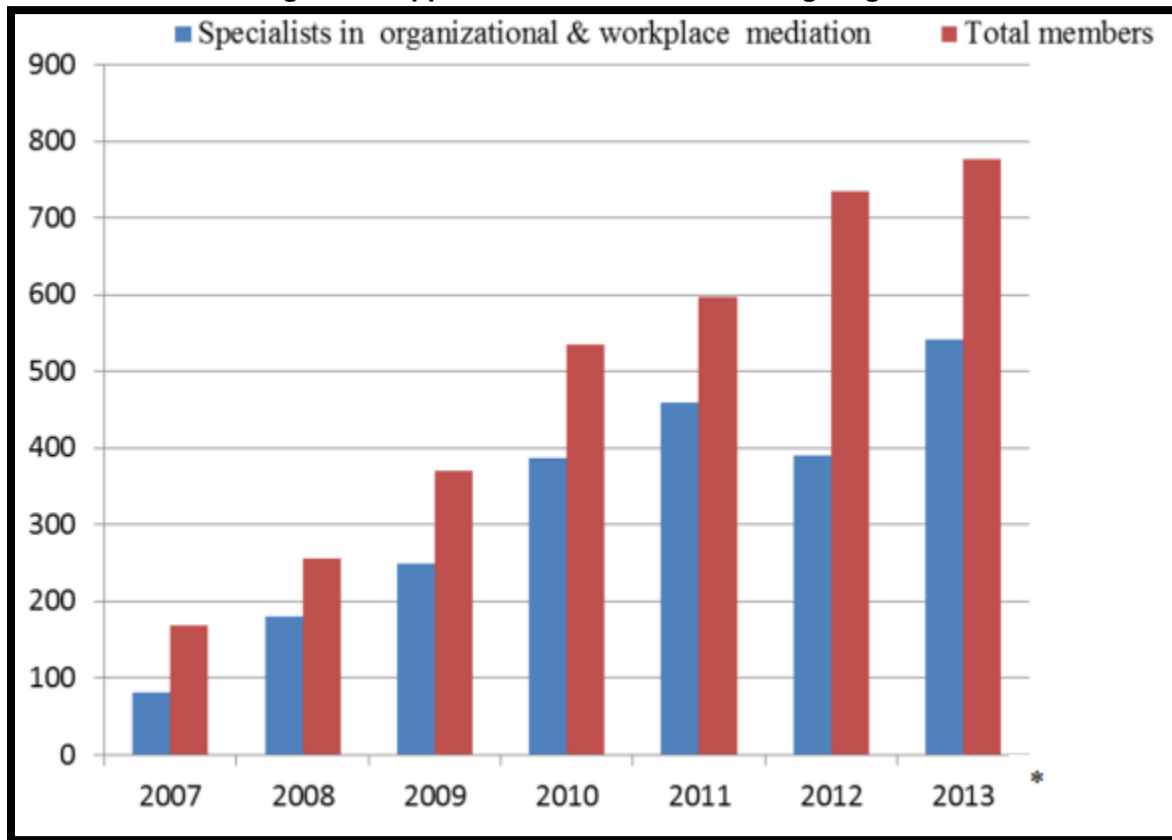
The norms of Covid-19 has influenced the requirement process for both buyers and sellers in different ways and imposed a surge of using a digital process for mitigating conflicts in this process. According to Bakhramova (2022), ADR directive and ODR regulations are closely linked to make it mandatory for all the Member states for ensuring fair and imperial alternatives and meet obligations by assuring the presence of public-certified ADR schemes. In addition to the case management tool, the resolution process offers a free translation and simultaneously collects user information for handling disputes online. Apart from that, it also consists of some

limitations such as both parties requiring adequate technology to participate in the dispute process. The commission also is able to take progress level and platform's operations and which includes ideas of amendments for cross-border dispute issues between a purchaser and product delivery on the platform. It is opined by Carvalho (2020), regulation on ODR obliges all worldwide traders to supply valuable certain information which is linked to the ODR platform. According to some of empirical studies, it is identified that a well-designed dispute creates a sense of justice as well as fairness and these are reasons of justice in the marketplace for loyalty who seek advantage from redress process.

All these users also believe that marketplace administrators rectify mechanisms in e-commerce that boost a high level of confidence in trusted and non-trusted users. Some questions were asked in a survey method as well between traders and customers in Ireland while using online platforms. One of the impactful questions asked in the survey was whether pandemic and social resolution forced to bring new habits to consumers and all of them highly agree to these questions. This shows that customer only believes in the trust process by trader's side and no other thing matter to them. Regulations, as well as Governments, play an advantageous role to assist with data sharing and impact specifically "concierge services or vulnerable consumers acting on behalf of consumers. In terms of ODR methods cost-effectiveness process relies on ICT's great expectation put on the ESCP which is becoming an online process for mitigating all resolved conflicts between value claims and cross-border disputes. Customer relationship strategies are considered as one of the effective strategies for concerning all incentives such as the ADR program and event process in the early settlement process. However, Magoń (2018), confidence in the directive on ADR, in the internal market matters and has great importance as well which imposes a number of regulations foresaw an alternative resolution directive to create a uniform resolution for disputes of consumers. Referring to all the issues of procedural nature between both the group and matters entirely to resolve every problem faced by consumers while using e-platform. The process of the implementation of directives into national legal system provisions has the sources of rights and those are very adequately required at the time of direct effect to them in any critical situation.

2.6 Mitigation strategies of dispute resolution

Figure 4 – Application of mediation for mitigating ODR



(Source: <https://pureadmin.qub.ac.uk/ws/portalfiles/portal/16423602/LRCResearchPaper3PostProof.pdf>)

The above graph states about the mediation process used in e-commerce platforms for maintaining relationships between customers and traders and mitigation of conflict or dispute also took place with help of this process. Recent decades witnessed international interest in ADR worldwide, especially in European countries and adopting different focuses for resolving disputes where mediation or any other form can settle differences between traders and clients using e-commerce platforms. According to Roche (2021), collective mediation and adjudication which is termed private dispute resolution arrangements (PDRAs) envisage the possibility of settling these conflicts. Although, in its international usage ADR practices are elastic which is understood as providing alternatives in terms of focusing on both rights-based and interest-based practices between the parties to a dispute. Supply-side programs also contributing by state conflict agencies which assist organizations linked to legacies of transformational change

and disruptive market pressure. It is argued by Tan (2019), the implementation of information as well as communication technology resolves conflicts in the judicial process of public sector organizations while using e-platform. Mediation or conciliation is used in which a third party joins and communicates in both the negotiation and settlement process.

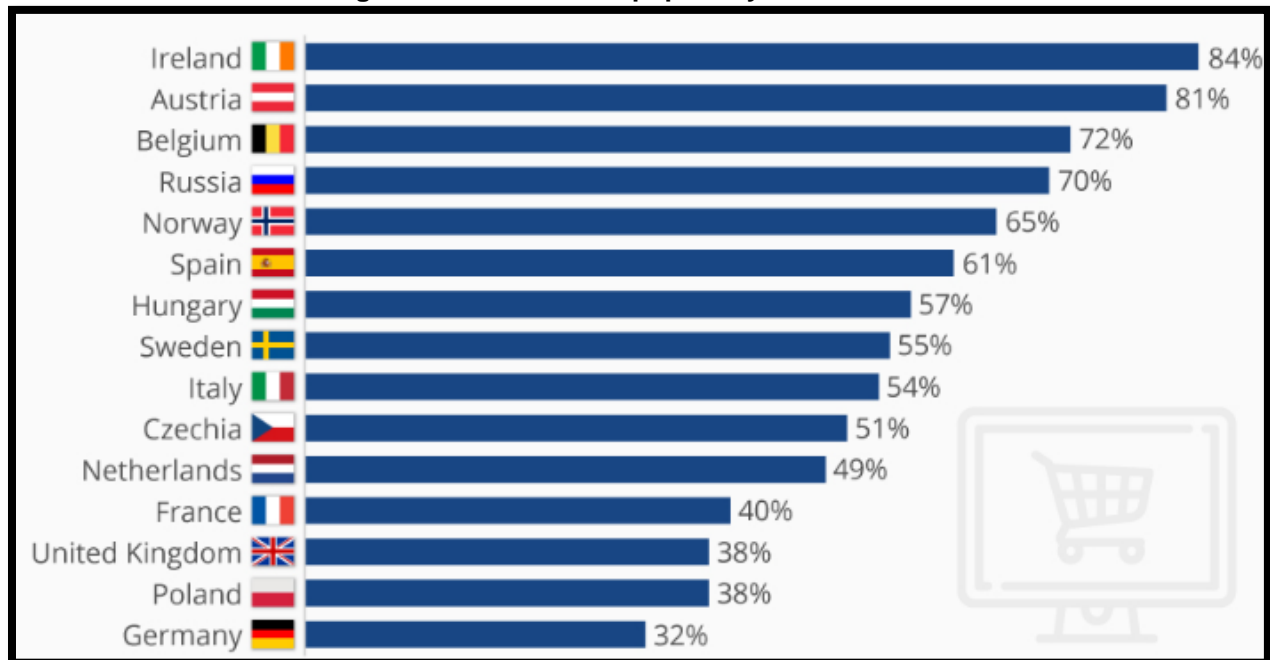
ODR can be mitigated both by extrajudicial and judicial dispute and before integrating court proceeding these are the first step which might need to be taken by them. In contrast, as opined by Ebner and Rainey (2021), ODR only stands for the realization process which is advantageous for wide groups and large volumes of repeating groups and face-to-face interaction. As per the author, it is fair to say that **“mediation's practices consist of mediation but an integration of technology's traditional form of mediation practice need”**. However, territorial jurisdiction also plays a key role in resolving interests between sellers and buyers and generates a problem for the parties regarding the fairness of decisions rendered with the help of the foreign court. It also needs the help of ethical governance and diagnosis AI tool in the evaluation process of business and with the help of technology like computing and enterprise software technology all the relationships can be easily maintained and also issues also be disputed in the resolution process. Using GetAid software technology in business legal aid is also applied as an automated displayed and is completely freed by significant applied resources (Alessa, 2022). **AI aligns with a human ability** which fosters all the challenges in an easier way and leads to the formulation that enables an entity to function in maximizing the chances of achieving goals successfully. Although the decision support system is also granted as support which provides non-traditional means and provides all the information which will be effective for mitigating disputes between all aligned parties in the e-commerce field. Once process is undertaken, difficult of designing substantial barriers regarding previous similar dispute processes resolved.

Rapid machine learning and technological innovation are also used in the research process as a strategy process for resolving conflicts while using online dispute resolution. Although, **a rule-based system** might also be applied as an effective strategy that provides some principles and practices to a provided case and illustrates all complexities, which can occur while using this media for purchasing any products. Furthermore, it can be argued by Alessa (2022), that

seeking to translate human desires by negotiating parties in Ireland building such inputs is not possible and operating AI-driven failure to notice based on relevant factors in these noticed parties. In the presence of a mediator, both traders and consumers offense their area of concern and express their part which is applicable in disputes. Mediators in this prospect also help to deliver options to deal with a settlement and assist them in listening to one another. A commercial dispute might revolve around the Meta principle and should maintain an environment of commercial freedom and customer satisfaction regardless of the validity of calm. In the absence of an intelligence system bridging exercise also needs to be undertaken between automated ODR systems in solving disputes effectively.

2.7 Impact of ODR on e-commerce

Figure 5 – E-commerce popularity in EU countries



Source: (Statista, 2022)

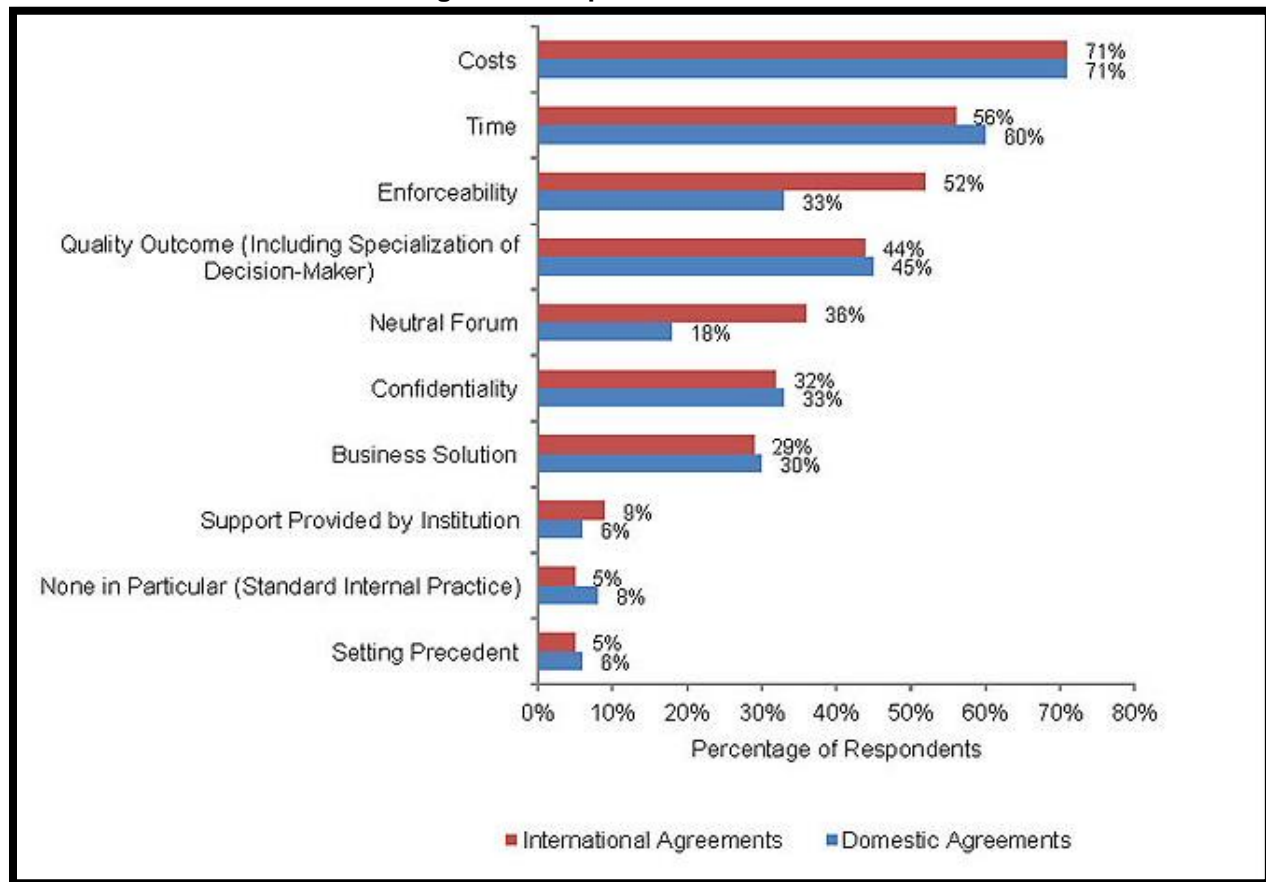
The **e-commerce platform** nowadays considers using technologies to complete transparent and non-dispute transactions to reduce the risk of disputes in this business platform. The use of this technology covers every transaction process and this does not count transaction size and parameters while completing the business processes. E-commerce platforms are segmented into different types of business such as **B to B**, **B to C**, **SaaS**, **PaaS**, **C to C**, **C to B** and **B to A** and these all consider dispute resolution technology to reduce conflict and

misjudgement issues in the online business Process. According to Abedi *et al.* (2019), this research delivered effective information regarding universal standards of trust that need to maintain in ODR systems in the e-commerce business process. This research considered the **business-to-consumer (B to C)** platform and included that offline processes face several dispute issues. This also provides information on other dispute resolution processes such as **Alternative Dispute Resolution (ADR) and court processes** to manage disputes in the e-commerce platform.

In addition, this also mentioned that the above-mentioned two processes require **considerable time and cost**. Therefore, **Online Dispute Resolution (ODR)** can provide effective support to maintain disputes in e-commerce businesses. This research also included a comparison between different types of **ADR and the ODR** and delivered a wide range of advantages of **ODR over the others options of ADR**. ODR can offer effective support by providing facilities in **cost, time, resource, transparency, process flexibility, speed and traceability** in the dispute resolution process (Abedi *et al.* 2019).

The EU commission grants the ODR process to solve dispute issues in e-commerce businesses with ease. The ODR process in EU countries and in Ireland provides a cost-free digital tool that includes facilities to raise complaints about online business products and services (Citizensinformation.ie, 2022). Therefore, this effective support aims to complete a safe, secure and transparent online business to provide satisfaction to both traders and consumers. ODR process in these countries follows a list of processes as this including form fill-up regarding complaints as the initial process. After that, the online platform sends complaints to the trader and the trader needs to engage **within 30 days** in this process, otherwise, this process will be interrupted. After accepting requests, the person and the trader will engage in the conversion process through the ODR dashboard and within 90 days, an agreement will be confirmed (Citizensinformation.ie, 2022). After that problem-solving process will continue to resolve disputes in the online business process.

Figure 6 – Dispute resolution clauses



Source: (Wipo.int, 2022)

In addition, ECC (European Consumer Centre) Ireland includes support in using the process of the ODR tool, the smoothening communication process between traders and consumers and delivering advice about the solution process. According to **EU regulations 2015**, states and national contact corner needs to deliver a guide to the users of the ODR process. According to Abedi *et al.* (2019), trust building is an important factor in the ODR process and lack of direct communication and involvement provides issues of trust in this online dispute resolution process. This research includes three trust factors in the ODR process such as **facilitator ODR, user's faith in solving disputes through ODR and interpersonal trust**.

According to Poblet and Ross (2021), this research includes information about ODR involvement in Europe and EU countries. This research mentioned that the first ODR initiatives were introduced in Europe. This research provided data on ODR sites and included that a total of 46 ODR Sites were there in 2003. The regulation in ODR was introduced in 2016 to provide

support for customers to have a proper solution for disputes in online business processes. The ODR process includes support in various ancillary benefits such as training, mediators and trust marks. **EU ODR** process includes automation, structural forms, and alternation opportunities in the ODR process and provides support in confidential factors in registering cases. ODR selects asynchronous communication while completing entire dispute resolution activities and therefore, this delivers benefits to the users to save their time to launch their complaints and ease them to complete the resolution process.

According to Petrauskas and Kybartienė (2011), This research included that online mediation provides benefits in the ODR process as this process allows users to have large flexibility, creativity and faster decision-making opportunity in the dispute resolution process. Cost-saving opportunities are also present in ODR and this provides effective support to the users in the financial part. Trust also can develop through the ODR process as this conveys a transparent and easily accessible process for users.

2.8 Advantages and disadvantages of ODR

The ODR process gains great popularity in dispute-resolution systems due to having enough extension in its service and process. This online process carries both advantages and disadvantages and this part wants to discuss a wide range of advantages and disadvantages. According to Jeretina (2019), this online process includes support in voluntaries, privacy and settlement in informality while providing solutions to disputes. This process also provides benefits in time factors as ODR considers completing the whole process **within 90 days**. This policy also follows a list of the **privacy policy, confidentiality policies and governmental norms** to maintain **confidentiality and data exchanges process** while processing dispute resolution process. **Strict data security privacy** is also present in this online process to maintain confidentiality and assurance factor. In addition, other benefits also count in this process as this facilitates all parties by providing affordable prices and by delivering online accessible facilities to every citizen and disabled person.

This process considers an intelligible and speedy process to benefit people within a short time. **Appropriate online society** involves electronically in this ODR process to deliver effective

support in dispute resolution. The Decision-making process also provides advantages as a higher degree of consistency maintain in this online resolution process. The trustworthy factor provides a positive review in this process as this factor arises honesty and reliability parameters to the users (Jeretina, 2019). The involvement of the judge considers as the last priority in this process and this provides benefits to the users to have cost-effectiveness. The anytime availability includes a positive impact on this process as users can involve in this process any time of the entire day. Therefore, the offline process involves only the daytime and the online process covers a greater position in this comparison as ODR delivers **24 hours of involvement every day**. Effective and suitable response covers thorough ODR communication and force and bullying factors can hide through this online communication process.

The thought process can enhance more in this communication system as compared to the verbal communication process. The mode of communication of this online process is message or chat and therefore, parties can orient their messages before sending them to the opposite one. Immediate actions also can cover through this process and parties can have benefits in time factors due to this. Various neutral third parties are also involved in this process to carry forward further process. Travel and lodging costs can be reduced through this online process. Personal representation and accuracy in settlements offer benefits in the cost and time parameters of parties. Effective control in entire steps and decision provides advantages in litigation parameters. Parties can get the facility to set their own agreement without involving any type of third party. In addition, the involvement of third parties after the communication process provides support to avoid advocates and witnesses (Jeretina, 2019). Evidence rules excepted from this process and no legal representative requires and this provides flexibility in the ODR process.

However, a list of disadvantages is also present there as this process considers the entire activity through online mediums, therefore, face-to-face involvement is not there. **Misrepresentation and miscommunication issues** can occur due to missing personal contact in the ODR process. **Video conferencing and modern technologies** can create issues in the communication process in ODR. A training process can require maintaining standards in the written communication process. Therefore, the quality of written

communication can face issues in some cases. The prejudice system gets neglected due to the ODR process and this creates disadvantages. According to Jeretina (2019), technical issues can occur in the ODR process as language and knowledge barriers can occur in this process. Skills also require as an additional factor to convey the entire process in ODR and therefore, unskilled parties can face issues and this delivers disadvantages in this process. Equality in technical standards delivers a negative impact on this online process as technical standards consider various standards in various countries.

Broadband connection and internet facility provide disadvantages in this process as an internet connection may interrupt due to weather conditions and can deliver interruptions and delays in the ODR process. In addition, **dial-up and broadband connections** also use in EU countries and therefore, technical issues can arise and people can face issues in the ODR process. Language issues can occur in these modern applications as ODR consider **German and English language** in its services. This can provide disadvantages in information and miscommunication aspects (Jeretina, 2019). In addition, the language barrier provides less efficiency to the users and provides difficulty to those users who consider these languages as a **second or non-prime language** for communication. Translation programs in ODR do not provide efficient services and this can lead to miscommunication also. That application that requires court as per the norms of the EU can provide prevention in using the ODR process. Any leakage in the confidentiality part can deliver issues as the ODR process includes information regarding **product issues, customer service and discriminatory issues**. Legal issues also can arise in the ODR process as **public enforcement** can occur in this process. In addition, various legal gaps in **definitions and EU regulations** can provide disadvantages in the ODR process.

Apart from these disadvantages, the ODR process provides support for conflict resolution criteria and enforcement development part. This process considers limitless levels in counting agreements and this benefited users to have the wide opportunity in the agreement process. This process can have benefits as a comparison to **judicial enforcement** as judicial enforcement delivers a **costly, complicated and lagging process in decision-making activity** in the dispute resolution process.

According to Ebner and Rainey (2021), this research delivers information regarding the advantages and disadvantages of the **online mediation process** in **ODR**. This research includes synchronous and asynchronous both can proceed through online mediation. This process can process in multiple mediums and this provides a convenient result in this process. Through asynchronous processes, parties can include an **individual timetable and convenient participation** in the dispute resolution process. This process also provides benefits in engaging more international applications and this delivers development in variation and subtlety.

In addition, the text-based communication process includes an opportunity to review the entire conversation later as this process reserved the process and enables the opportunity to review it again. This also does not consider any gender factors in the entire process and therefore, bias factors get reduced. In addition, **race, nationality, discrimination and accent** also get disappear from this process to provide equality in the resolution process. This research provides information regarding **anonymous input** through ODR platforms and this delivers effective support in idea generation and reduction in anxiety reading factors in resolution sessions (Ebner and Rainey, 2021). The society also gets advantages from this process as online mediation delivers environmental benefits as compared to traditional mediation and therefore, relations between traders and consumers get developed. As a result of that, e-commerce platform can grow their market and can develop their revenue.

Whereas ODR can deliver disadvantages for parties, as this research includes that face-to-face negotiation cannot be possible and trust factors can face issues due to this. Uploaded items such as text and video get uncontrolled from the parties' end and any further changes can not be possible due to this. In addition, the security factor gets affected due to this and this delivers disadvantages in this process. Text-based communication can face prone of issues of **misattribution and misunderstanding** and this can affect the trust factor. This process also can not measure party sincerity without considering contextual cues.

2.9 Supporting technologies in ODR

The ODR process considers modern technologies such as AI to complete authentic and effective processes in dispute resolution. According to Ikubanni and Saheed (2022), this research includes the technological impact on the online dispute resolution process. This research included that **Information Communication Technology (ICT)** is not included in the traditional dispute resolution process. Therefore, the impact of this technology delivers a boost to the applications of online dispute resolution processes, especially in **ADR**. This effective technology provides guidance in handling information regarding commercial transactions and can provide support in future referencing in the resolution process.

Communication technology in this effective process delivers support to enhance human communication and social relations also develop due to this. This research provides information on **Nigeria** and includes that, this country conveys development in technology and the internet and therefore, this provides benefits to continuing the online business process in this country (Ikubanni and Saheed, 2022). The country's people also get benefits as most of the items available in online process and effective and transparent online business delivers trust to the country's people. **ODR** also includes **IC technologies** such as **mobile phones, the internet and computers** to complete the **virtual dispute resolution process**. In addition, cutting-edge technology also delivers effective support in the ODR process to complete accessing of Justice so the users can meet their needs.

According to Petrauskas and Kybartienė (2011), ICT consider as primary process to conduct online dispute resolutions. This research also provides information regarding some comments of commentators and this described that ODR gets exclusiveness with the support of ADR and the assistance of ICT tools. According to this research, Katsh and Wing commented that speed development occurs in the ICT process and delivers advancement in ICT. Therefore, the increase in speed in ICT provides development in the efficiency of the ODR process. Database, documentation and online communication get efficient due to enhancement in ICT and this delivers effective support to the entire ODR process. According to Jeretina (2019), the initial process of development in ODR got support from ADR schemes and this focused to develop

flexibility in the e-commerce process to support consumers. Communication technology also had a connection with this development and therefore, development in communication technology boosted the entire ODR process. Technology in this process includes support in performance monitoring, priorities, scheduling meeting and interest clarification process resolution process. Technology can also benefit the ODR process to reduce the risk of malware and file crashes as many virus protection technologies deliver effective support to reduce the risk of viruses and provide firewall protection to the entire system.

According to Poblet and Ross (2021), this research included the **"CC Form project"** and mentioned that the information society technology program of the EU delivered support to digital consumer objection management. This program was initiated to cover the foundation and this mentioned that any customer can launch any complaints on a single website against any party through any official language. Therefore, this data shows that the technology can include effective support to convey the resolution process and benefit users to generate issues through any language to get solutions.

2.10 Theoretical paradigm

Conflict resolution theory can provide support in the ODR process. According to this theory, Formal and informal processes require control of disputes between two or more parties. This theory also delivers information regarding introducing a mediator's outside assistance. A total of four approaches include suggestions regarding conflict resolution and those approaches are **avoidance acceptance, violent confrontation, incremental social reform and nonviolent conflict**. According to Schmitz and Rule (2019), this research included dispute resolution can get suggestions from **game theory**. The **game theory** considers a mathematic application to deliver tools for complete situational analysis by considering parties to complete decision-making activity. This theory also includes an independence process that considers every party while completing decision-making activities to deliver solutions to disputes. According to this theory, situation analysis requires before completing decision-making activities.

In addition, the ***dispute's general theory*** includes transition disputes and the maturity of democracies and disputes to strict regimes and this mentioned that transformation in those can occur disputes. These all theory show different types of disputes and include decision-making and analysis are the key factors in solving any disputes. Therefore, disputes in e-commerce platforms can be reduced by following the information of those theories. Disputes in online marketing can reduce by covering effective ICT in the ODR process and analysis of entire disputes case to deliver a suitable decision to solve disputes. This can provide effective support to convey a smooth and conflict less dispute process and the relationship between traders and consumers can develop. Therefore, this can develop total revenue and market sales in the e-commerce process.

2.11 Literature gap

This research delivered effective information about disputes in the e-commerce process and support of ODR in the e-commerce process. However, this faced an issue while collecting information regarding the ODR process in Ireland as the research found little collection of ODR systems in Ireland and EU countries. This provides gaps in the literature part of this research. In addition, enough information regarding technology in ODR was also not found in authentic sources and time waste occurred due to this. Therefore, this provided literature gaps in this literature part of this research.

2.12 Summary

This part of this research concludes that ODR delivers a positive impact on the e-commerce platform as modern technologies and the high availability of this process provide efficiency in the dispute resolution process. This part of this research delivers information on issues in e-commerce, the advantages and disadvantages of ODR, and strategies and technology of ODR to provide authentic information in this part of this research.

Chapter 3: Methodology

3.1 Introduction

The methodology for the analysis of the despite in the online marketing sector is explained by the application of the different data and, methods. The methodology is the identification and formation of the structure to establish the research's scientific viewpoint. Additionally, the proper execution of the methodology helps to rectify the validation as well as the reliability of the research on e-commerce communication in the virtual business sector. Regarding this in the methodology section a research philosophy and on the basis of that, a research approach is taken. After that to establish the thought the research approaches are described and with the help of those strategies are taken. The data of the research was collected using Google Forms, as well as its graphics. The form of propagation was through digital platforms such as WhatsApp, E-mail, Facebook and Instagram. During the research, there were direct interactions with consumers and some traders of online products and services that collaborated to enrich some points of view raised by the Survey.

3.2 Method outline

The method outline represents the short and planned execution of the data set collected to the analysis of the scientific analysis. The planned methodology is the fundamental structure for the establishment of an informative methodology. The below-mentioned table is the representation of the mentioned outline of the research.

Table 2 – Method outline

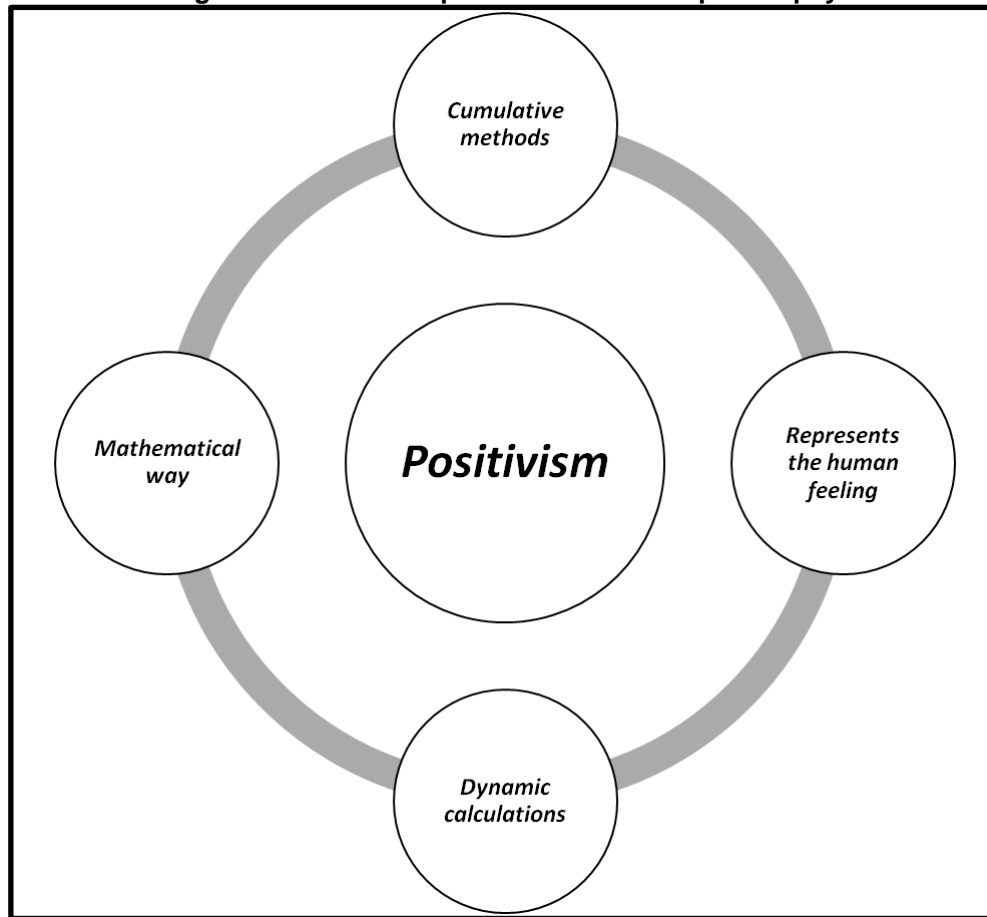
Essential components	Selected attributes
Research Philosophy	Positivism research philosophy
Research approach	Deductive research approach
Research design	Explanatory research design
Source of data	The primary source of data by the direct survey
Collection of data and the techniques	Questionnaire survey
Population and samplings	<ul style="list-style-type: none"> • Traders population • Number of respondents of trader -5 • Consumers population • Number of consumers respondents -115 • Primary quantitative survey and data analysis • Random sampling analysis • Closed-ended survey
Plan for the data analysis	<ul style="list-style-type: none"> • Quantitative analysis • Primary survey • Use of tabulation method • Use the pot graphical representation method

Source: Author (2022)

3.3 Research philosophy

The research philosophy is the representation of the primary structure of the methodology formation. The structure of the methodology includes the basic thought of the research to establish the scientific as well as practical value (Alharahsheh and Pius, 2020). There are different research philosophies are present in the sector such as the positive, interpretive, the thought of realism, and the analysis of post-positivism. Among the scientific and contemporary thought of the research philosophy positivism represents the numerical value-based analysis. Positivism research methodology is the key demarcation of value recognition in a systematic way. Additionally, for the elaboration of the research philosophy for the study of online disputes in e-commerce and the analysis of the viewpoint of each consumer as well as of the traders the research philosophy of **positivism** is chosen. Positivism is the key way to identifying each value in a **mathematical way** and each of the results is tested through the rectification of the **dynamic calculations** (Park *et al.* 2020). The main reason for choosing the research philosophy of positivism as the approach represents human sentiment by implementing cumulative methods with firing searches through Google Forms directly to consumers and traders (Pham, 2018). Regarding this, the clear and transparent without any flaws or gaps in the philosophy of positivism brings the descriptive analyses to represent the feelings of the respondents of the study with the cumulative evidence.

Figure 7 – Factors of positivism research philosophy



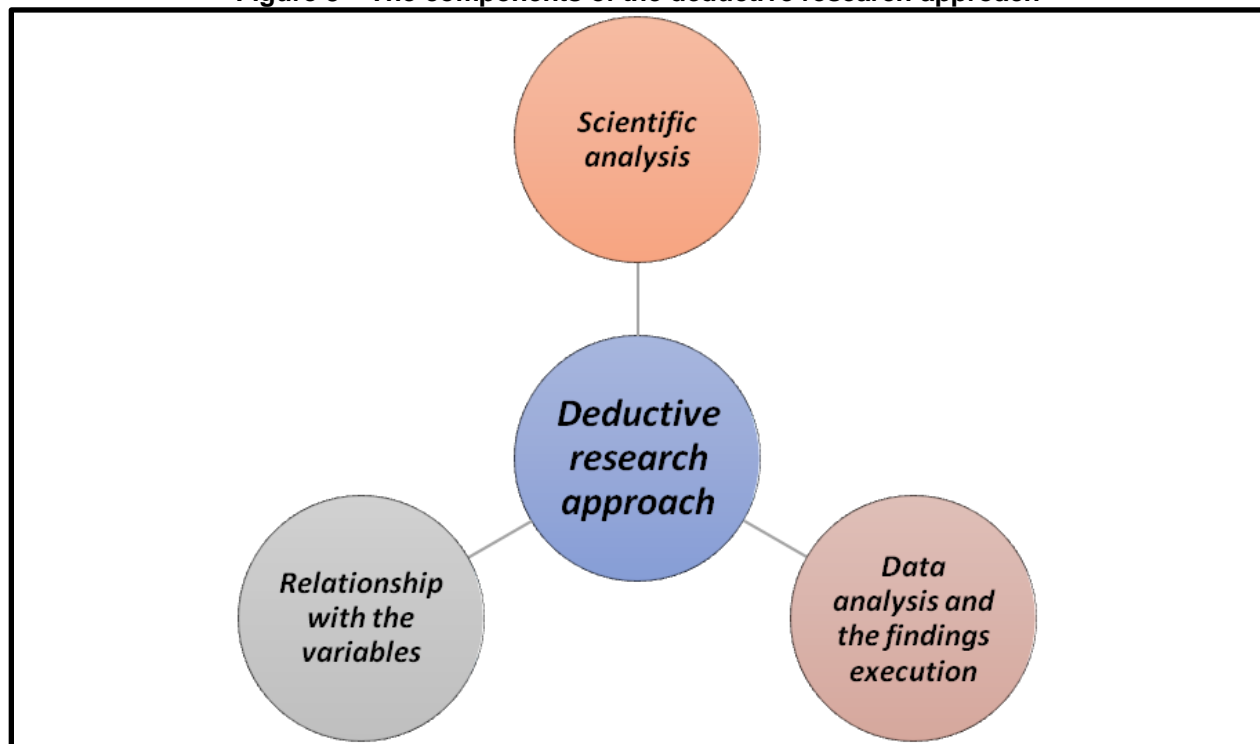
Source: Author (2022))

3.4 Research approach

The research approach for the analysis of the methodology is represented by the different approaches of the research such as the deductive research approach, the inductive research approach, and the research approaches of the abductive research approach. Regarding this, the research approach of the **deductive research approach** refers to the **scientific analysis** with the discussion of casual evidence of a study (Pearse, 2019). Additionally, the deductive research approach establishes the **relationship with the variables** like the values of the survey and the other numerical values with the descriptive viewpoint of a reach. In this research for the analysis of the dispute of the e-commerce for online marketing and the analysis of the traders as well as the consumer's opinion by the numerical evidence, the dynamic analysis is essential. On the other hand, the measures for the deductive analysis are the way to establish the calculation method the thought indicates the through the representation of quantitative

analysis (Benitez-Correa *et al.* 2019). After that, the entire values are interpreted and the structure of the interpretation of the analysis. Therefore through the analysis of the research approaches or the deductive research analysis, the interpretation is drawn by establishing the ***data analysis and the findings execution*** (Ochoa *et al.* 2019). The deductive methodology helps rectify the general viewer point and implement the specific topic such as in this regard the general indication of the reasons for the trade and its dispute is aligned with the specific problem of virtual marketing.

Figure 8 – The components of the deductive research approach



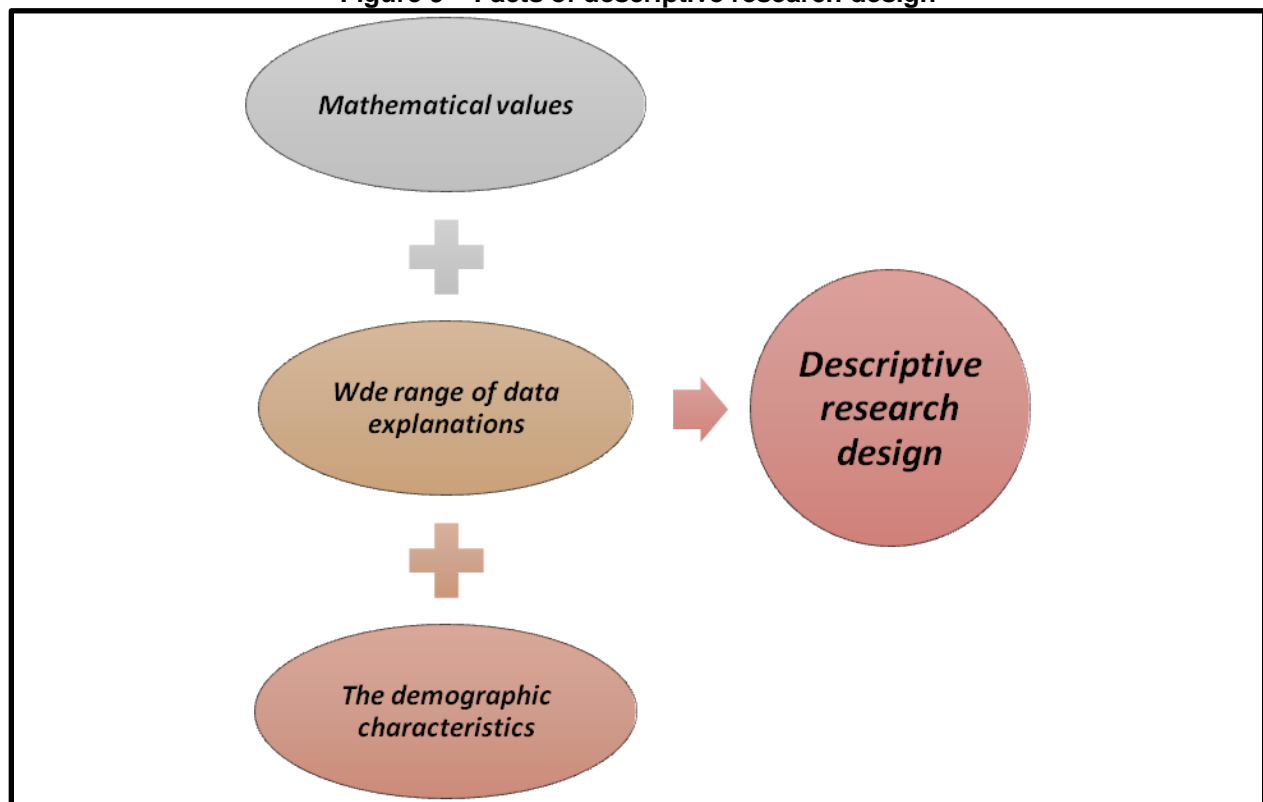
Source: Author (2022)

3.5 Research design

Research design is the particular strategy for the execution of the research to establish the contemporary viewpoint for the analysis. The structurization of the research is based on the different primary sectors of other research designs to establish the stages by which the entire analysis will be a stand that is emphasized by the research design. There are different research designs such as descriptive, the research design of experimental, the correlative research design, and many more. Regarding the research analysis on the identification of the impacts of

the research and other consumers on the negative execution of the online marketing sectors the **explanatory research design** is most suitable (Kosie and Lew-Williams, 2022). The explanatory research design refers to the **in-detail analysis** with the evidence of **mathematical values**. Most of the descriptive analysis for the research design is implemented on the basis of a targeted population and in the research, the targeted population is the traders and the other targeted population is the consumers. The research for the explanatory analysis identifies a **wide range of data explanations** (Atmowardoyo, 2018). Therefore the major use of the statistical techniques by different calculations is included in the descriptive research design. The research for the e-commerce marketing sector's changes desolation **the demographic characteristics** are added on to the method which helps to seek the information from the different sources.

Figure 9 – Facts of descriptive research design

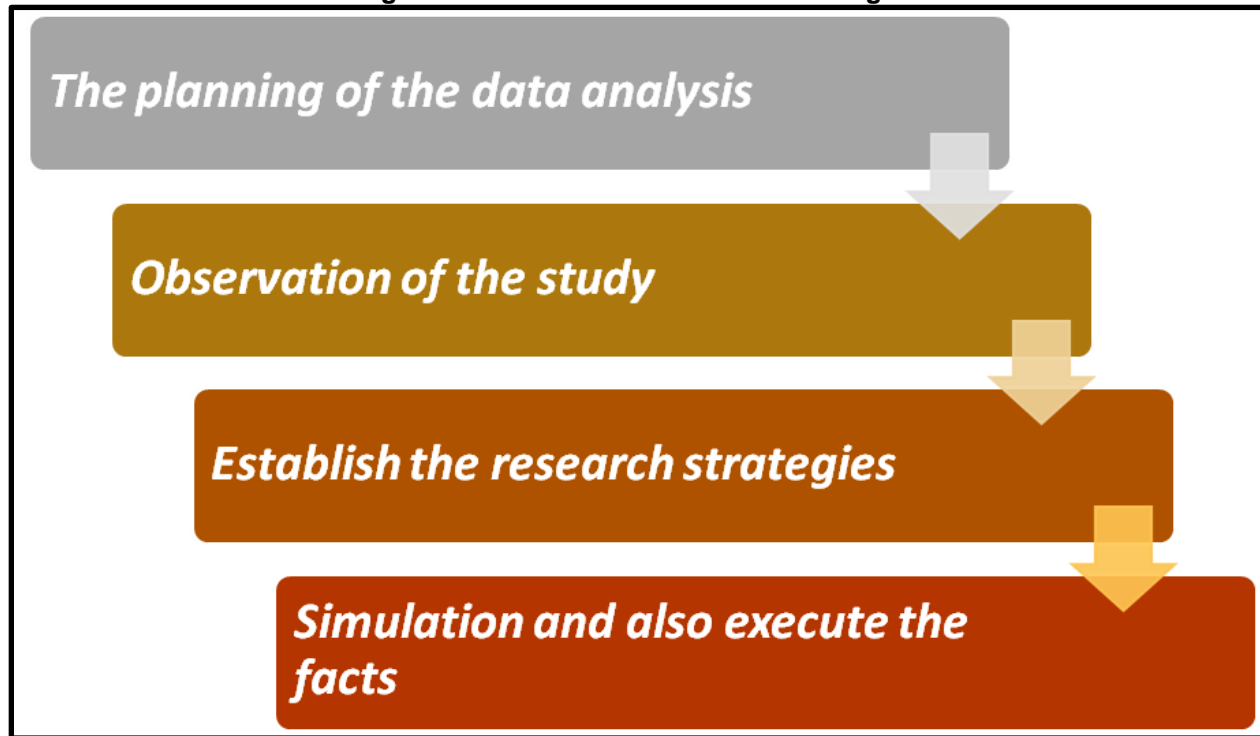


Source: Author (2022)

3.6 Research strategy

The research strategy is the representation of the systematic analysis with a step by step planning with the help of relevant data. The entire actions which are taken to establish the importance of the study area need to be set by planning, regarding this, ***the planning of the data analysis*** requires a strategy as well. The selection of proper strategies for the research analysis executes the results scientifically (Raja and Lakshmi Priya, 2021). In the present day, there are different research is done therefore to execute the view put of research the adoption of scientific strategies is essential. The execution of the research strategies includes the aspects of the ***observation of the study***, the experimental viewpoint for the future, and the construction of the questionnaire to identify the trends as consumers' opinions and others. Additionally, the other way to ***establish the research strategies*** is for the targeting group selection and the construction of the case studies. Regarding this, the research strategies are able to implement in the study with the help of ***simulation and also execute the facts*** of derived data (Wójcik, 2022). Regarding this, the steps for the final execution of the strategies of the research are such as the selection of the research aim and on the basis of that, the methods are accepted. After that, the rectification of the population for the study and the dataset are gathered. Regarding this, the planning is included, and then the analysis of the data and identification of relevant measures is established.

Figure 10 – The different research strategies



Source: Author (2022)

3.7 Data source and data type

The Data source refers to the collection of each day and the procedure additionally the types of data indicate the way the data is collected. The study analysis for the rectification of the e-commerce's negative impacts on the traders and consumer opinion establishment the specific survey is generated (Boström *et al.* 2021). The survey is done with the help of the **questionnaire method** and each of the collected data is authentic. Regarding this there are two surveys are done one is for the consumers and the other is for traders. Therefore the source poof the data is primary and the type is a numerical form that respects the nature of the survey. There are different types are data sources available such as the **primary data source** and the secondary data source. The primary data source refers to the collection of data by direct interaction and the secondary data source refers to the collection of data by accessing the different published documents. Regarding this the published documents can be of different types such as the governing documents and trading documents, and the different journal data and datasets are from newspapers and any relevant book. Therefore the secondary data are not collected by the researcher direct by indirectly. Through the knowledge of the different types

of data sources then it can be understood that the user data for the research is the primary data source which is collected by the questionnaire survey.

3.8 Population and sampling

The population and the sampling for the research refer to the focus group as well as the targeted population by which the entire analysis of the data and the calculation are implemented. Regarding those, the population can be from two or more groups and some of the population can overlap with the **focus group**. Regarding the population has to be relevant to the research issues. Any other random population for the research is not valuable such as for the research analysis of the identification of the traders as well as the trader's reaction to the difficulties of the e-commerce business, the reader and the consumers of these specific issues faced population is the focused group (Adler, et al. 2019). Therefore this is the population and the targeted group see based o two regions is the service provides and the other is the service consumers. Regarding this **random sampling** is done for the data, and there are **05 respondents in the questionnaire survey for traders**. Regarding this, it is a **primary quantitative survey** as each day is collected through Google Forms, triggered through social media (WhatsApp, Facebook, Instagram and G-mail). The random sampling method refers to giving importance to each respondent equally and no biasness is issued. Random sampling also emphasizes executing the balance population reaction in the form of a numerical dataset. The respondents of the traders were 05 and the consumer responders were 115. The entire response is analyzed with the help of tabulation and graphical methods. Therefore the discussion on the population selection and the sampling selection was authentically established.

3.9 Data collection process

The data collection process refers to the collection of data for the research and also to the establishment of the importance of the study by the statistical relevance. The data collection process is intertwined with the target population discussed earlier and sampling methods such as the random sampling method. In this sense, data sets are collected to enhance the research

to establish the point of view for analyzing the difficulties of e-commerce. In this sense, the data collection process in particular of this research is done by adopting defined questionnaires and sent to both the consumer and the supplier. The questionnaire is designed to identify essential research challenges. Thus, the identification of the challenges for e-commerce breakdowns and the issue for the population is established. After that, the result is automatically calculated by Google Forms and the data is preserved. After that, both data are illustrated and interpreted.

3.10 Data analysis plan

The data analysis is the next sector of the data calculation to compete with the methodology analysis for the research study of the findings of the opinion of the consumers and the traders of the comers reading sector. The data that has been collected with the help of the survey has been analyzed by the ***Quantitative manner*** which is appropriate for the proper analysis of these primary data. The analysis plan refers to the brief description of a sector of the data collection with the relevant calculation of the data to set the interpretation. Therefore the data plan and the analysis is the transition zone of the data analysis and the interpretation drawing. Data analysis is concise with different factors such as the calculation of computerized scientific analysis with the representation of graphics generated by the Google Forms program itself. The digital calculation is performed with the aid of the graphical representation execution. Graphical representations like the pie chart for research and scientific analysis are scaled in research. All data analysis is done with the help of all primary data collected through the questionnaire sent to the people selected for the research, there in the data analysis plan the population that is directly involved in the questions and is facing the challenges the difficulties of generating capital and for generating products in the e-commerce sector in relation to this nation of Ireland, the merchant population and the consumer focus group and the population point of view are directly included. In relation to this explanation to illustrate the issues and to identify the mitigation facts highlighting the gaps in the e-commerce sector representation is crucial. The graphical representation is useful for implementing research gaps very simply and also for expressing the importance of research for each person in society. Furthermore, the study data and calculation are scientific and the entire analysis is evidence of the statistical analysis. Therefore, executing the data and tabulating the correct way is essential to execute the

researcher's point of view in a very informative way to raise awareness about e-commerce and its negative aspects. Furthermore, each of the datasets and the illustration are authentically done and the interpretation of the study is directly related to the research factors.

3.11 Ethical consideration

The ethical consideration of the research and methodology stated that the dataset and each of the methods are authentic and the collected dataset is not copied from anywhere. Furthermore, the representation of the research project for the research is self-created and the selection of the research philosophy and objective follows all research ethics. In research, analysis and graphics; representations are not unethically or illegally copied from another journal all graphics are generated by feeding through responses on the Google Forms platform. The research is not previously done for other journals and the methodology thinking is authentic. In this sense, the dataset is collected by the primary survey with the help of the questionnaire survey. The confidentiality of respondents' personal information is also defined for the security of survey results. So analysis is for research is the repetition of authentic data and scientific analysis.

3.12 Time plan

Table 3 – Time plan

Actions	Wee k 1	Wee k 2	Wee k 3	Wee k 4	Wee k 5	Wee k 6	Wee k 7	Wee k 8	Wee k 9	Wee k 10
Choosing of topic										
Setting the aims and relevant objectives										
Illustration of the background of the research topic										
Explanation of the previous literature for the research analysis										
Choosing the suitable method and data collection techniques										

A brief analysis of the collected data and drawing the interpretation										
Analysis for the interpretation										
Drawing the conclusion for the whole research										
Final closure of the research and submission										

Source: Author (2022)

The time plan establishes the ten-weeks brief actions and planning of the research execution. The entire time plan was very essential for the systematic analysis of each sector of the research. Additionally, the time plan is part of the methodology as it also represents the structure of the research.

3.13 Summary

The entire reach methodology analysis each sector of the methodology and helps to summarize the research philosophy and the research approaches. In this research methodology, the positivism fresh methodologies are accepted and the deductive research approaches are taken.

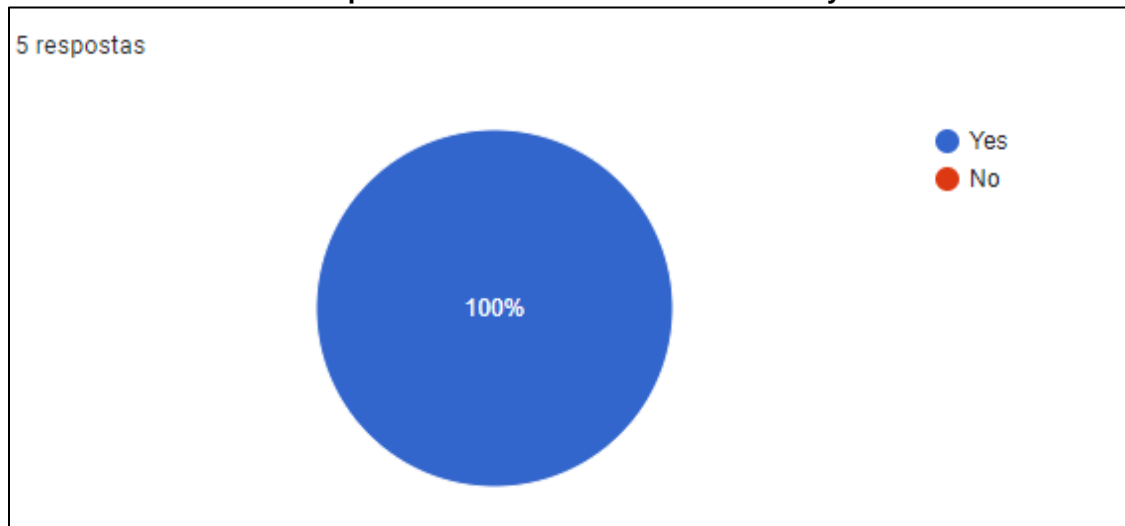
Additionally, the research data collection methods are done with the help of the primary data collection method. The questionnaire for the nation and the survey execution also was part of the methodology analysis. Regarding this, the research design of the study is descriptive which execution on the critical explanation each of sector of the data. Each of the strategies and the actions for the establishment of the data set is explained by the data analysis plan.

Chapter 4: Findings and analysis

Primary data of traders

Question 1: Does your business use e-commerce platforms or sell online products or services in Ireland?

Graph 1 – Question 1 of the traders survey

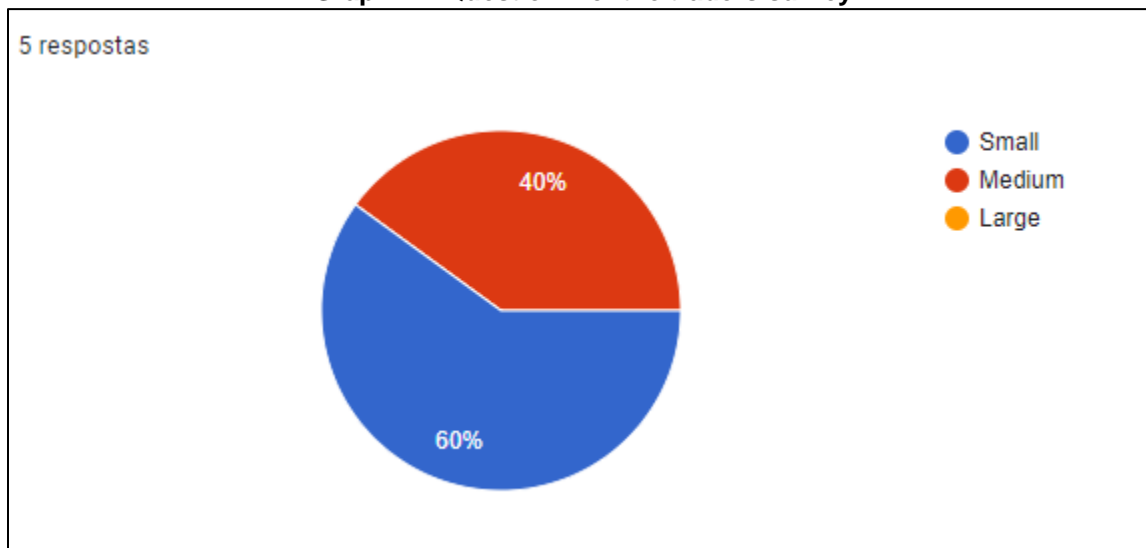


Source: Author (2022)

Based on the chart above, among the 05 traders who respond, it can be seen that 100% of the participants make use of platforms to sell products or services, showing how important the online market is for businesses today.

Question 2: Do you consider your online business is ?

Graph 2 – Question 2 of the traders survey

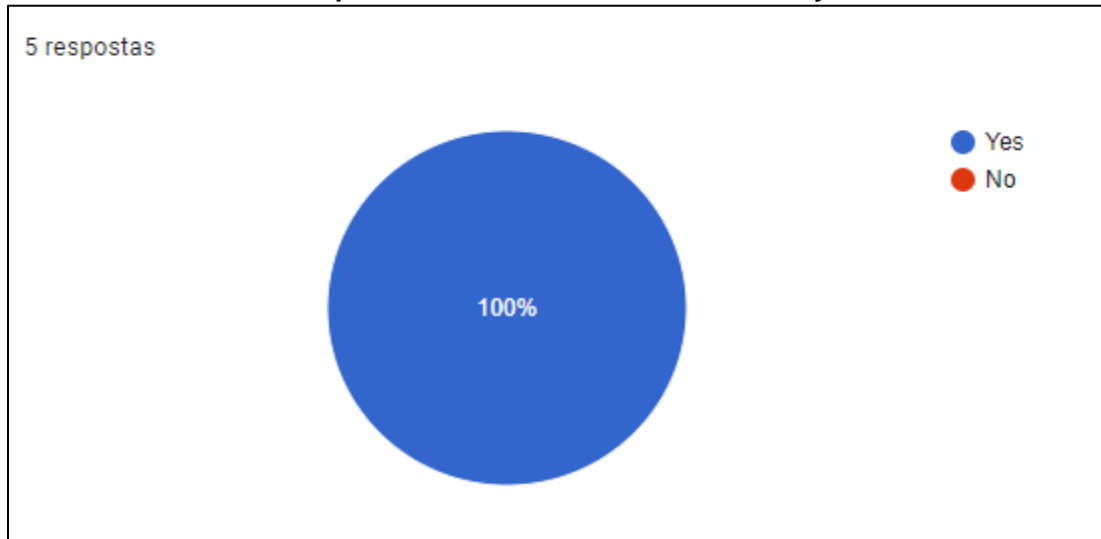


Source: Author (2022)

Based on the graph above, it can be seen that most participants consider themselves to be small-sized businesses among the 05 respondents, mainly small companies have taken advantage of the opportunity to expose and sell their products and services on large online platforms, being able to have a very large interaction and exposure of their products/services. After the Covid-19 pandemic situation, most companies have preferred to adopt digital platforms to maintain the workflow through digital mode.

Question 3: Do you think that because the Pandemic (COVID-19), as a result of social isolation for long periods, brought new habits to consumers such as online shopping, there was an increase in e-commerce in Ireland, and with that the number of complaints also increased?

Graph 3 – Question 3 of the traders survey

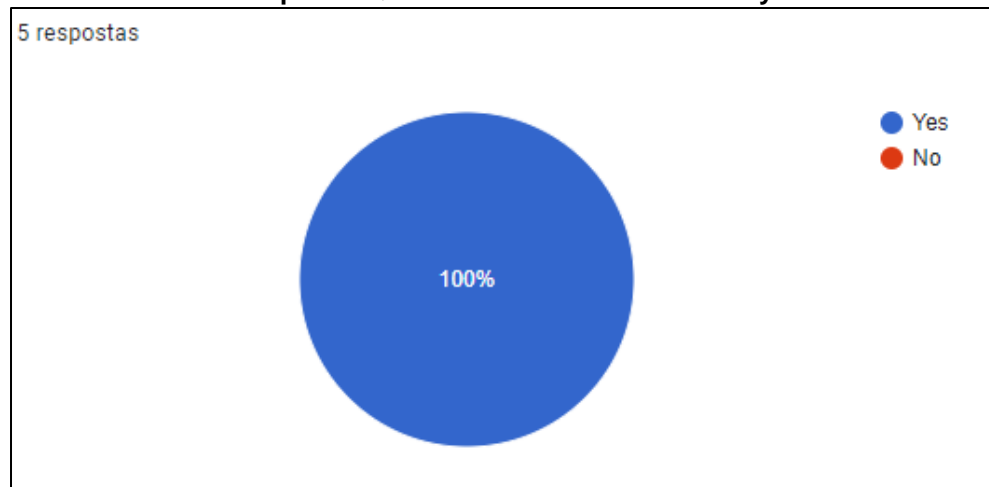


Source: Author (2022)

Based on the above chart, it appears that 100% of participants agree that due to the Covid-19 pandemic and isolation, the consumption of products and services online through platforms has increased considerably and with that, the number of complaints has also increased.

Question 4: Do you think that because the Pandemic (COVID-19), as a result of social isolation for long periods, brought new habits to consumers such as online shopping, there was an increase in e-commerce in Ireland, and with that the number of litigation also increased?

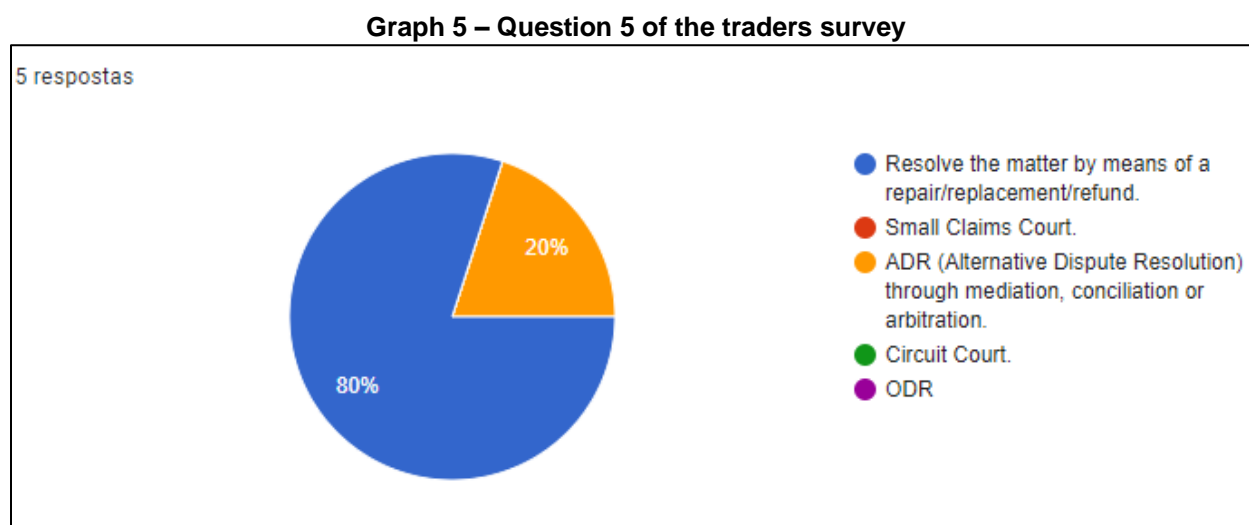
Graph 4 – Question 4 of the traders survey



Source: Author (2022)

The increase in sales of online products is more than proven, platforms such as Amazon have become real money-making machines, Covid-19 has made people stay at home and with that internet access has made consumption increase Today, after the pandemic, habits have changed and online shopping and the comfort of being able to do this from your home or anywhere has continued and everything indicates that this is a path of no return, online shopping continues to grow and unfortunately but in a way normal, problems and conflicts in the relationship between consumer and supplier also increase. New problems arise such as lack of stock, which has been found to be one of the main complaints on the part of the consumer, the product is sold but it is no longer in stock, with that either the product is delayed, or it does not arrive or something different from the that was requested. Problems like this increase the conflicts that are sometimes not resolved with a call or an email of complaint and that is where the ODR is increasingly present and has been chosen by many traders as a great tool for conflict resolution and avoiding the judiciary. The graph shows that all 5 traders believe so yes.

Question 5: In your view, what is the most practical and cost-effective way of dealing with consumer complaints?

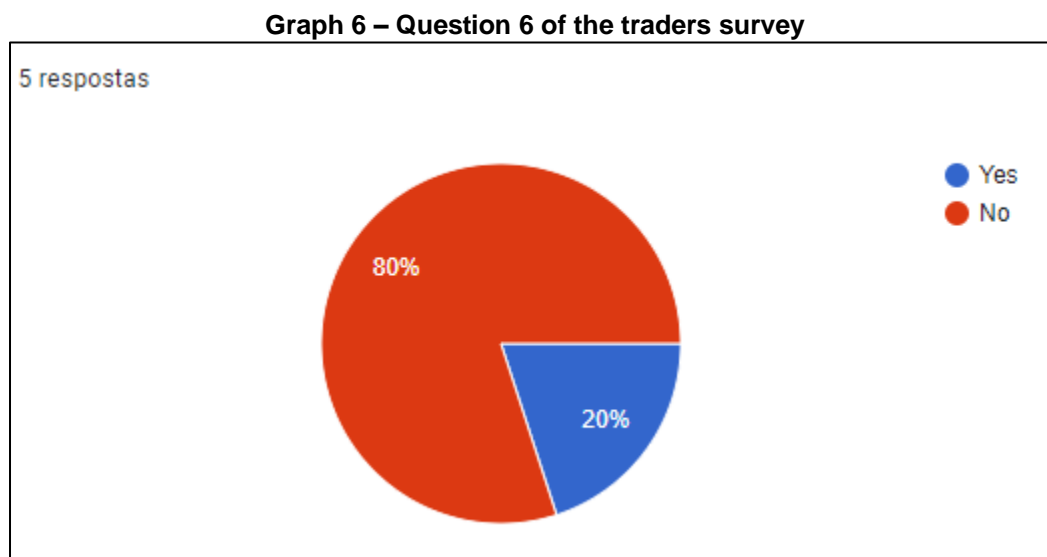


Source: Author (2022)

Based on the above-mentioned graph it can be seen that 04 the participants stated that they try to resolve the matter of customer complaints based on the purchasing product by means of

refund and the replacement of the product to the customer. On the other hand, only 01 of participants preferred to use ADR (alternative dispute resolution) to resolve the complaint issues of the customer.

Question 6: Are you aware of ODR (Online Dispute Resolution can be defined as the deployment of applications and computer networks for resolving disputes, through video calls, emails, and chats with the help of specialized mediators, conciliators or arbitrators through prepared platforms and websites) in e-commerce?

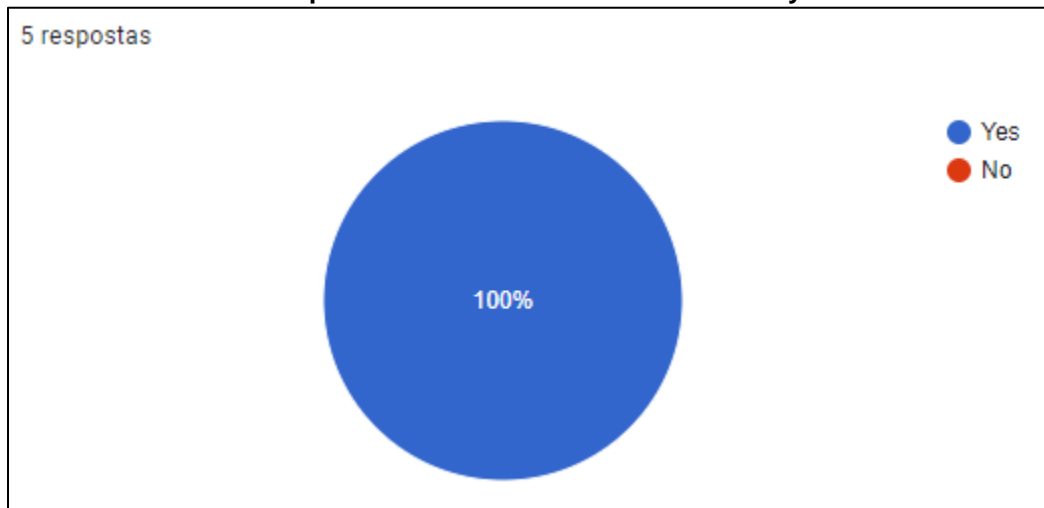


Source: Author (2022)

The graph above can give us a hint of how new this conflict resolution process is, despite the high rates of conflict resolution, only 01 person out of 05 who answered the questionnaire was aware of the ODR system.

Question 7: Do you think Online Dispute Resolution is a good option to mitigate problems between traders and consumers in Ireland?

Graph 7 – Question 7 of the traders survey

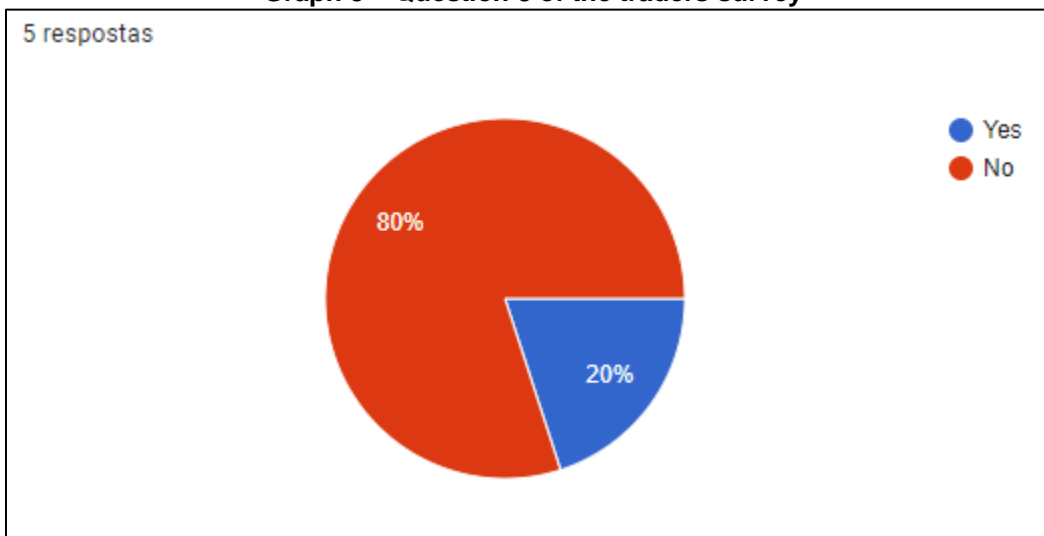


Source: Author (2022)

100% of traders who responded to the survey, despite the majority just being aware of another conflict resolution alternative just now, stated that ODR is indeed a good option for online dispute resolution.

Question 8: Has your business already used an ODR (Online Dispute Resolution) tool to resolve online purchasing issues with a consumer?

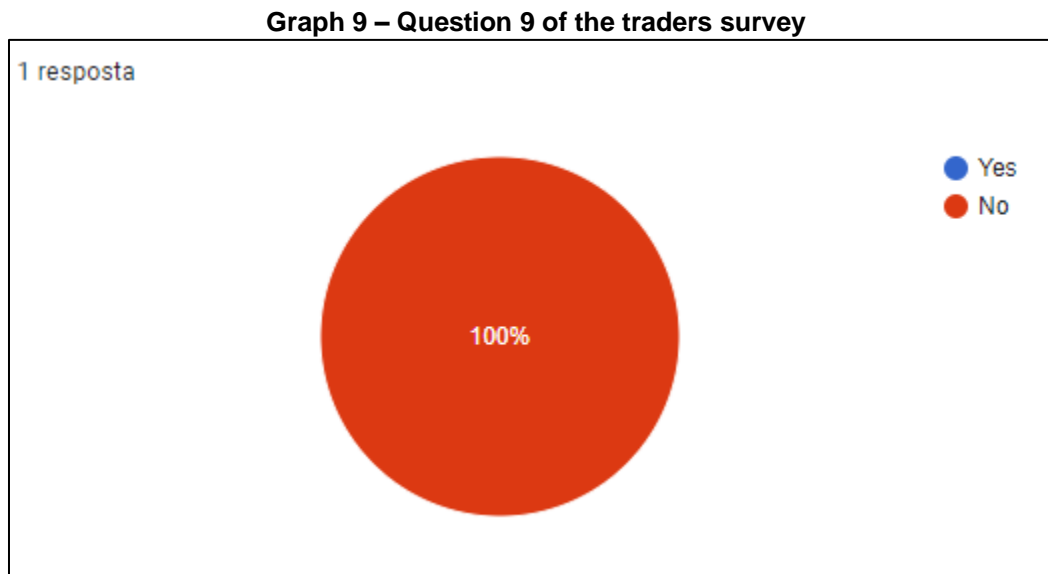
Graph 8 – Question 8 of the traders survey



Source: Author (2022)

The graph shows that only one person who appeared in the survey used ODR as a way of trying to resolve the conflict.

Question 9: If you answered YES to Question 8: Does your business have ODR (Online Dispute Resolution) policies?

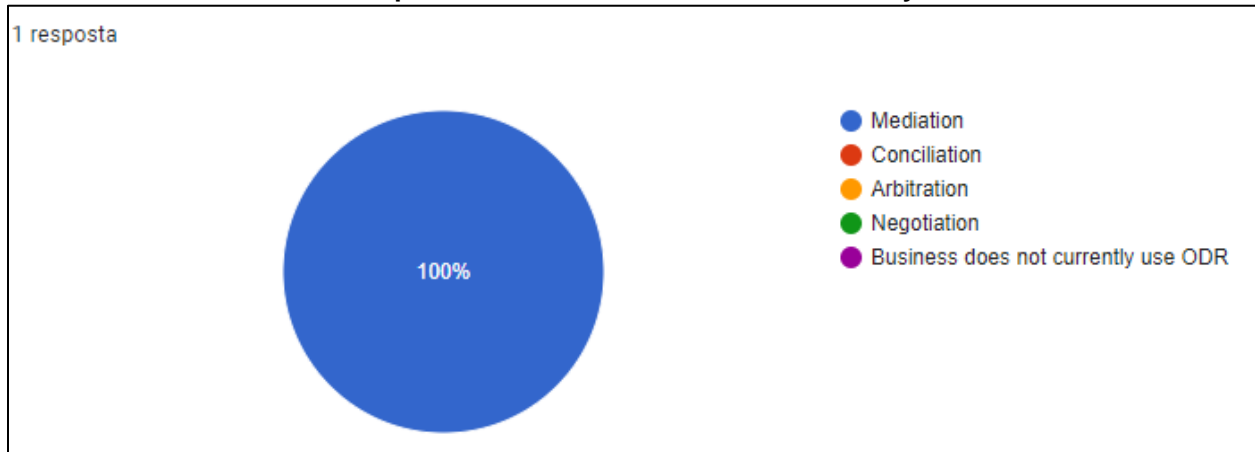


Source: Author (2022)

The graph shows that the person who used ODR as a way to end online conflict in the previous question has already turned the practice into his company's policy, apparently showing a sign of approval of this conflict resolution system.

Question 10: If you answered YES to Question 8: Which online conflict resolution method is the most used when your business trying to resolve online shopping conflicts with consumers?

Graph 10 – Question 10 of the traders survey

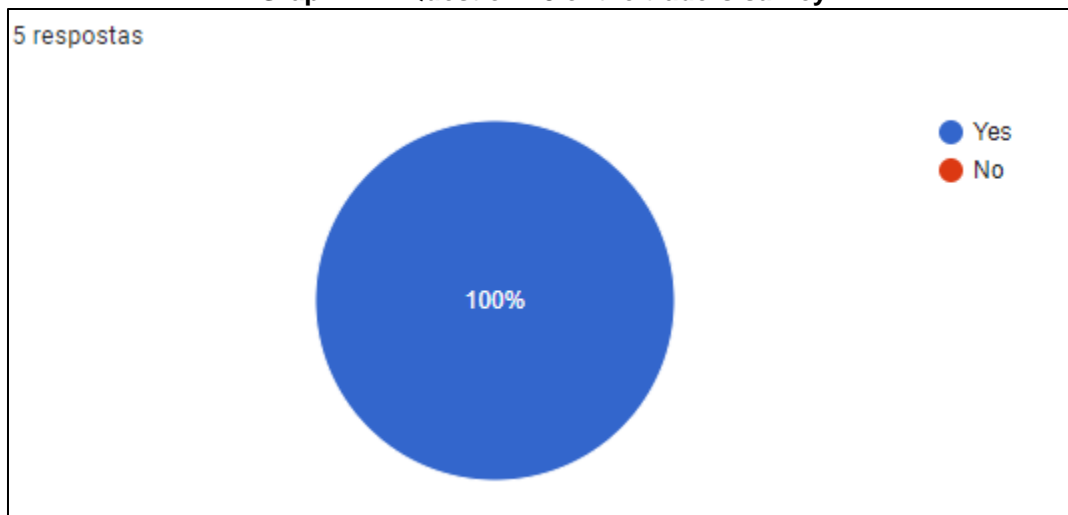


Source: Author (2022)

Above shows that the preference of the ODR method used by this trader who participated in the research is that of mediation, where a third party conducts the dispute online with an impartial role and tries to get the parties to talk to each other, expose their problems and try to on their own to come to an agreement.

Question 13: Do you think it is feasible for businesses that sell products and services online to use the ODR (Online Dispute Resolution) tool as a way of solving e-commerce problems if they do not already use it?

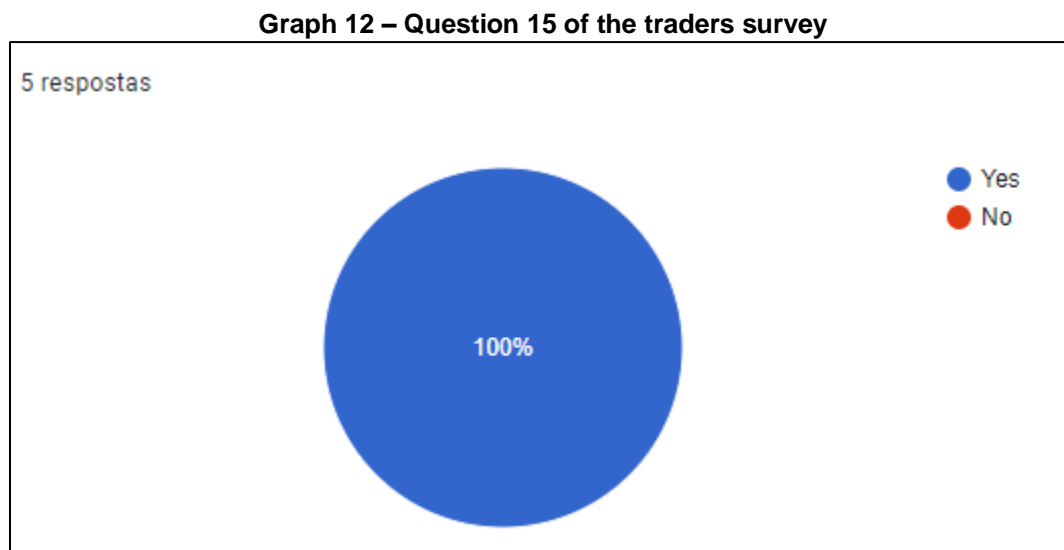
Graph 11 – Question 13 of the traders survey



Source: Author (2022)

The chart above is unanimous as to the feasibility or advantage of using the ODR method to handle online disputes between the consumer and the provider of online products or services.

Question 15: Do you think that adhering to and advertising ODR (Online Dispute Resolution) policies is a good strategy to attract more consumers and provide more transparency, protection and credibility to the e-commerce sector?

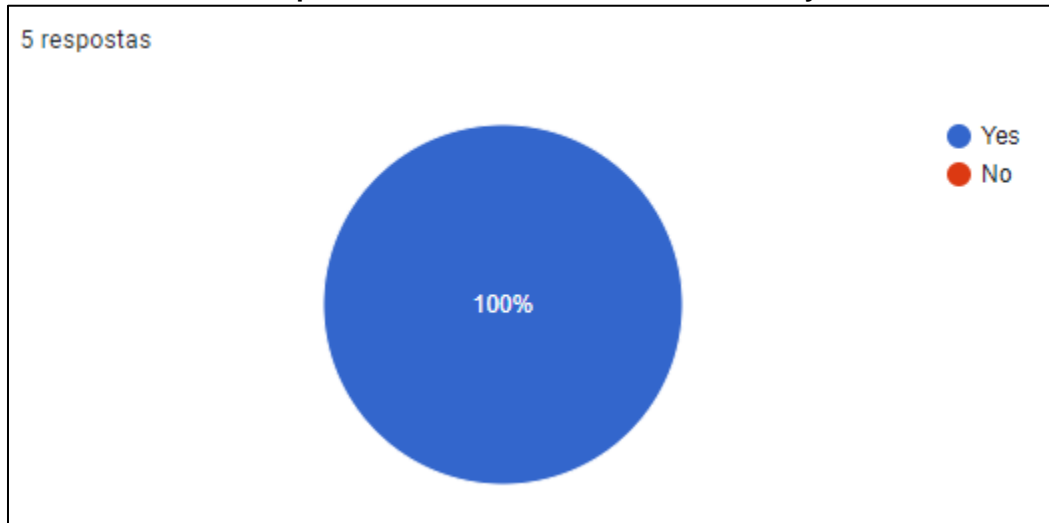


Source: Author (2022)

The Graphic above helps to establish views on the importance of establishing policies to solve the problems of the e-commerce sectors. In this sense, as 100% of the participants said yes, it is a good strategy for businesses to adopt and disseminate this practice, showing that the consumer wants to have as little fear as possible when making an online purchase and if a business demonstrates that it has practical and innovative means of conflict resolution if it is the case, the chances of consumers choosing to buy from a business that makes use of this practice is much greater.

Question 16: Do you think that the use of ODR (Online Dispute Resolution) is beneficial for businesses in terms of developing good consumer relationships?

Graph 13 – Question 16 of the traders survey

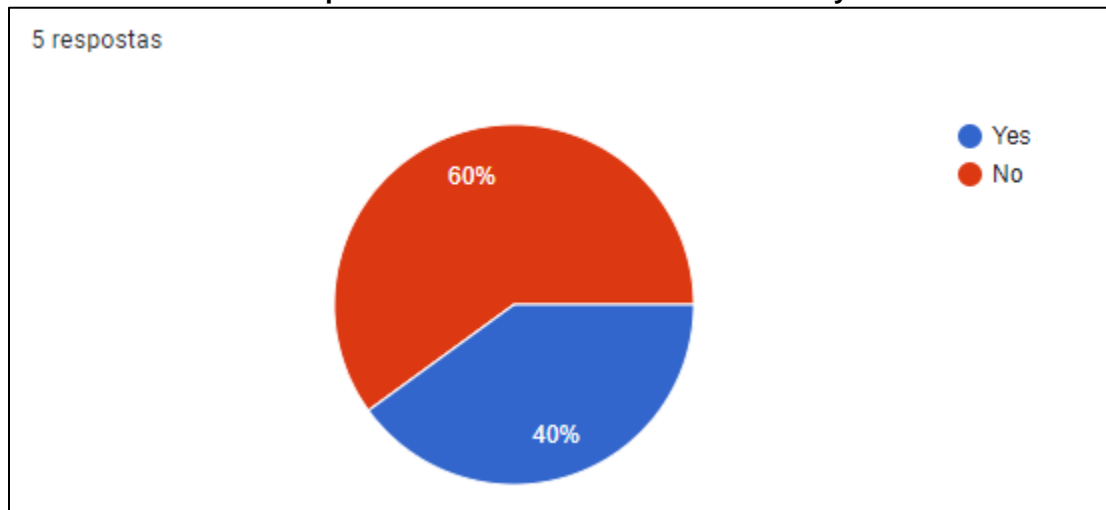


Source: Author (2022)

Based on the above-mentioned figure, it can be seen that 100% of traders said that online resolution tools are beneficial and indeed help to create a greater bond with the consumer, showing him that if there is a problem with the purchase and that problem is not solved immediately, the business has channels or means to listen to this consumer and reach a good agreement. This opening of dialogue through modern tools is super important for those who today want to strengthen ties and have loyal consumers.

Question 17: Do you think that because of the online method of conflict resolution where the parties are not physically present in the same place, it can harm or distance the relationship between the consumer and the trader?

Graph 14 – Question 17 of the traders survey

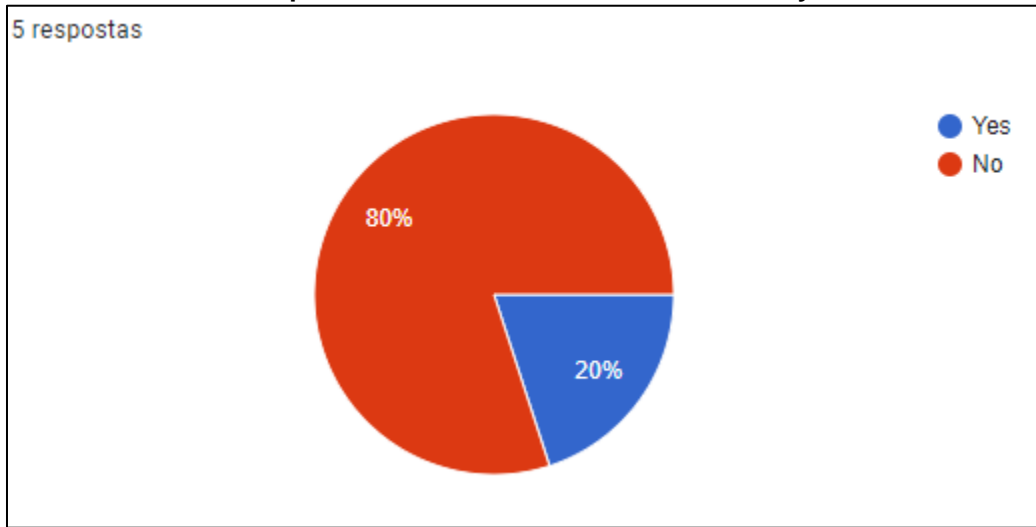


Source: Author (2022)

Based on the figure above, it can be seen that 60% of the participants say that the ODR resolutions, because they are online and not face to face, do not interfere in the dealings with the consumer, not generating any type of damage or disadvantage of the face to face, however, 40% say that it can end up creating a distance, which sometimes because it does not have the interpersonal factor, can get in the way of a better solution to the problem.

Question 18: ODR (Online Dispute Resolution) is one of the ADR (Alternative Dispute Resolution) tools that, through online platforms using methods such as mediation, negotiation, conciliation and arbitration, seeks to facilitate, save time and money on conflict resolutions between consumers and suppliers of online products and services. Does your business currently use any other means of conflict resolution to solve issues between consumers and traders?

Graph 15 – Question 18 of the traders survey

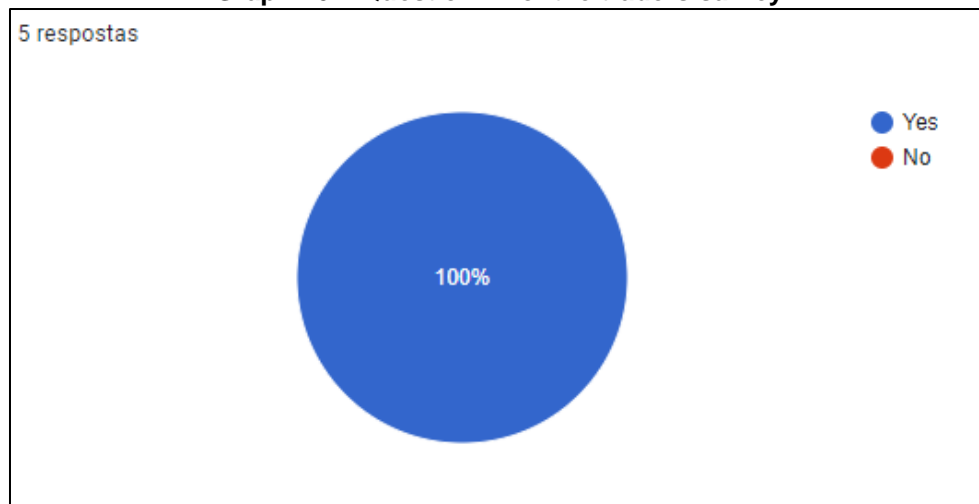


Source: Author (2022)

Only one of the interviewees reported using a different method than ODR to solve online shopping problems and he said he used the consumer help channel. It's a good way to try to solve the case at first and also create a good relationship with your consumer, but depending on if the case gets worse, most of the time you don't have the help of a team or specialized system.

Question 22: Do you think that online consumers would be able to manage the technology associated with using ODR (through email, chat, and videoconferencing)?

Graph 16 – Question 22 of the traders survey



Source: Author (2022)

100% of respondents believe that consumers in general will have no problem using technology to use the ODR system if necessary.

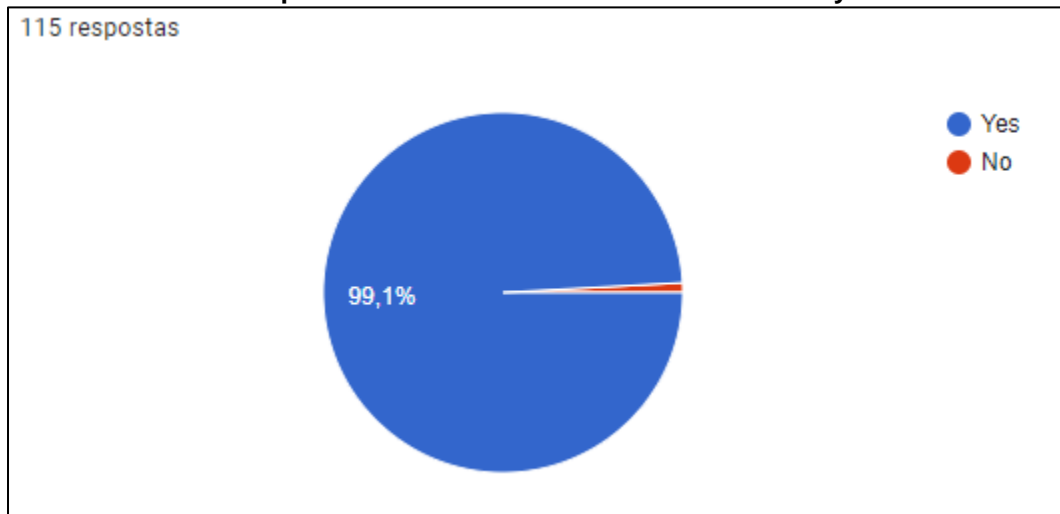
Primary data of consumers

The primary data set is collected by the researcher from conducting the survey by sending a questionnaire through social media (Google Forms) to 115 consumers.

Question 1: “Are you residing in Ireland”?

Row Labels	Count of 1. Are you residing in Ireland?
No	1
Yes	114
Grand Total	115

Graph 17 – Question 1 of the consumer’s survey



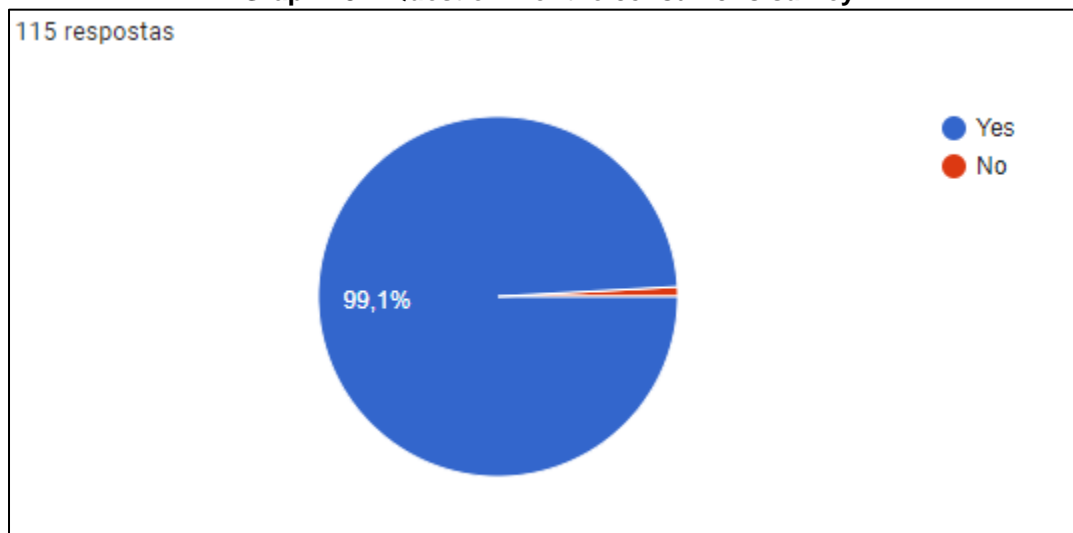
Source: Author (2022)

Based on the figure above, it can be seen that the research participants reside in Ireland. Only one participant is from outside Ireland according to the dataset collected.

Question 2: “Do you buy products/services online”?

Row Labels	Count of 2. Do you buy products/services online?
No	1
Yes	114
Grand Total	115

Graph 18 – Question 2 of the consumer’s survey



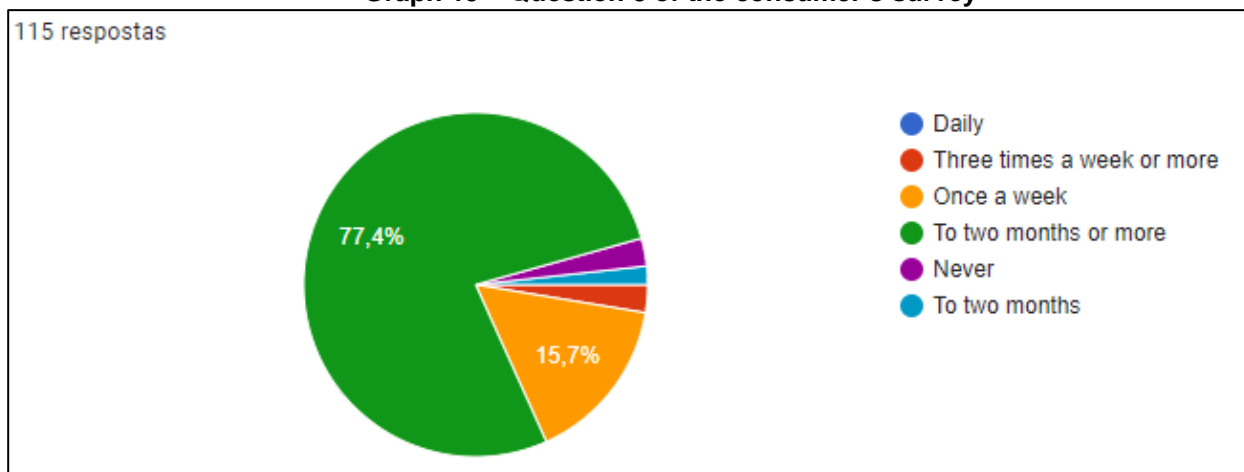
Source: Author (2022)

The figure above represented the scenario of the current consumer buying situation in the Irish market. From the data set, it can be seen that 114 of the 115 participants make online purchases and only 01 does not.

Question 3: “If you answered YES to Question 2, how often do you purchase products/services online?”

Row Labels	Count of 3. If you answered YES to Question 2, how often do you purchase products/services online?
Never	3
Once a week	18
Three times a week or more	3
To two months	2
To two months or more	89
Grand Total	115

Graph 19 – Question 3 of the consumer’s survey



Source: Author (2022)

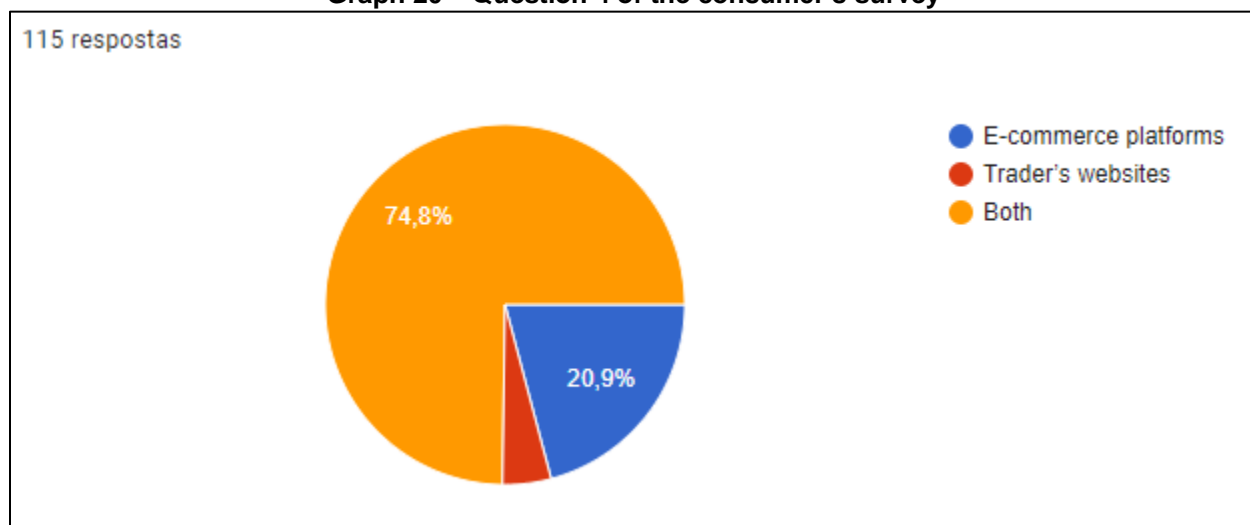
The figure highlights the frequency with which participants make online purchases. It is stated that among the responses collected, 86 consumers make some type of online purchase every two or more months. In addition, there are 18 participants who like to buy the product online once a week, 03 of them make online purchases three times or more a week, 02 of them every two months at most and 03 answered never, that judging by the answer to the question previous

two of them must mean that they almost never shop online. With this, it can be said that almost all consumers who are engaged in the research process are comfortable with online shopping.

Question 4: "Do you use online shopping platforms (exp: Powercity, eBay, Market street, Adverts, Gumtree, Amazon) or avoid the platforms and shop directly from traders (exp: <https://www.nike.com/ie/>, <https://www.apple.com/ie/>, <https://www.samsung.com/ie/>) products/services websites"?

Row Labels	Count of 4. Do you use online shopping platforms (exp: Powercity, Ebay, Marketstreet, Adverts, Gumtree, Amazon) or avoid the platforms and shop directly from trader's (exp: nike.com.ie, apple.com.ie, samsung.com.ie) products/services websites?
Both	86
E-commerce platforms	24
Trader's websites	5
Grand Total	115

Graph 20 – Question 4 of the consumer's survey



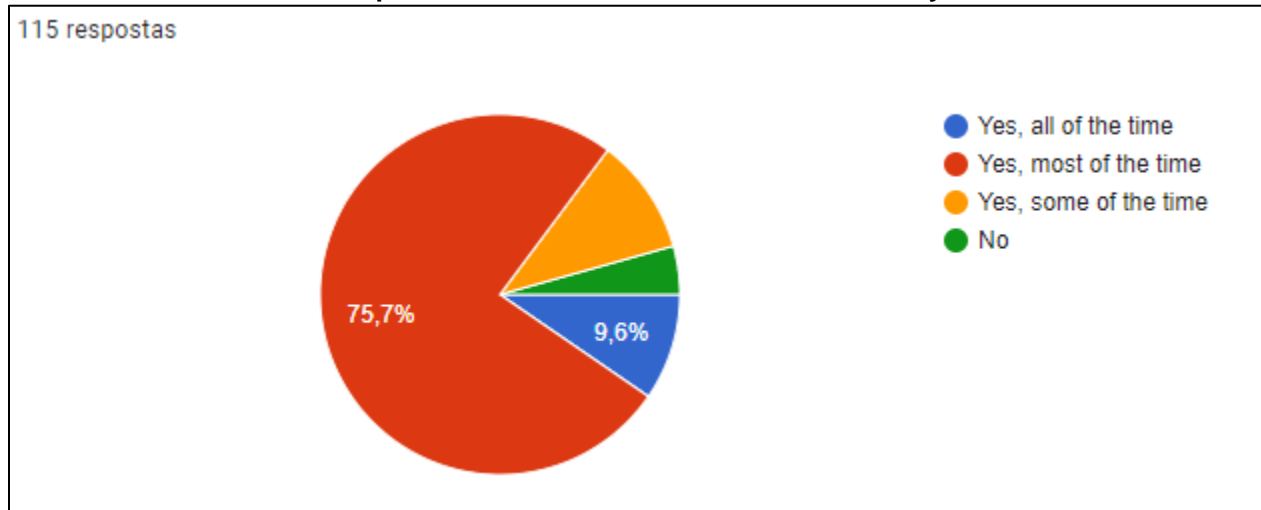
Source: Author (2022)

The figure above reflects that the use of online shopping platforms such as eBay, Adverts and Amazon has helped suppliers, especially small ones, to be able to expose their products on large sales platforms with a large volume of daily access, not restricting business to only sell their products on their own websites. Based on the dataset, it can be added that, among the total respondents, 115, only 5 respondents use traders' websites, where generally the consumer knows exactly what he wants, brand, size and where to look. Only 24 respondents use only online shopping platforms and 86 participants claim to use both, one-hour buying directly from suppliers such as the Nike or Apple website and other time buying from platforms where you can find everything. Thus, showing mostly an audience capable of migrating from sites and platforms to buy products online to another that offers a service, a product or more security at the time of sale.

Question 5: “Do you feel safe shopping online”?

Row Labels	Count of 5. Do you feel safe shopping online?
No	5
Yes, all of the time	11
Yes, most of the time	87
Yes, some of the time	12
Grand Total	115

Graph 21 – Question 5 of the consumer's survey



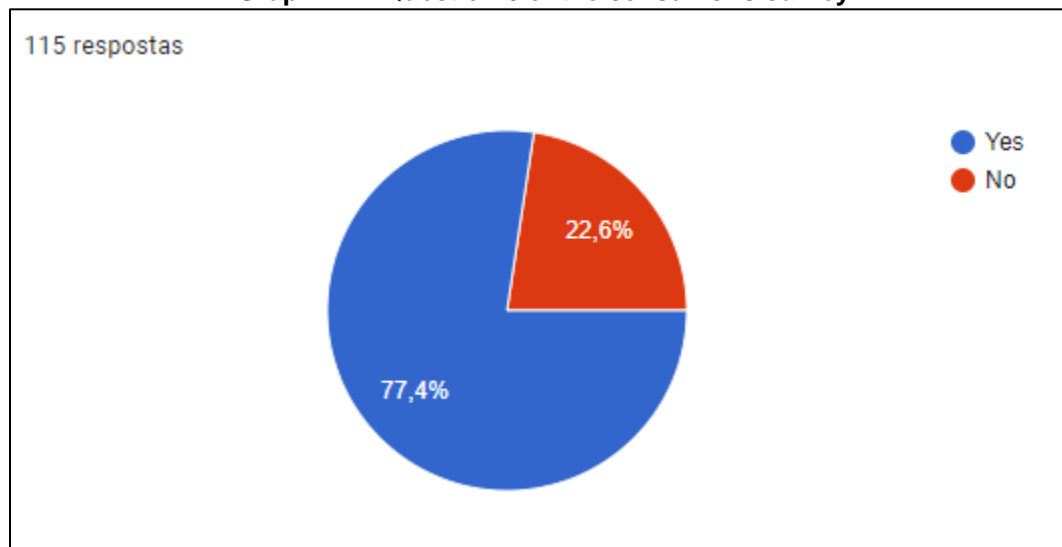
Source: Author (2022)

This graph shows us that only 05 people out of 115 survey participants do not feel safe when shopping online. This shows that, in general, trust when shopping online ends up attracting more and more consumers, showing once again that it is a growing sales market and increasingly needs systems that collaborate and bring more security when shopping online. Tools like ODR become an attraction for more apprehensive buyers and more and more businesses see this type of tool as necessary to be applied as company policies. Not only as an advertisement for the consumer but as a way of saving money and time mainly if necessary.

Question 6: “Have you ever had a problem when shopping online where you had to ask for a product exchange, have the product repaired, or request a refund for the product or service”?

Row Labels	Count of 6. Have you ever had a problem when shopping online where you had to ask for a product exchange, have the product repaired, or request a refund for the product or service?
No	26
Yes	89
Grand Total	115

Graph 22 – Question 6 of the consumer’s survey



Source: Author (2022)

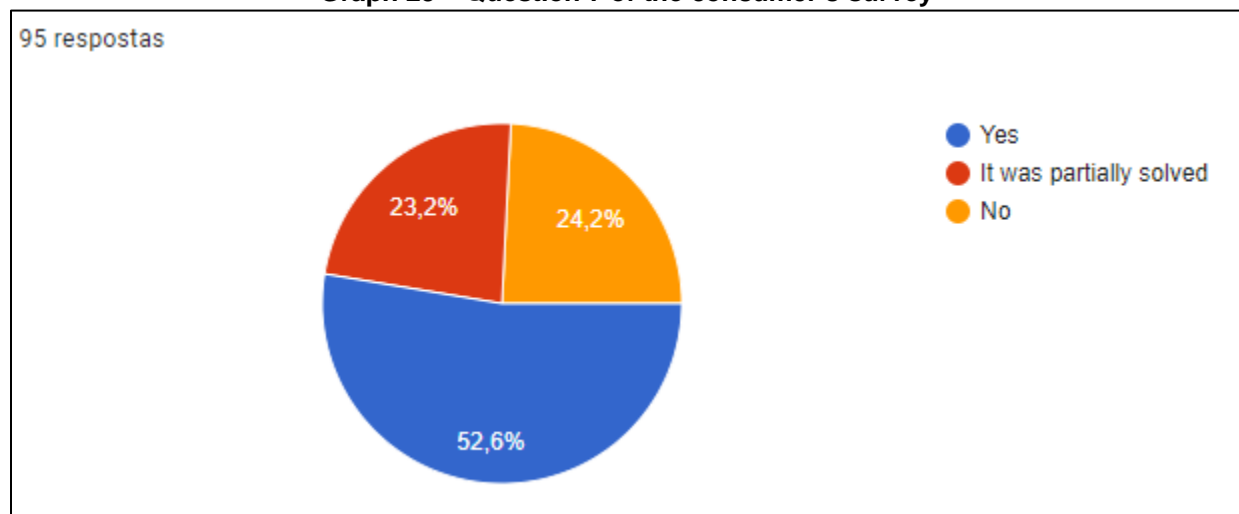
If you mainly have the habit of buying products online more often, it is inevitable that at one time or another you will need to ask for an exchange, a repair or even your money back. This is what the majority of numbers show in the chart above, unfortunately, requests like these end up being normal in the online world, the problem is when this step is not resolved and that is

when the ODR tool comes into use, when the basic requests are exhausted initial repairs, exchanges or refunds, for example, proving that there is often a communication problem between the parties, and ODR will handle this situation as professionally as possible in an attempt to resolve the problem and on many occasions even restore trust between the consumer and the provider of online products or services.

Question 7: “If you answered YES to Question 6 did you manage to solve your problem?”

Row Labels	Count of 7. If you answered YES to Question 6 did you manage to solve your problem?
It was partially solved	22
No	23
Yes	50
(blank)	
Grand Total	95

Graph 23 – Question 7 of the consumer’s survey



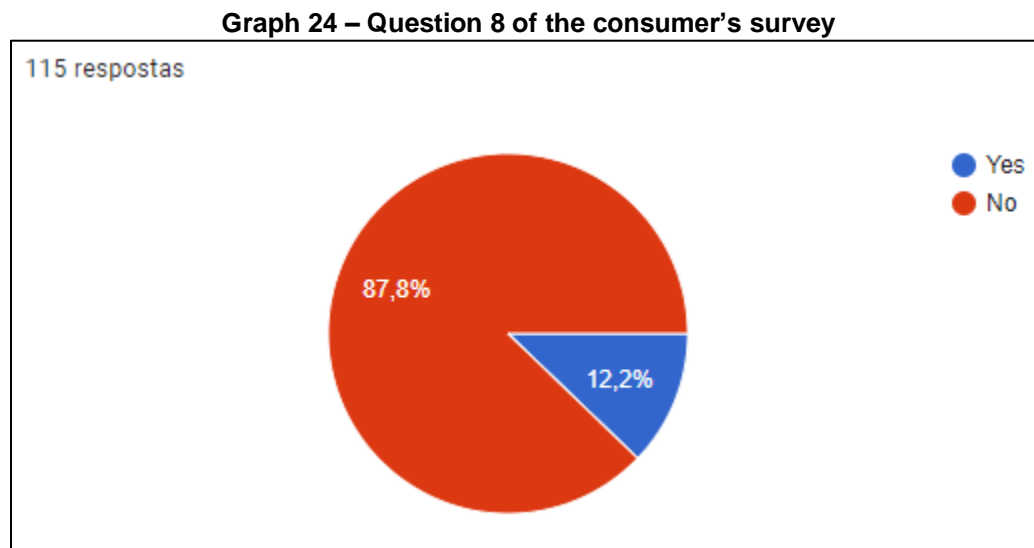
Source: Author (2022)

As every problem can be solved, not solved, or partially solved, as shown in the analysis of the graph of the previous question, the problems may not be solved or partially solved, making

ODR necessary to be able to close this dispute once and for all. The graph shows that combining the unresolved and the partially solved, it becomes a share of almost 50% of problems that needed a solution through tools such as ODR. If you look at the percentage, it increases every day and with the growth of the market, more tools like ODR are needed to deal with the problems faced in the market for the consumption of online products and services.

Question 8: “Have you ever filed a lawsuit for a problem you experienced after purchasing products/services online”?

Row Labels	Count of 8. Have you ever filed a lawsuit for a problem you experienced after purchasing products/services online?
No	101
Yes	14
Grand Total	115



Source: Author (2022)

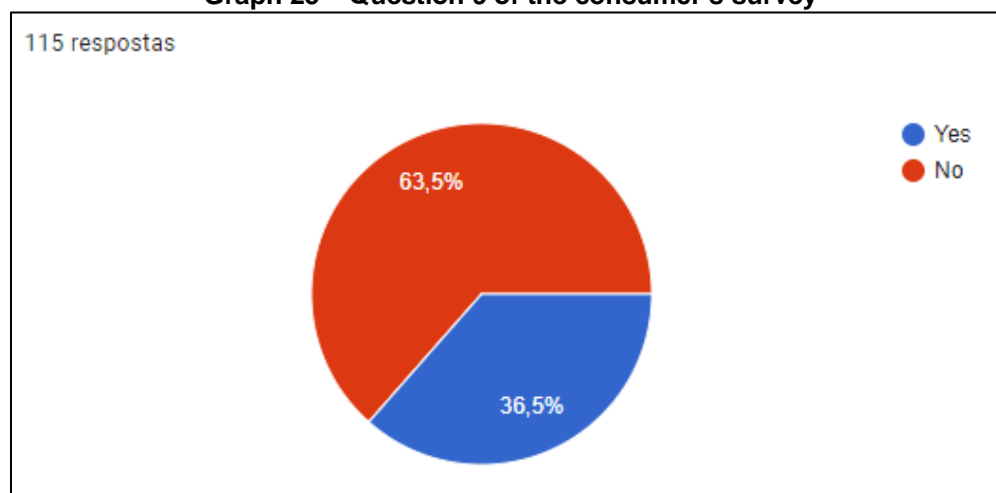
Of the 115 participants, only 14 of them have already filed a lawsuit against problems faced with purchases made over the internet. As expected, the vast majority do not file lawsuits unless

the amounts are high. Whether because of laziness, because it's not worth it, or fear of spending money and losing. The ODR tool once again proves to be compensating.

Question 9: “Are you aware of the used of ODR (Online Dispute Resolution can be defined as the deployment of applications and computer networks for resolving disputes, through video calls, emails, and chats with the help of specialized mediators, conciliators or arbitrators through prepared platforms and websites.) in e-commerce (buying online)”?

Row Labels	Count of 9. Are you aware of the used of ODR (Online Dispute Resolution can be defined as the deployment of applications and computer networks for resolving disputes, through video calls, emails, and chats with the help of specialized mediators, conciliators or arbitrators through prepared platforms and websites.) in e-commerce (buying online)?
No	73
Yes	42
Grand Total	115

Graph 25 – Question 9 of the consumer’s survey



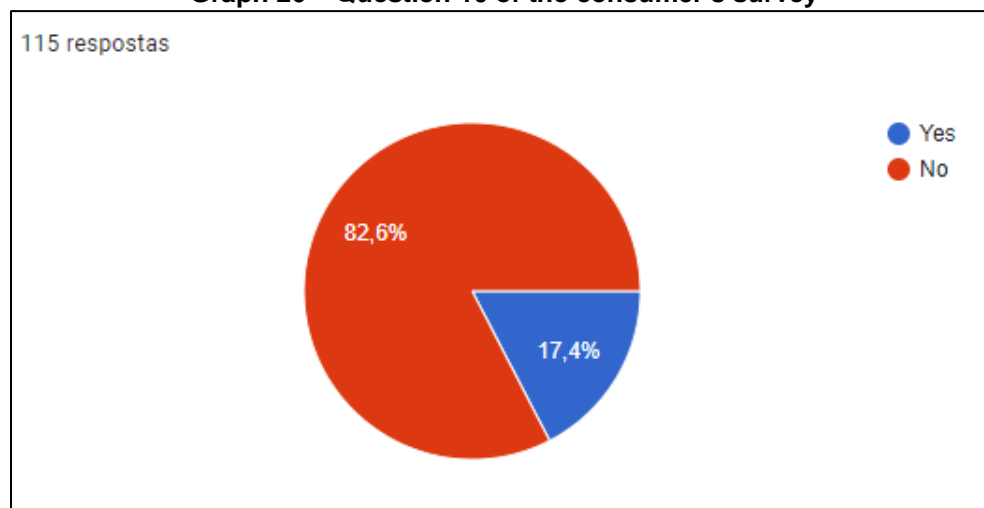
Source: Author (2022)

The survey proves that only 36.5% of those interviewed were aware of the existence of ODR, showing that even though there is now a tool that can help consumers and suppliers a lot, there is still a long way to go to become popular. Companies need to put more emphasis on introducing ODR into the customer service process in order to make the whole experience of consumers in a positive direction. Use ODR as a channel for dialogue, protection, and choice in the world of buying and selling products and services online.

Question 10: “Have you ever used ODR (Online Dispute Resolution) to solve an e-commerce issue, such as the refusal of an online retailer to exchange or repair a product purchased online”?

Row Labels	Count of 10. Have you ever used ODR (Online Dispute Resolution) to solve an e-commerce issue, as the refusal of an online retailer to exchange or repair a product purchased online?
No	95
Yes	20
Grand Total	115

Graph 26 – Question 10 of the consumer’s survey



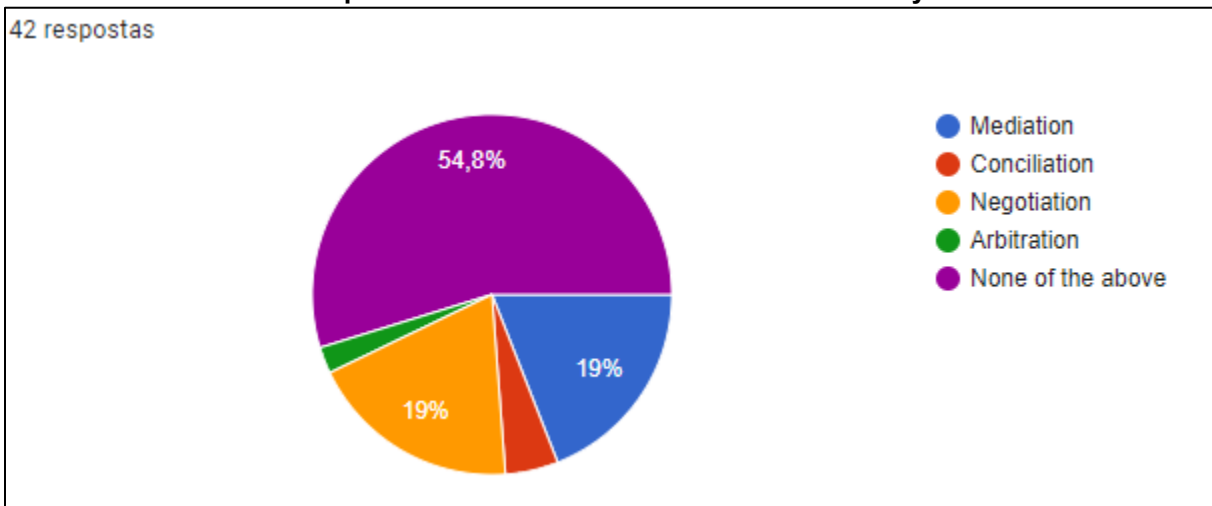
Source: Author (2022)

Only 20 people out of 115 respondents have already used ODR, as seen in data in previous graphs, it can be understood that most of them have never used it due to a lack of knowledge of this tool.

Question 11: “Which ODR (Online Dispute Resolution) method did you use in an attempt to resolve the conflict”?

Row Labels	Count of 11. If you answered YES to Question 10: Which ODR (Online Dispute Resolution) method did you use in an attempt to resolve the conflict?
Arbitration	1
Conciliation	2
Mediation	8
Negotiation	8
None of the above	23
(blank)	-
Grand Total	42

Graph 27 – Question 11 of the consumer’s survey



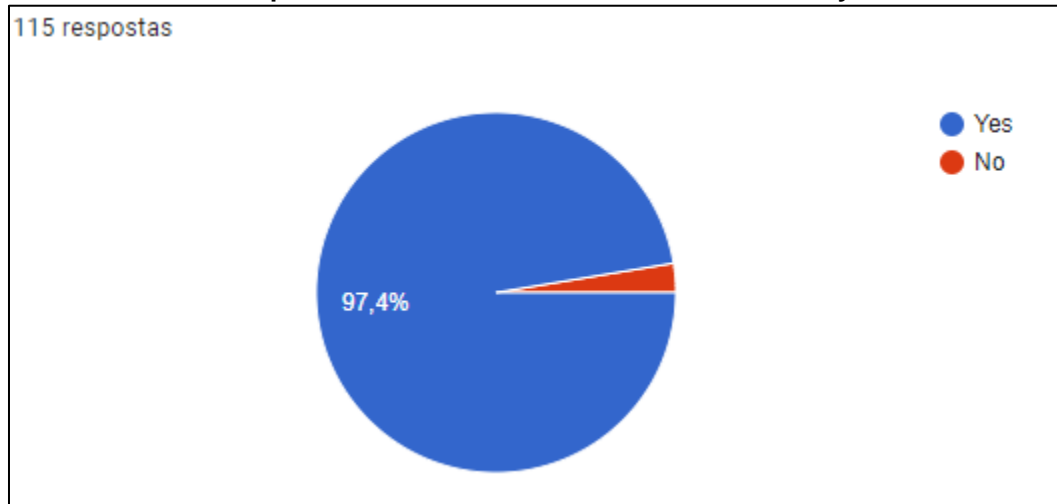
Source: Author (2022)

The percentage indicated behind that most people in this survey who had the experience of going through an ODR used methods that are not listed in the options and then the second most used were evenly divided between Mediation and Negotiation among the most popular or chosen.

Question 12: “Do you think that the use of ODR (Online Dispute Resolution) is beneficial for a company in terms of developing good consumer relationships”?

Row Labels	Count of 12. Do you think that the use of ODR (Online Dispute Resolution) is beneficial for a company in terms of developing good consumer relationships?
No	3
Yes	112
Grand Total	115

Graph 28 – Question 12 of the consumer's survey



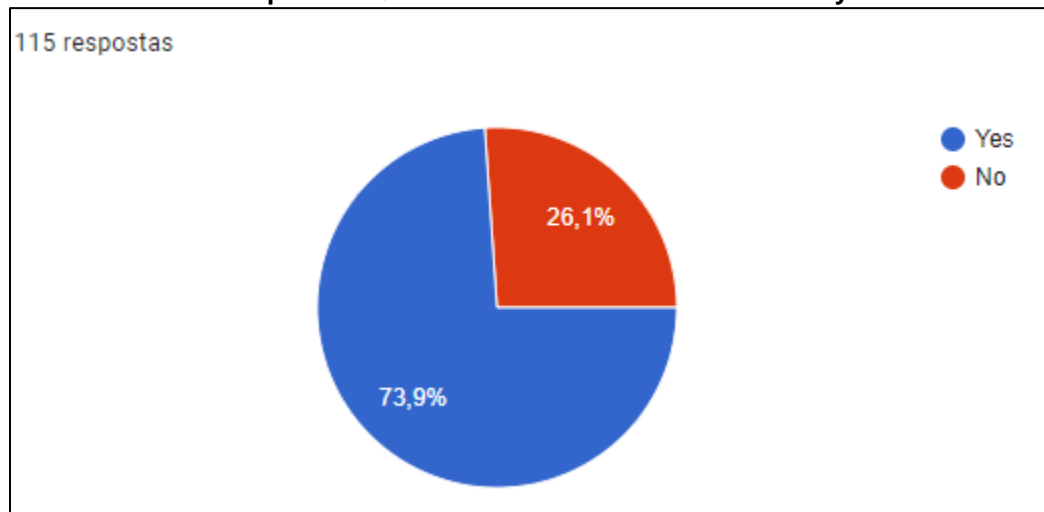
Source: Author (2022)

Out of 115 people from this survey, 112 people believe that the ODR would be beneficial for the trader as it shows that this trader is open to a dialogue and a solution, with this as the chances of an improvement in the relationship between the company and the consumer increase significantly since probably this previous relationship or without the ODR was shaken by the lack of resolution. If you buy a product, and the product has any kind of problem and the company talks to you and you reach an agreement, the chances of you buying from the company again are very high, since you know that if something goes wrong again, the company's policy is to dialog and use ODR.

Question 13: “Have you had a negative experience when shopping online as a result of the online retailer having a poor logistics system (issues with product delivery, lack of product or product different from order)”?

Row Labels	Count of 13. Have you had a negative experience when shopping online as a result of the online retailer having a poor logistics system (issues with product delivery, lack of product or product different from order)?
No	30
Yes	85
Grand Total	115

Graph 29 – Question 13 of the consumer’s survey



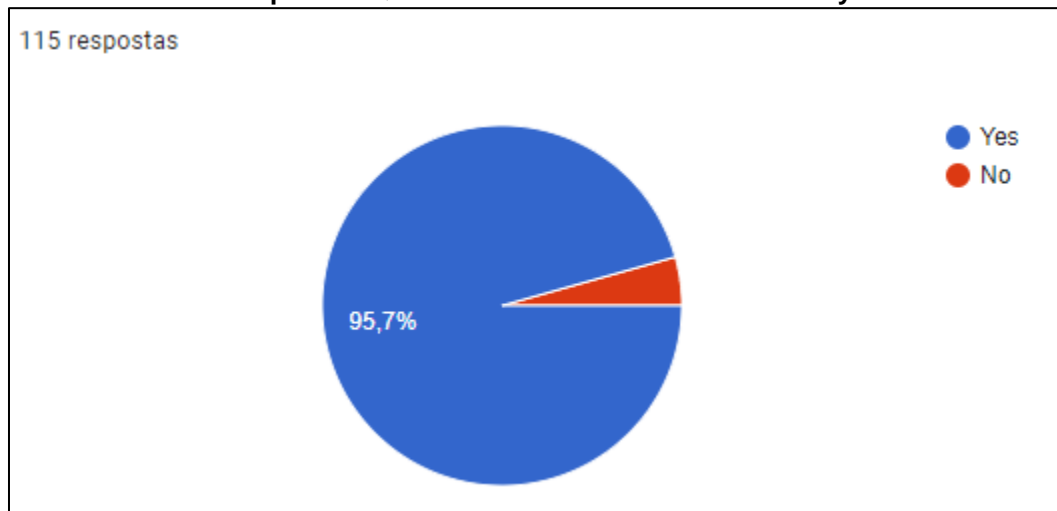
Source: Author (2022)

Based on the above figure most consumers experienced a negative impact when they purchase products online from retailers because of the poor logistics systems. 85 people out of 115 people responded yes to a negative experience.

Question 14: “Do you think ODR (Online Dispute Resolution) is a practical way to resolve an e-commerce dispute”?

Row Labels	Count of 14. Do you think ODR (Online Dispute Resolution) is a practical way to resolve an e-commerce dispute?
No	5
Yes	110
Grand Total	115

Graph 30 – Question 14 of the consumer's survey



Source: Author (2022)

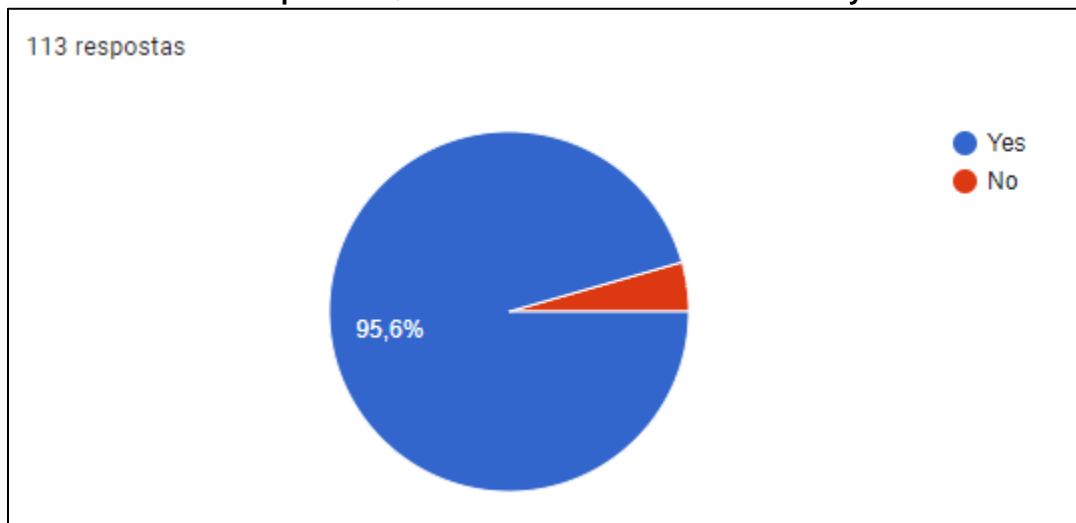
According to the above table, it is easy to conclude that ODR is a practical method to resolve an e-commerce dispute as 110 out of 115 people respond yes. ODR is a very effective way to solve complex issues regarding e-commerce disputes.

Question 15: “Do you feel you would be able to manage the technology associated with using (through email, chat, and videoconferencing)”?

Row Labels	Count of 15. Do you feel you would be able to manage the technology associated with using ODR (through email, chat, and videoconferencing)?
------------	---

No	5
Yes	108
(blank)	
Grand Total	113

Graph 31 – Question 15 of the consumer's survey



Source: Author (2022)

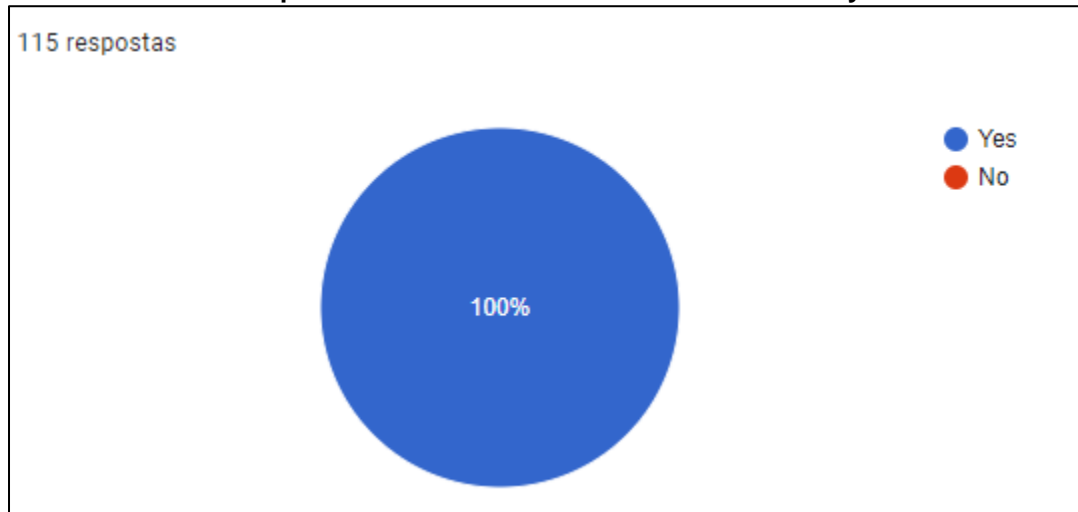
Based on question 15 of the present research, it can be stated that consumers are currently more comfortable with the use of e-mail, videoconferencing, and personal chat. 05 people from answered this survey, said they might have some kind of difficulty when using modern ODR systems. Despite being a very simple tool, difficulties can be encountered, either because of age or even the lack of basic tools such as a bad internet signal.

Question 16: "If you were offered the opportunity by an online retailer to engage in ODR to resolve an issue you experienced with a product/service purchased from them online, would you be willing to utilize this method of dispute resolution"?

Row Labels	Count of 16. If you were offering the opportunity by an online retailer to engage in ODR to resolve an issue you experienced with a product/service
-----------------------	--

	purchased from them online, would you be willing to utilise this method of dispute resolution?
Yes	115
Grand Total	115

Graph 32 – Question 16 of the consumer’s survey



Source: Author (2022)

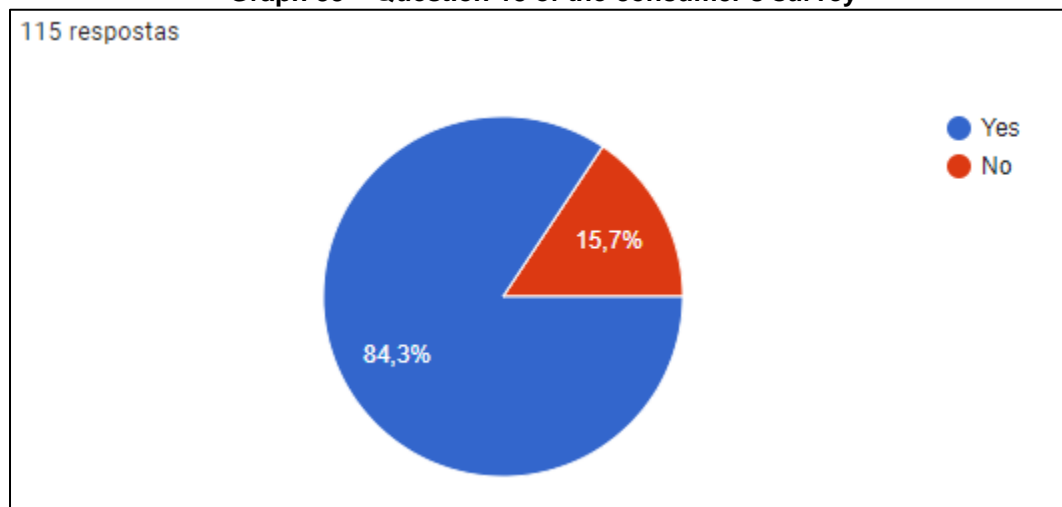
Unanimously (115), all participants affirm that they are now able to participate in an ODR if necessary. This shows that, unlike sometimes a lawsuit that many want to avoid, ODR is a simple process that does not scare the consumer as shown in the graphic above.

Question 18: “If you experienced an issue with a product/service purchased online and the retailer was not willing to refund/repair/resolve the issue, would you take the matter to the Small Claims Court or another Court in Ireland, if the product/service was worth more than €1,000”?

Row Label	Count of 18. If you experienced an issue with a product/service purchased online and the retailer was not willing to refund/repair/resolve the issue, would you take the matter to the Small Claims Court or another Court in Ireland, if the product/service was worth more than €1,000?
------------------	--

bel s	
Ye s	97
No	18
Gr an d Tot al	115

Graph 33 – Question 18 of the consumer's survey



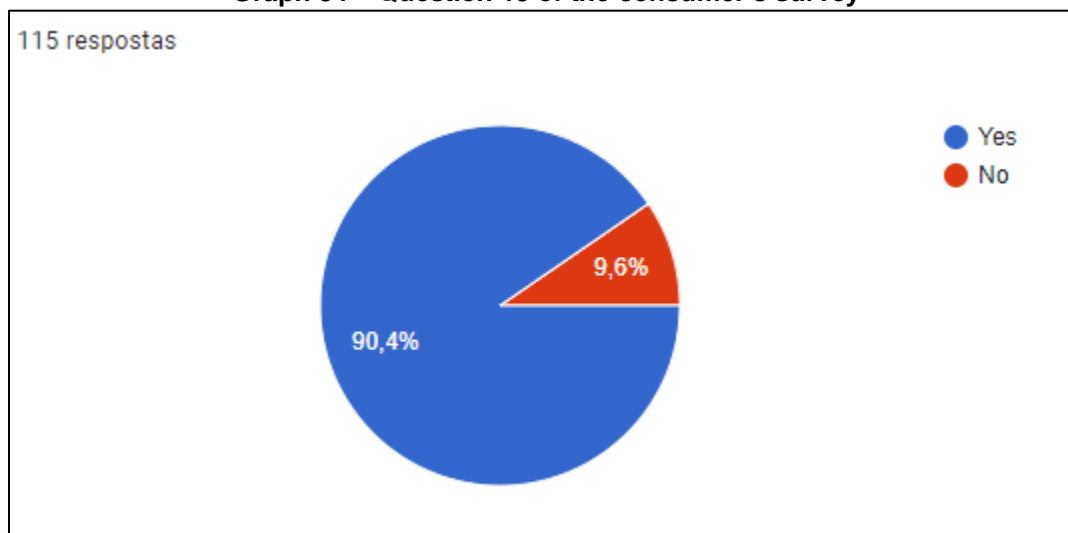
Source: Author (2022)

This graph shows that when the online purchase involves higher amounts, for example above 1000, 00 euros, 84.3% of respondents would have no problem filing a lawsuit in the small court or another court.

Question 19: *If you had your issue resolved in a satisfactory manner by ODR (Online Dispute Resolution), would you be inclined to buy from a company or platform again that facilitated the resolution of disputes using ODR?*

Row Labels	Count of 19. If you had your issue resolved in a satisfactory manner by ODR (Online Dispute Resolution), would you be inclined to buy from a company or platform again that facilitated the resolution of disputes using ODR?
No	11
Yes	104
Grand Total	115

Graph 34 – Question 19 of the consumer’s survey



Source: Author (2022)

In a group of 115 people who answered the questions, 104 of them said that if they have a problem with a trader or platform, but that problem is remedied through ODR and they note that this is company policy, they would have no problem buying again from the same place. It shows that problems sometimes happen, and it is the ability to solve these problems or the attempt to solve this problem that will determine whether you will trust again or not.

Chapter 5. Discussion

5.1 Introduction

This research is basically done primarily on quantitative data; many graphical illustrations are entirely done. The findings are also developed in the research's last part. All types of surveys and analyses have been done in the first part of this part of the research, there are also graphical illustrations. The next part of this research is entirely created on the basis of the literature review, the factors are also discussed. The subparts of the following topic discussed the overall study's detailed analysis. This part also discussed the conclusion that is well established and the important aims of this research. Hence, this part is also crucial. The survey that people think that negotiation is the best way to resolve the conflicts of online shopping. The ODR is a fast and simple way of solving the problems which are arriving in e-commerce. Not only that people also think that it is one of the finest ways to attract new and loyal consumers, more protection, credibility, and transparency are provided by it. Online Dispute Resolution and its policies are very beneficial for any kind of online business and also help to make good relationships among the customers and sellers. There is also some negative feedback on the ODR, in this case, parties do not present at the place physically. According to the reports, this matter can harm the relationship between sellers and customers.

5.2 Discussion of the primary quantitative research

The survey is done, and most of the people who take part in this survey are from Ireland. According to those surveys, most of the people of Ireland use the internet and e-commerce platform for online shopping and business growth (Piper et al. 2019). The world is changing rapidly and the people of Ireland are also taking part in it. Most of the people who are doing business on the online platform have small and large businesses, and the growth rate of their businesses is pretty good. According to the survey of the people of Ireland, during the pandemic of Covid19 consumers adopted some new habits. The main reason for this is social Isolation; this period of time is the best time for e-commerce and online businesses. People were afraid to go outside, which is why they think online shopping was a safe way for shopping, it became

a habit. The reports also said that the number of internet users in Ireland had also increased in this period of time. In view of the people of Ireland resolving the matter by means of refund/replacement/repair is one of the most cost-effective and practical ways of dealing with the complaints of consumers. The survey also says that the people of Ireland are adopting the e-commerce platform very rapidly, many are still unaware of the ODR (Online Dispute Resolution) system but those people after knowing the meaning and how works also think that in Ireland, the ODR is good for solving the problems between consumers and traders (Miller et al. 2021). Some businessmen already added the ODR tool to their online business to resolve problems. All the online businesses which have their ODR tool, most of them have their ODR policies. The survey shows that people think that negotiation is the best way to resolve the conflicts of online shopping. The ODR is a fast and simple way of solving the problems which are growing in e-commerce. People believe that when the company has a conflict resolution tool if it acts on its sales policy, it is a great way to attract new and loyal consumers, showing to provide more protection, credibility and transparency in online buying and selling relationships. Online Dispute Resolution and its policies are very beneficial for any kind of online business and also help to establish a good relationship between customers and sellers. There is also some negative feedback about the ODR, in this case, the parties do not physically present themselves at the location, and a closer and interpersonal bond may not be established. According to reports, this matter can harm the relationship between sellers and customers. According to the representatives, ODR is a good way to solve e-commerce problems, but there are also other ways of solving them in Ireland (Fao and Tan, 2021). ODR is usually nothing more than an ADR tool, which is using some methods like search facilitation, negotiation, mediation, arbitration and conciliation through online technologies. As per the reports, consumers are fully capable of managing ODR technology.

Almost all the people participating in this research are residents in Ireland and are making some kind of online purchase, either on the company's website or using platforms where different companies can make their products and services available for consumption, the vast majority of people who responded to the survey are shopping online at least once every two months and some claim to buy weekly, showing how the ease of online shopping has made the digital market warm up. Despite the fact that most people feel secure in making online purchases most

of the time, a significant number of people have already faced some problems when buying a product or service online. These problems can be diverse and when it is not solved or are partially solved, frustration is generated in the consumer that undermines the relationship between the parties. We often have the option of looking for legal means to resolve the issue, but most respondents confirm that they do not go to the judiciary or small claims court for some reason (unless it involves a large amount of money). The ODR system demonstrates that its practicality can be one of the best alternatives if you want to solve a problem that was not solved by the first complaints steps. Many consumers claim to know what ODR is but also confess that they have never used it despite confirming that for most cases, especially low-value ones, it is the best way and just knowing that a company adopts this policy creates a greater feeling of trust and seriousness on the part of the trader.

Among people who have already used ODR, which has already confirmed a very high-resolution rate, the most common methods are negotiation and mediation. There was very little participation on the part of companies in this research, perhaps it is because most of them are still unaware of the ADR/ODR systems or still show a lack of interest or commitment on the part of companies towards the consumer, despite the data showing a preference for the resolution of the conflict through the ODR and the proof that after participating in an ODR and the problem solved, the consumers showed that the majority would go back to consuming the products and services of that company again.

5.3 Discussion on Literature Review

Based on the literature review, it is understood that the factors that most affect the resolution of online disputes in e-commerce are costs. The use of ODR seeks to solve the problem with low cost and speed, to carry out this process of online resolution, the parties use conflict resolution platforms where the services of the platform as well as the services of a third party will be contracted. Costs matter as much to the consumer who most of the time felt aggrieved and is already at some loss, as well as to the company that aims to avoid lawsuits with high expenses and greater exposure of its brand facing problems with a consumer.

The third party, who will act as a mediator, conciliator, negotiator or arbitrator, is trained and will be able to exercise its specific role for each chosen method, making the dispute be conducted in the most balanced and easy way possible. As a mediator, for example, he should behave impartially and only lead the parties to reach a consensus and listen to each other's points of view. In arbitration, the arbitrator will behave like an extrajudicial Judge, listening to each side, as well as analyzing material evidence if it has, technical testimonies if the parties agree and in the end, a decision by the arbitrator is made. And as said, each of the ODR techniques is being performed in its proper way by the third party.

In most cases it is considered a good deal when both sides are more flexible and come to a result. The third party plays the role of trying to establish or re-establish trust between the parties again.

Something that mainly pleases traders is that in the ODR process, privacy and confidentiality are factors that are applied and for any type of information or material related to the dispute between the parties to be made public, it is necessary to have the mutual consent of the parties, this protects both the image of the company and the consumer, thus avoiding any type of image wear that may for some reason occur.

Enforceability in the ADR method of resolving a dispute refers to non-binding, this means that the parties aren't allowed to be enforced by the court, and nevertheless, a written agreement has been made. The third-party can do a selection of excellent negotiation skills to settle the dispute between the parties. *Preservation of relationships* is another factor among all the factors. An organization tries to build a strong relationship with the consumers, and a strong relationship is based on trust, common interests, respect, and requirements of effort as well as the commitment of the parties to build a strong relationship. The methods of ADR allow the parties to overcome the process of dispute resolution and the third party tries to facilitate assistance for both parties. Also tries to make a win-win situation so that none of the parties have to face any kind of loss that would lead to building a strong relationship. The *flexibility* factor of dispute resolution helps in making a non-binding nature of ADR methods helps to encourage cooperation among all parties to reach the requirement of the agreement by the

process of negotiation. *Control* is referred to as the feeling of the parties is to be controlled by the outcome and processes that are involved to reach the requirement of an agreement. *Creative remedies* or known as a creative agreement are directly related to the skill, inherent character, and experience of the third party. The third party is dependable on the nature and the requirement of the parties and hence tries to find a preferable solution that is beneficial for both parties and also satisfies their needs.

Online Dispute Resolution is applied for a broad range that helps in resolving disputes consisting of B2B, B2C, or any kind of separation of material to be done. Consumers who are comfortable doing shopping based on online shopping websites or applications. The people who dose online shopping regularly do not often face any kind of problem or issues related to it. Facing any kind of complexity and meaningful interactions are needed to make decisions regarding the information and the process of sharing it, and also the continuation of a balanced relationship with the business.

From the viewpoint of the consumer, the waiting period before the good is delivered is referred to as a risk and this cannot be inspected physically. This may lead the business to face difficulty in order to gain the trust of the consumers. This is one of the most relevant problems and if it is not fixed soon then it may lead the businesses to face great difficulty in the process of building trust with the customers. Many consumers get anxious about the online shopping process and refuse to use it. Businesses can apply some new ways to attract consumers who are not familiar with the online process of shopping, in order to attract them to experience the new way of the online shopping process. Consumers are worried about their protection on an online basis, the consumers think that the individual's information might get breached and any unwanted thing might happen with that information.

Due to so much complexity, businesses can appoint new employees for solving the issues that are faced by consumers. Some digital technologies for example automation can be involved in order to make the procedure easier for new consumers and for those who are not able to trust the process, doing this will benefit the business in order to build and maintain valuable

relationships between the businesses and the consumers. It had been studied that in the last few decades the age group between 18 to 75 years has raised issues regarding e-commerce. Some businesses have faced a lot of risks during the pandemic period in the process of doing online transactions and finding any digital information and new technologies that were adapted for communicating. These adoptions were done in order to understand the dispute in the process of communication between the parties and resolve them. Some shopping applications such as Shoppe, this business had built an application that allows consumers to place their orders directly to their official websites. This helps Shoppe to avoid the possibility of happening any kind of conflicts between the consumers and the businesses. In case of any mistake or conflict taking place then it helps in doing rectification directly avoiding the usage of third parties.

The Covid-19 pandemic has influenced the process of online shopping for both consumers as well as businesses in a different way and led to the surge of using a digital process for solving any kind of conflict. The directives of ADR and the regulations of ODR are likely the same and make it compulsory for all the members to ensure "fair and imperial alternatives and meet obligations" in the presence of ADR schemes that are certified by the public. In the usage of the case management tool, free translation and user information are offered in order to resolve the dispute online. Some of the limitations are created for both parties and the implementation of some adequate technologies can help to make the procedure of solving the dispute process easy. Some of the studies show that the identification of well-designed disputes leads to creates a sense of justice and fairness, these factors are the reason for justice in the marketplace and help to build loyalty.

The users believed that the marketplace needs to rectify the mechanism within the e-commerce that can lead to the trusted and non-trusted users boosting high-level confidence among them. Various questions were asked while surveying in order to understand the issues that were faced by consumers while using online trading platforms in Ireland. Many of the consumers highly agreed with the point that "due to the pandemic and social resolution forced to bring new habits". This helped to show that the consumers only trusted the process by the trader's side any other thing doesn't matter to them. The government as well as the regulations played role an advantageous which helped in getting access to the data. This helped the businesses to

resolve conflicts easily along with the usage of ODR methods and the ADR shaped the internal markets by imposing many laws and led to the creation of a uniform process for resolving a dispute.

In recent times, many businesses from different countries have faced multiple conflicts or disputes that led to difficulty in order to build and maintain a relationship between consumers and businesses. Those countries are adopting new ways to solve disputes and the settling process in order to make it faster compared to before. Some of the companies have also implemented agencies in order to handle the whole process of the conflict or dispute and make the settlement process smoother as much as possible. It is believed that *Mediation* or *conciliation* is the process that is used by the third-party which helps in joining and communicating in both process negotiations as well as the settlement process.

ODR can be used for the reduction of the process of extrajudicial and judicial and before integrating court proceedings. The territorial jurisdiction plays an important role in resolving interests between sellers as well as buyers and generates problems for the parties regarding the fairness within the decisions that can help in the court. AI aligns with a human ability that helps to understand and make the process easier which are faced as the challenges. It enables to maximization of the chances in order to achieve the goals and make the business successful. Technological innovation and rapid machine learning are used as strategy processes for solving conflicts while using and doing online dispute resolution.

Nowadays e-commerce platforms are using technologies in order to make the process completely transparent and non-dispute transactions in order to reduce the possibility of risk regarding disputes within the business platform. The technologies which are implemented cover every kind of transaction process. Some of the disputes are settled offline and for such cases are allowed to provide information for settlement of the dispute resolution process by using ADR and court process to manage conflicts or disputes in the e-commerce platform. The ODR process helps in order to solve the conflict or dispute by following the process that includes the initial process of filling up a form regarding the complaint.

After that, the online platform process the form and send the complaints to the trader, under the ODR it is compulsory that the trader needs to process the complaint within 30 days, otherwise, the process can be interrupted. The ECC Ireland supports the use of the process of ODR tool to make it smoother, also the communication process between business and consumers and intends to deliver advice about the solution process. The ODR process helps to solve disputes and build up interpersonal trust between businesses and consumers.

5.4 Discussion on the overall study

ADR (Alternative dispute resolution) means nothing but various ways, that can help people by resolving disputes without trials. The other form of ADR is ODR (Online dispute resolution), which basically can resolve the dispute faster and more simply (Brito Zerón *et al.* 2018). This research paper normally discussed the total impact of Alternative dispute resolution on e-commerce. Normally resolving value disputes are focused on Online Dispute Resolution (ODR), these disputes are raised in the field of e-commerce. E-commerce is facing challenges in many countries like Ireland, identifying all the factors in this part of the research discussed the European regulations in ODR's field. The number of Internet users is increasing day by day, it gives affects the growth of the business of e-commerce. This is also a crucial part of the country's economy. According to the reports, there is 65.6% of European customers use the internet for online shopping. According to the consumer protection policy of Ireland, in the time of online shopping consumers have more rights than the seller. In the field of e-commerce, there are many kinds of disputes between consumers and traders. There are many factors in the resolution's dispute, including cost, control, privacy, speed, fairness, relationships, flexible creative remedies, enforceability, and outcome. The simple definition of the ADR is the ways for resolving disputes without taking the help of the court. There are also some methods for resolving disputes, among them four methods are important. There are case appraisal, mediation, arbitration, and conciliation. In the case of arbitration, the evidence is heard by the third party, and decided what should be the solution (Aliyyah *et al.* 2020). Comparing the other ADR forms this one gives a certain resolution. In the case of mediation, the people are got help with their own dispute by the member of the NST (National Sports Tribunal). In this case, the parties are provided control over the outcome. The member of the NST plays an

advisory and directive role, advice on the weaknesses and strengths of the position of the parties. Mediation is binding but conciliation is not binding. The process of Case appraisal is totally advisory; the facts of cases are reviewed by the member of the NST. In the present time, the number of online transactions is increasing rapidly; e-commerce is one of the most glowing markets in the world.

New startups and businesses are joining this platform for rapid growth and development. With the help of the internet, the products of the new generation's businesses and other information are not unreachable for people anymore. However, in the rapid growth in online transactions, the transaction of e-commerce also plays a crucial role. However some disputes are arising nowadays and there are many reasons behind those problems. Among those courses, some common causes are defective products, lack of security for the websites, and misleading information about the products. In this case, technology provides a big help to resolve disputes, for finding the solutions the understanding about it should be cleared. This is not necessary in this case to take the help of the court, although some peoples are also not comfortable with technology the number of those types of people is decreasing very rapidly. The issues of e-commerce are not as complicated as the other court issues; the factors need to rethink the system, which is not easy. The justice system should change its structure rapidly with the new types of needs of the new generation. With the help of the internet, people can make payments at any time, any place, and at the present time, some local courts have not a fast internet connection still. That is the reason why the ODR is developing in the private sector for fast resolution. Now it spreads from the private sector to the public sector, and some of the courts are also adopting online tools. Legal information, asynchronous communication, management of electronic documents, triage, mediators, creation of documents, methods of payments, and negotiation spaces, are some functions that should be made into courts (Aliyyah *et al.* 2020). A successful platform of ODR should achieve, speedier resolution, outcomes with more fairness, legal rights, good engagement in the justice process, and court processes with more activeness.

5.5 Summary

The e-commerce platform is one of the fastest growing platforms in the world, In the pandemic, the growth of this platform took another level. A detailed study about the condition of the e-commerce platform in Ireland has been done, and a study about the problems faced by the consumers of this platform in Ireland has also been done. A study about the problems of the traders is also done for this research. According to the studies, the ODR is one of the best solutions on this matter, the survey also said this. The survey is also done for it, many kinds of information arrived about this matter. Most of the people who took participated in this survey are living in Ireland. Doing the survey this is known that many local courts are still not connected to the internet yet, this is a serious matter. Therefore the study expresses the discussion absinthe primary analyses of the data recalled by the survey with the communication with each consumer and trader.

Chapter 6: Conclusion & recommendation

6.1. Conclusion

The conclusion portion is provided to give the reader a quick but brief review of the various topics relevant to the topic enlisted throughout the dissertation paper, which might further enhance the reader's understanding. First and foremost the expression ADR (alternative dispute resolution) refers to the extensive range of alternative dispute resolution processes or the procedure of solving disputes outside courts with the amalgamation of ODR (online dispute resolution) and online mechanisms, it can also be stated as a group of the processes that permits solutions for disputes via any form of technology that permits virtual communication under circumstances that do not require the parties involved to be together at the same place, for example - the internet (e-mail, videoconferencing). Secondly, in this age of digitalization, almost everything is marching toward the digital realm which includes transactions and as an inevitable outcome as escalates the e-commerce transaction so does an increase in e-commerce disputes. There can be numerous reasons for such disputes, flawed goods, unsecured websites, and fallacious product information are among the common ones, but the tool of Online Dispute Resolution has acted as a medium to attain justice and one of the only legitimate solution to e-commerce disputes. ODR is mainly characterized by being - Firstly, confidential, it remains an intimate process until and unless the parties agree to anything else. Secondly being informal, in contrast to in-person proceedings like arbitration or mediation, ODRs are more informal and relaxed.

The process can be held in an asynchronous manner depending on the regulation of the place and ODR provider. It also permits time for parties to reflect on their status before coming to an agreement. Thirdly ODR is assisted - the ODR's neutral role is to act as an impartial third party that aids the parties in attaining a mutually acceptable settlement. And lastly, ODR is voluntary -they allow participants to opt for other forums and also provide them with a choice if they want to participate along with the option for redraw. ODR is more of a creative and flexible tool for solving disputes, lowered litigation charges, effective solutions to issues and cost-efficient solutions to issues, it is private, effective especially for parties who do not want to be in the

same room together and for parties who cannot manage a direct in-person contact due to severe disability. In context to the dissertation topic primarily focusing on the relationship between the Ireland consumer and trader, it was evaluated as healthy and pleasant, and the result of the analysis shows not only the relationship between them but also that their relationship renders some beneficiary factors as well for example consumer engagement, improved quality service, and reduction of additional operational cost and time, along with the aforementioned points, the ODR has also made laws and justice more accessible to consumers and traders in Ireland and also assisted in boosting both the consumer and traders faith in an e-commerce transaction. ODR is right now one of the driving forces that successfully helps in maintaining peace in online business relationships not only in Ireland but also in other countries.

6.2 Linking with objectives

Objective 1: “To pinpoint the various sides of Online Dispute Resolution in the scope and landscape of e-commerce in Ireland”

The first objective of the study is focused on several aspects of Online Dispute Resolution in the field of e-commerce in Ireland, and in the strategies that can be adopted to minimize or mitigate possible conflicts between consumers and traders always aiming at the search for a better relationship, for example:

Choosing the Appropriate Technology - selecting the right partners to solve the E-commerce issues is one of great importance as it can build or destroy one's business as retailers progress can get stunned because of technological limitations, so choosing the correct technological foundation is exigent.

Store Agility - To provide the clients with the best user-experience and to keep and follow in the evolving e-commerce sector, remaining updated and relevant is crucial.

Customer Loyalty - is another very significant point as selling a product to an old client is much easier and the chances are much higher in comparison a new customer and to gain a new client may cost much more.

Customer Experience and Expectation- clients always expect a similar kind of experience even in the virtual platform as they get in a real store. So getting the clients exactly what they desire can sometimes be of utmost difficulty but if the business has to strive and survive and increase its customer base then it must overcome these issues. For example, designing the classification and flow of the website and customization of retail goods must be in accordance with the consumer's preference, and never to forget that consumers nowadays are well-updated with new technologies and brands. Therefore, they also expect the item or the service they are paying for and are continually looking for further better options for fulfilling their need. So customer retention is a big issue Cross-border E-Commerce- logistic and geographical barriers are other challenges that stagnate the growth of a business as trade is a line of effective communication, they start looking for other sites that might aid them in setting the primary language to a more comprehensible setup which means loss of a potential customer. Also as prices and currency vary from place to place it is also an obstructing reason that deters the clients.

Objective 2: “To analyse the numerous problems that the traders and the consumers have to face in the e-commerce platform in Ireland”

The second objectives is based on the potential barriers in the E-commerce platform in Ireland:
- Online Identity Verification, Policies for Refunding and Returning Goods, Attracting the Perfect purchaser, Cyber & Data Security, Data Privacy and Logistics, and Price & Shipping. These are a few of the challenges that are being faced by both the traders and the consumers in Ireland, and as the reader can perceive clearly this objective is aligned with section 2.3 of the literature review.

Objective 3: “To give a proper approach to solving problems of alternative dispute resolution between the traders and the consumers”

The aim of objective three is to elaborately explain the correct ways to mitigate the challenges faced by traders and consumers in alternative dispute resolution:

Arbitration - an independent arbitrator is hired by the Chartered Institute of Arbitrators (CI Arb), for the process of arbitration, which ensures that an independent decision is made regarding the field complaint. However, everything has a good and a bad side in the procedure of arbitration none of the parties can go to court later if they are not satisfied with the arbitrator's decision, as the decision will be legally binding. There is no court hearing in many arbitration cases, the decisions made by the arbitrator are based on the papers and evidence sent by both parties, the presented evidence should only be in written form or else both parties have to elucidate their stories from their status in the whole dispute. Some of the arbitration is free of cost but if one chooses an independent arbitration then they have to pay an amount. Nevertheless, one of the sides does have a chance of getting the fee back as an award if they turn out to be the winner of the argument.

Mediation - this type of alternative dispute resolution method comprises a mediator who assists both parties to concentrate on the dispute and takes into account the best possible method of settling the issue. The requirements of both parties are priority and the mediator tries to discover a common ground for solving the dispute in the best way possible. The institution one filing the case can employ the mediator. If one accomplishes a signed mediated agreement one can make the mediated agreement legally sealed. In mediation, a mediator is there to only bring both parties to an agreed settlement and not to give out a decision. The cost of the mediation procedure depends on the provider.

Ombudsman (in specific customer disputes)- for the procedure of ombudsman only the traders have to pay but they are free for consumers. Ombudsman cater to a range of services like - the retail services, telephone, energy and internet firms, financial institutions like insurance organizations, building societies banks and pensions and estate agents. Ombudsman can be

used in two situations mainly like in circumstances where - the customer filed a complaint approx. eight weeks ago but did not receive any appropriate response from the trader or achieve a common ground where both of you can agree and by those who have used the company's internal complaints service first but did not receive a satisfactory result. Ombudsman focus on the procedure of how a decision was made and if there was any injustice. To them the investigation is of primary importance and the decision comes secondary. The decision can be legally binding depending on the choice of ombudsman and evidence is going to have in paper form, off course one can take their case to court post-ombudsmen decision but the court is sure to take the decision of court into account.

Conciliation- this type of alternative dispute resolution is usually offered in the very beginning and is free to use. It is also less formal than the process of arbitration. This kind of ADR comprises a conciliator who tries to attain an agreed settlement that suits everyone, after hearing the demands of both parties sometimes conciliation services are also provided by native trading standards officers if an individual is skeptical about the given conciliation service then one may contact their advice or any other expert like the Citizens Advice Bureau. As stated earlier conciliation is the basic method that tries to satisfy both parties and aims for a mutually acceptable solution. However, if one of the parties is not happy with the result of the conciliation then they are going to get an offer of independent arbitration, also with an option that allows them to take their case up in court.

6.3 Recommendation

Recommendation 1: Building consumer strategy

Table 4 – Table of consumer strategy

Specific	This tactic mainly needs to be executed in a way to ensure achievement and tries to solve this issue.
Measurable	this method may be measured by particular identification of restored products which are risk free and prepared for entering into global market

Achievable	the study may be attained through productive plans
Realistic	this strategy is more realistic as it may be clearly attained with appropriated execution
Time	this method can be achieved within a timespan of one word

Source: Author (2022)

Recommendation 2: provision of worker training

Table 5 – Worker training table

Specific	provision of worker training is specifically utilized for absolute leadership management
Measurable	this tactic can be measured by the identification of competitors
Achievable	provision of worker training may be swiftly attainable with the implementation of the mentioned strategy
Realistic	this method is much more realistic in nature
Time	within the period of two years

Source: Author (2022)

6.4 Future prospects of study

As we are living in a digital age and everything is going to go steadily digital even after the lockdown situation is removed so Online Dispute Resolution is going to be more and more in need for bridging the justice gap and for making laws and regulations more accessible for everyone.

6.5 Research limitations

As only primary data was collected and no secondary data was considered due to lack of time, it created a huge obstacle in refining the data presented in the dissertation paper. As the data provided is only based on survey it lacks the elegant and classic aspect.

Appendices

Appendix1: Consumer Data

Primary data of Consumer response

1. Are you residing in Ireland?
 - a. Yes
 - b. No
2. Do you buy products/services online?
 - a. Yes
 - b. No
3. If you answered YES to Question 2, how often do you purchase products/services online?
 - a. Daily
 - b. Three times a week or more
 - c. Once a week
 - d. Once every one to two months or more
 - e. Never
4. Do you use online shopping platforms (exp: Powercity, Ebay, Marketstreet, Adverts, Gumtree, Amazon) or avoid the platforms and shop directly from trader's (exp: <https://www.nike.com/ie/>, <https://www.apple.com/ie/>, <https://www.samsung.com/ie/>) products/services websites?
 - a. E-commerce platforms
 - b. Trader's websites
 - c. Both
5. Do you feel safe shopping online?
 - a. Yes, all of the time
 - b. Yes, most of the time
 - c. Yes, some of the time
 - d. No

6. Have you ever had a problem when shopping online where you had to ask for a product exchange, have the product repaired, or request a refund for the product or service?
 - a. Yes
 - b. No
7. If you answered YES to Question 6 did you manage to solve your problem?
 - a. Yes
 - b. It was partially solved
 - c. No
8. Have you ever filed a lawsuit for a problem you experienced after purchasing products/services online?
 - a. Yes
 - b. No
9. Are you aware of the used of ODR (Online Dispute Resolution can be defined as the deployment of applications and computer networks for resolving disputes, through video calls, emails, and chats with the help of specialized mediators, conciliators or arbitrators through prepared platforms and websites.) in e-commerce (buying online)?
 - a. Yes
 - b. No
10. Have you ever used ODR (Online Dispute Resolution) to solve an e-commerce issue, as the refusal of an online retailer to exchange or repair a product purchased online?
 - a. Yes
 - b. No
11. If you answered YES to Question 10: Which ODR (Online Dispute Resolution) method did you use in an attempt to resolve the conflict?
 - a. Mediation
 - b. Conciliation
 - c. Negotiation
 - d. Arbitration
 - e. None of the above

12. Do you think that the use of ODR (Online Dispute Resolution) is beneficial for a company in terms of developing good consumer relationships?
- a. Yes
 - b. No
13. Have you had a negative experience when shopping online as a result of the online retailer having a poor logistics system (issues with product delivery, lack of product or product different from order)?
- a. Yes
 - b. No
14. Do you think ODR (Online Dispute Resolution) is a practical way to resolve an e-commerce dispute?
- a. Yes
 - b. No
15. Do you feel you would be able to manage the technology associated with using ODR (through email, chat, and videoconferencing)?
- a. Yes
 - b. No
16. If you were offering the opportunity by an online retailer to engage in ODR to resolve an issue you experienced with a product/service purchased from them online, would you be willing to utilise this method of dispute resolution?
- a. Yes
 - b. No
17. If you answered NO to Question 16, why would you not want to engage in ODR?
18. If you experienced an issue with a product/service purchased online and the retailer was not willing to refund/repair/resolve the issue, would you take the matter to the Small Claims Court or another Court in Ireland, if the product/service was worth more than €1,000?
- a. Yes
 - b. No

19. If you had your issue resolved in a satisfactory manner by ODR (Online Dispute Resolution), would you be inclined to buy from a company or platform again that facilitated the resolution of disputes using ODR?

- a. Yes
- b. No

Appendix 2: Traders Data

Primary data of Trader response

1. Does your business use e-commerce platforms or sell online products or services in Ireland?
 - a. Yes
 - b. No
2. Do you consider your online business is:
 - a. Small
 - b. Medium
 - c. Large
3. Do you think that because the Pandemic (COVID-19), as a result of social isolation for long periods, brought new habits to consumers such as online shopping, there was an increase in e-commerce in Ireland, and with that the number of complaints also increased?
 - a. Yes
 - b. No
4. Do you think that because the Pandemic (COVID-19), as a result of social isolation for long periods, brought new habits to consumers such as online shopping, there was an increase in e-commerce in Ireland, and with that the number of litigation also increased?
 - a. Yes
 - b. No
5. In your view, what is the most practical and cost-effective way of dealing with consumer complaints?
 - a. Resolve the matter by means of a repair/replacement/refund.
 - b. Small Claims Court.
 - c. ADR (Alternative Dispute Resolution) through mediation, conciliation or arbitration.
 - d. Circuit Court.
 - e. ODR

6. Are you aware of ODR (Online Dispute Resolution can be defined as the deployment of applications and computer networks for resolving disputes, through video calls, emails, and chats with the help of specialized mediators, conciliators or arbitrators through prepared platforms and websites) in e-commerce?
- a. Yes
 - b. No
7. Do you think Online Dispute Resolution is a good option to mitigate problems between traders and consumers in Ireland?
- a. Yes
 - b. No
8. Has your business already used an ODR (Online Dispute Resolution) tool to resolve online purchasing issues with a consumer?
- a. Yes
 - b. No
9. If you answered YES to Question 8: Does your business have ODR (Online Dispute Resolution) policies?
- a. Yes
 - b. No
10. If you answered YES to Question 8: Which online conflict resolution method is the most used when your business trying to resolve online shopping conflicts with consumers?
- a. Mediation
 - b. Conciliation
 - c. Arbitration
 - d. Negotiation
 - e. Business does not currently use ODR
11. In online dispute resolution, are there methods (Mediation/Conciliation/Arbitration/Negotiation) that you would not recommend or do not consider effective in the context of online retailing?

12. If YES, which one and why?

13. Do you think it is feasible for businesses that sell products and services online to use the ODR (Online Dispute Resolution) tool as a way of solving e-commerce problems if they do not already use it?

- a. Yes
- b. No

14. If NO, why?

15. Do you think that adhering to and advertising ODR (Online Dispute Resolution) policies is a good strategy to attract more consumers and provide more transparency, protection and credibility to the e-commerce sector?

- a. Yes
- b. No

16. Do you think that the use of ODR (Online Dispute Resolution) is beneficial for businesses in terms of developing good consumer relationships?

- a. Yes
- b. No

17. Do you think that because of the online method of conflict resolution where the parties are not physically present in the same place, it can harm or distance the relationship between the consumer and the trader?

- a. Yes
- b. No

18. ODR (Online Dispute Resolution) is one of the ADR (Alternative Dispute Resolution) tools that, through online platforms using methods such as mediation, negotiation, conciliation and arbitration, seeks to facilitate, save time and money on conflict

resolutions between consumers and suppliers of online products and services. Does your business currently use any other means of conflict resolution to solve issues between consumers and traders?

- a. Yes
- b. No

19.If you answered YES which one?

20.If you answered YES to Question 18: In your experience is the other method of resolving disputes between your business and the consumers used by you more effective than using the ODR (Online Dispute Resolution) tool?

- a. Yes
- b. No

21.If YES Why?

22.Do you think that online consumers would be able to manage the technology associated with using ODR (through email, chat, and videoconferencing)?

- a. Yes
- b. No

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