

CRITICAL ACHIEVEMENT OF E-COMMERCE PROMOTE TO VARIETY OF EXTERNAL FACTORS OF CORPORATE SECTORS

Prem Prakash*
Dr. Om Prakash**
Dr. A K Tiwari***

ABSTRACT

The Electronic commerce is redefining big business and customer relationships, business processes, even sometimes restructuring the entire industry by providing new delivery channel, new delivery methods, innovative payment methods and new medium for communication. In this paper aims to review the achievements of the key factors of e-commerce in order to determine key performance factor in online business, which is the framework for business management out of these factors cannot control or management of the company. Here we propose five factors, which are the cultural, religious, personal characteristics, language, and government supports.

KEYWORDS: Factors of E-commerce, Key to Success, Company Managements.

Introduction

In view of the fact that the World Wide Web (WWW) is in business, it offers a huge consumer interests and the company settled a lot of companies have decided to launch their own business began on the Internet. The purpose of any business is profit, the key factor is defined as achievement help companies achieve their intended destination feature Therefore; the key success factor (CAF) is a problem, which needs to determine success in the networking market. The CAF factors most studies of e-commerce to explore the factors that have limited infrastructure related factors on the site, factors associated with the company. These factors can be managed by the company or any application, for example, the personalization technology and referral system to help achieve site-related factors.

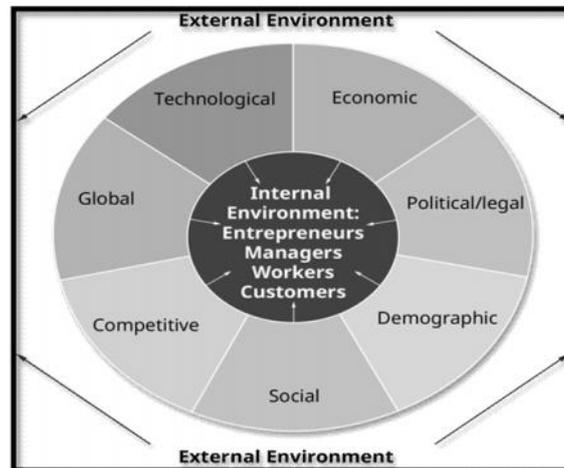


Figure 1: Showing External Business Environment

* Research Scholar, Department of Computer Science, OPJS University, Churu, Rajasthan, India.
** Associate Professor, Department of Computer Science, OPJS University, Churu, Rajasthan, India.
*** Professor, Department of Computer Science, Chhatrapati Shivaji Maharaj University, Panvel, Mumbai, Maharashtra, India.

The Technology and infrastructure such as SSL and SET, security assurances factors determine the security of commercial transactions. However, some potential success factors may be overlooked, such as culture, religion, and government support. In addition, these types of factors are carried out in the context of the enterprise they cannot be controlled by the company and, these factors have pointed to research on e-commerce, they have not been based on hearsay achievements identified as a key factor in e-commerce. Therefore, the occurrence of any external factors such as the impact of research questions, which are out of the range of business management, but the implementation, is critical to the EC?

Review of the Literature

According to key performance factors of e-commerce companies, recognizing the Song Dynasty, there is confidentiality of customer relations and information, low-cost operation, ease of use, e-commerce strategies, methods, e-commerce expertise, systems immovability, security systems, information prosperity varieties of goods / services, systems, payment process, service, delivery of low commodity / service, prices of goods and services, e-commerce business assessment rate.

According to the TRA model, an individual's conviction towards a behavior is an instant determinant of his or her intention to perform a behavior.

Mayer, Davis, and Schoorman (2015) further comprehensive the TRA theory to support the modeling of customer trust in addition, based on the Technology.

Acceptance Model (TAM) and TRA theory, McKnight, Choudhury and Kacmar (2016) proposed a representation of e-commerce customer trust.

According to TAM, the purpose to accept or use a new technology is determined by its perceived usefulness and perceived ease of make use of in their model posits that trusting beliefs (perceptions of specific vendor website attributes) leads to trusting intentions, which in turn influences trust related behaviors.

According to Chen et al proposed a theoretical model of a virtual store based on consumer acceptance. Key performance factor is the supply of products, ease of use, store, perceived service quality, perceived trust.

For e-commerce success, scarves and other distribution which is user-friendly Web interface, providing specific and high-value service or product that supports the level of trust between the senior management and technical infrastructure, buyers and sellers, safe CAF and e-commerce systems, customer acceptance, mass customization, competition and market conditions, the optimization of business control, and to establish new partnerships and alliances.

According to Dubelar (2017) announced that the CAF B2C e-commerce application made by the company's success is a powerful combination of customer focus, which is a clear link between significantly different performance measures, and measures the value of intent, the incremental development process.

According to Viehland (2017) Identified six factors e-commerce strategy to create a consumer-centric strategy, to accept outsourcing, in order to improve business performance, act like a successful new entrants who are critical in the use of information management to the district branch of products, be part of the e-commerce community, and requires competent leadership.

An international business-to-business network marketing successful implementation of the CAF is divided into five factors, which is the marketing strategy related factors, factors related to the site, global factors, internal factors and external factors influence Each group comprising several factors.

According to Jennex (2018) discuss the factors critical infrastructure of developing countries to build B2B e-commerce business. They are the factors human factors and technology infrastructure, client interface factors, factors of business infrastructure, and regulatory environment factors.

Each factor consists of several attributes. Workers and workers' technical skills, beliefs customers and suppliers, knowledgeable customer contacts, client contact, you can speak with the languages, and knowledge of the relationship between the customer contacts methods are considered essential. In addition, the client interface considerations of the five factors most critical.

According to G.Yan and JC Paradi (2018) identified five key success factors for financial institutions to compete in the e-commerce market. They involve innovative e-commerce strategy, risk tolerance, communication networks and the company's assets.

According to N. Madeja D. Schroeder (2018) investigation network characteristics significant factor in the success of the site. Their survey found that interactivity and immediacy of the success factors of B2B websites. In addition, for B2C website, there are four success factors, including rich media and -variety, availability, and ease of use.

According to Liu and Arnett (2018) are obtained four key factors from the research model using two information systems and marketing materials resulting in the success of e-commerce sites, The variable is defined to measure each factor. After factor analysis, critical factors include design quality information and quality services, the use of the system, game play and systems.

Most existing studies relevant factors mentioned in the website, although the technology and infrastructure factors and factors related to the business of the factors related to some customers, but did not consider a number of factors.

Expected External Factors

- **Cultures**

That Culture is always seen as a collective experience. People learn of thinking, feeling and mode from the social environment is defined, usually by the state as a potential role in the life represented. In India, people use the Internet as a communication device of a society. On the other hand, in the United States, they tend to use the Internet more and more product information search purposes.

The E-commerce is to develop more markets, more customers with enhanced low investment costs using the Internet. However, the purpose of using the Internet, because of differences in culture is different. In addition, it is more than other countries like China when people like to have a face-face-ditch pass, they go shopping to get the best deal from the store, but most Japanese do not ask any discount, and there is nothing to talk when they go shopping. This leads to the following assumptions:

H₁ The Culture is an external factor, which is within the range for E-commerce business management, but the implementation is crucial for e-commerce.

- **Personal Characteristics**

According to The amount of time of self-judgment Berman declared that any person can shop online. Since the information and compare prices before e-commerce website, customers who need time to make a purchase decision, you can always go shopping online. This is what we recommend:

H₂ Online customer's personal characteristics are external factors, which are beyond the range of business management, but the implementation is crucial for e-commerce.

- **Language**

In view of the fact, that e-commerce is a borderless electronic market; an important issue is the customer's language.

The number of Internet users in non-English double non-English Internet users Internet users in English and GDP (gross domestic product) number of Internet users in the United Kingdom in order to attract customers to shop online must consider the language of the customer. This will lead to an increase in the number of online customers. Thus, an alternative hypothesis is:

H₃ The Language is an external factor, which is beyond the range of E-commerce business management, but the implementation is crucial for e-commerce.

- **Religion**

The E-Commerce Times reported that religious sites have sprung up. They provide a variety of services, products and information and religious books such as the Muslim and Christian church web design Hindus song book, a book of the Bible, Islam. Within a month of the fastest growing religious sites include Christianitytoday.com, Christianbook.com, Catholic.org.

In addition, between the two months, who grew up in the number of Internet users at home or in places of worship on a working visit from 5.2% to 7.4% of the total number of people online, an increase of 54.4 percent? Religious influence on the products and services are provided by the Internet, which has attracted Internet users access the site. Therefore, we recommend:

H₄ The Religion is an external factor, which is within the range for E-commerce business management, but the implementation is crucial for e-commerce.

- **Government Support**

The Government of India in the attitude of the State of the Internet, multimedia reports and comparative basis Promotion Center, the Asian countries of Singapore government-backed Internet and e-commerce developments. To Forecast from IDC, Internet e-commerce revenue in Singapore cited it adds thirty eight times from 2015 to 2018. In contrast, in other countries such as the Indian government has passively support the Internet and e-commerce. Due to Internet, e-commerce revenue is increased by 10 times, from 2015 to 2018. This may be an example of government support, indicating potentially a key factor in the success of e-commerce. Therefore, we propose the final hypothesis:

H₅ Government support is an external factor, which is the context for e-commerce business management, but the implementation is crucial for e-commerce.

Future Work

After the proposed external factors, the next step is carried out research methods and modes, including data collection and sampling in order to complete the study, the results of measurement and analysis. The study may bring some interesting results, which can carry out the strategic plan to support e-commerce and e-commerce business, as well as guidelines for new e-commerce business model for the enterprise.

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