



Significant Success Factors of E-Commerce Exterior Factors Proceeding to Situation of Corporate Sectors

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Abstract: *This paper aims to review the studies of Significant Success factors of the E-Commerce, and to identify Significant Success factors, which are out of the framework of business management. These factors cannot control or managed by the company. Here we propose to five factors, which are culture, religion, personal characteristic, language, and government are supports.*

Keywords: *E-Commerce, Significant Success factor, corporate management*

1. Introduction

In view of the fact that the World Wide Web (WWW) is a started in commercial medium, which offers a huge of the consumer benefits and settlement to the companies many companies have decided to carry out their business on the Internet. Since the goal of any business is to make profit, Significant Success factor was defined as essential factors that help the business to achieve its desired goals .As a result, Significant Success factor (CAF) is one of the issues, which needs to be identified for the success in cyber market. Most of CAFs study for E-Commerce has explored the factors in the confines of Web site related factors infrastructure factors, and business related factor. These factors can be managed by company or by any application. For instance, the personalization technique and the recommendation system help to fulfill the Web site related factors. The Security of technology such as SSL and SET ensure the security of business transaction identified in infrastructure factors. However some potential success factors may be unnoticed such as culture, religion, and government support. In addition, these kinds of factors are out of the context of business. They cannot be controlled by the company. While, these factors have been pointed out in research related to the E-Commerce, they have not been according to the grapevine identified as Significant Success factors of E-Commerce. Therefore, the research questions occur like **Are there any external factors, which are out of the context of the business management but are Significant to the Success of EC?**

2. Review of Literature

According to Significant Success factors for E-Commerce companies which recognized by Sung, there are customer relationship and privacy of information, low cost operation, ease of use, E-Commerce strategy, methodological E-Commerce expertise, immovability of systems, security of systems, prosperity of information, variety of goods/services, speed of systems, payment process, services, delivery of goods/services, low price of goods and services, and assessment of E-Commerce operations. It's based on the theoretical model of consumer acceptance of the virtual stores proposed by Chen et al. the Significant Success factors are product offerings, the usability of storefront, the perceived service quality, and the perceived trust. For E-Commerce success, Turban et allotted the CAFs which are the user-friendly of Web interface, delivery of specific and high-value services or products, its support of top management and technical infrastructure, level of trust between buyers and sellers, security and control of the E-Commerce system, the customer acceptance, the mass customization, competition and the market situation, the optimization of scope of business, and creating new partnerships and alliance. According to Dubelar declared that the CAFs presented by the companies succeed in B2C e-business adoption is the combination of strong customer attention, it's clearly distinct the performance measures, a clear link between value intention and measures, and the incremental development process.

According to Viehland identified the six factors Significant to the success of the e-business strategy as to create a consumer-centric strategy, to accept outsourcing to improve business performance, to act like a new entrant, to the utilize information management to differentiate company's product, to be part of an e-business community, and to require executive leadership. According to Eid grouped the CAFs for business-to-business international Internet marketing successful implementation into five related factors, which are marketing strategy related factors, web site related factors, global related factors, internal related factors, and external related factors. Each group comprised of several factors.

According to G.Yan and J.C. Paradi identified the five Significant success factors for the financial institutions to compete in the E-Commerce market. They involve E-Commerce strategy of the innovation, risk tolerance, the communication network and size of company assets. According to N. Madeja and D. Schoder investigated the web characteristics as significant success factors for web sites. Their investigation found that interactivity and immediacy are success factors for B2B web sites. Further, for B2C web sites, there are four success factors including media richness and –variety, availability and ease of use. According to Jennex discussed the key infrastructure factors for setting up B2B e-commerce enterprise in developing countries. They are people factors and technical infrastructure factors, the client interface factors, the business infrastructure factors, and regulatory environment factors. Each factor consists of several attributes. The Knowledge of workers and the worker technical skills, faith in the relationship between client and provider, knowledgeable client contacts, the client contacts that can speak with the provider’s language, and client contact methods are considered Significant. Moreover, client interface factors are considered the most Significant among these five factors. According to Liu & Arnett obtained four major factors that are Significant to the Web site success in the E-Commerce from a research model derived from applying both the information systems and marketing literature. The variables were defined to measure each factor. After the factor analysis, the Significant factors include information and service quality, system use, playfulness and system design quality.

Most of the existing studies mentioned about the Web site related factors technology and infrastructure factors and business related factor Even though there are some customer related factors, yet some factors are not considered.

3. Projected External Factors

3.1 Culture

The Culture is always viewed as a collective experience. People learn patterns of thinking, feeling, and the potential acting from living within a defined the social environment, normally typified by country. In India, people use the Internet as a social communication device. On the other hand, in the U.S, they tend to use the Internet more for product information and many more search purpose. E-Commerce is using the Internet to develop more market and enhance more customers with a low cost of investment. However, the purposes of using the Internet are different because of cultural differences. In addition, it’s compare to other country likes Chinese like to have face-to-face communication when they do the shopping as to get the best deal from the shop but most of Japanese do not ask for any discount and have little conversation when they go shopping. This leads to the following hypothesis:

H1. The Culture is an external factor, which is out of the context of business management but is Significant to the Success of E-Commerce.

3.2 Personal Characteristic

According to Bellman declared that the amount of self-judgment time could prove to anyone to shop online. Since the E-Commerce web site provides the information and price comparison, the customers who take time to make decision before buying may often go shopping online. This we suggest:

H2. The Personal characteristic of online customer is an external factor, which is out of the context of the business management but is Significant to the Success of E-Commerce.

3.3 Language

In view of the fact that E-Commerce is a borderless electronic market, one important issue is language of customers. The number of Non-English Internet users is twice the number of English Internet users and GDP (Gross Domestic Product) of the Non-English Internet users is twice that of the English Internet users To attract the customer to go shopping online must consider the language of customers. This will lead to increase in number of online customers. Therefore, another hypothesis is:

H3. The Language is an external factor, which is out of the context of the business management but is Significant to the Success of E-Commerce.

3.4 Religion

The E-Commerce Times reported that the religion Web sites have been growing up rapidly. They provide several services, products, and the information relating to religion such as Hindus Book Gita, Bible book, Islam Muslims Books and Christian web design for churches. The fastest-growing religion sites during the month included Christianitytoday.com, Christianbook.com, Catholic.org .In addition, between two Months, the number of Internet users who visited religion sites at home or at work grew from 5.2 percent to 7.4 percent of the total online population, 54.4 percent increase. The religion has influenced on the services and products provided on the Internet, and it has attracted the Internet users to visit the Web site. Thus, we propose:

H4. The Religion is an external factor, which is out of the context of business management but is Significant to the Success of E-Commerce.

3.5 Government support

According to the attitude of government in Indian countries toward the Internet, reported by the Foundation of Multimedia Promotion Center and compare to Asian country Singapore government has supported the Internet and E-Commerce dynamically. From IDC forecast of Internet commerce revenue in Singapore cited in it increased thirty times from 2011 to 2012. Conversely, the other country like Indonesia government has passively supported the Internet and E-

Commerce. The Internet commerce revenue increased five times from 2011 to 2012. This could be an example of government support that shows the potential Significant success factor of E-Commerce. Thus, we propose the final hypothesis:

H5. The Government support is an external factor, which is out of the context of business management but is Significant to the Success of the E-Commerce.

4. Future work

After the external factors are proposed, the next step is to conduct the research methodology, and research model, which will include the data collection and sampling, measurement, and result analysis in order to fulfill this research. This study may bring up some interesting results, which can be a guideline for the business to conduct the E-Commerce and its support of E-Commerce strategy planning, and a new the E-Commerce business model.

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