

An Empirical Analysis of the Key Success Factors in the Implementation of e-Commerce Strategy

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Abstract: with the rapid development of Internet technology, many enterprises in our country have realized the importance of e-commerce to the development of enterprises. Many enterprises have begun to engage in e-commerce, and it has been proved that e-commerce can improve the core competitiveness of enterprises to a certain extent, and increase the innovation ability of enterprises. Based on the actual situation of the implementation of e-commerce strategy, this paper analyzes the key factors for the success of the implementation of e-commerce strategy.

1. Introduction

The successful development of e-commerce can not be separated from the Internet platform, dealers and suppliers. With the help of big data technology, an e-commerce ecological service platform is built and the e-commerce strategy is implemented to promote the development of enterprise e-commerce, as shown in Figure 1.

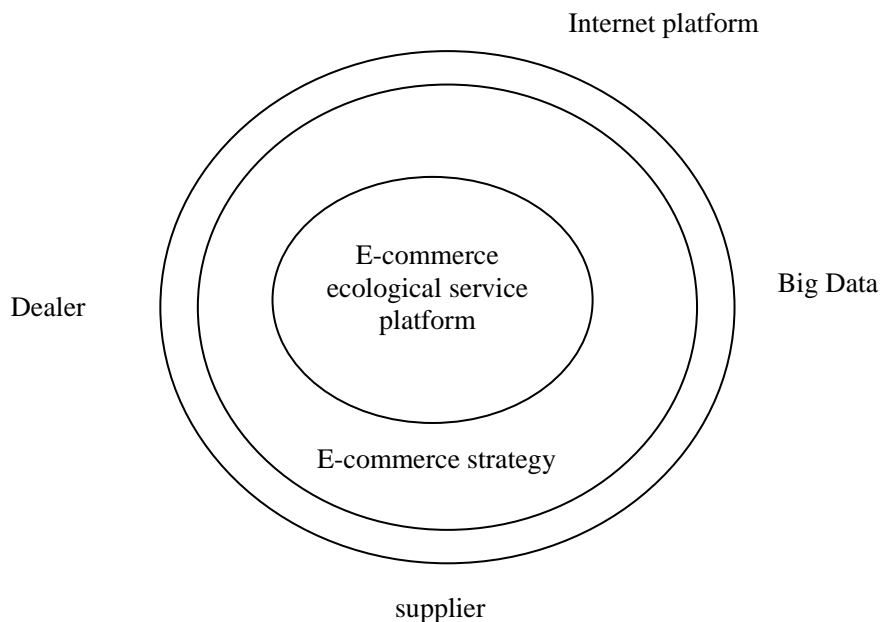


Fig.1 E-Commerce Ecological Service Platform

1.1 Sinking Strategy is Essential

The first tier cities have been full of all kinds of e-commerce, but there are still a considerable number of users waiting to be excavated from the second tier cities to the villages and towns. In addition, the key to improving the living standards of the residents below the second tier cities has been greatly changed, so the decline of e-commerce is also a result of the trend.

1.2 Enter the International Trade Circle

Nowadays, large-scale enterprises have begun to extend their business abroad, such as Taobao global shopping, tmall global and so on. The important factor contributing to this situation is that the

trend of overseas shopping of Chinese people is gradually rising. However, there are still many disadvantages in the development process, such as more fake and shoddy products, long procurement cycle and so on. Therefore, e-commerce in improving their own logistics, payment and other aspects of opening up the overseas market, the introduction of international brands can get more income.

1.3 The Trend of Wechat Business Will Be Stronger

Wechat platform has perfect payment function and can bring good user experience to users, so it provides a good shop opening platform for wechat business. The future is an era of “everyone's business”. Not only do individuals open wechat stores, but some e-businesses also use wechat platforms to sell goods. There are reports on the global procurement network predicting that the trend of wechat business will maintain a strong growth.

2. Relevant Theories on Key Success Factors of e-Commerce

2.1 Key Factors for Successful Implementation of e-Commerce

The key success factors for the implementation of e-commerce strategy include: technology, information, products or services, management, network security, enterprise foundation, logistics, website and other factors, as shown in Figure 2.

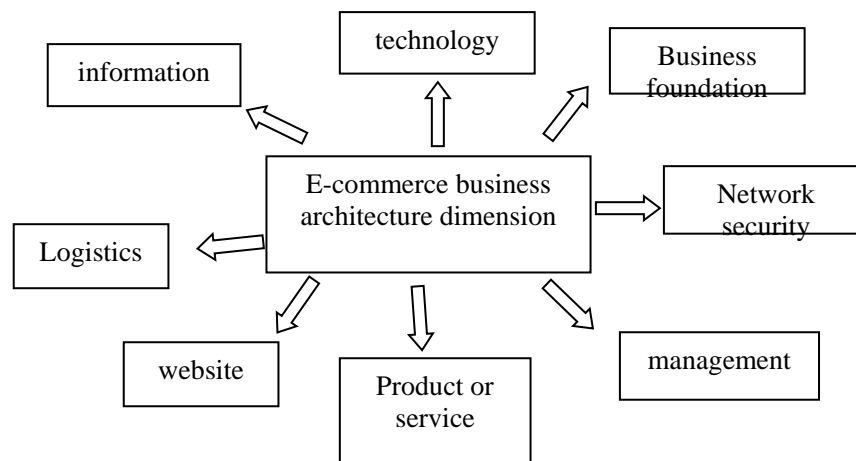


Fig.2 Key Factors for Successful Implementation of e-Commerce

2.1.1 Network Performance Factors

E-commerce in different stages of its network performance evaluation has different standards and indicators. The enterprise has the responsibility to present product information to customers before the sale; in the stage of sale, it needs to build a platform to facilitate the exchange between the enterprise and the buyer, and determine the specific matters such as materials, prices and types of the traded goods; after the sale and purchase agreement is reached, it also needs to manage the relationship with customers, such as after-sales service, etc., hoping to develop long-term cooperative relationship, and the quality of network performance directly determines the electricity. Generally speaking, the evaluation of network performance of e-commerce mainly includes: network access speed and quality, integrity and real-time of website information, timely contact with customers, real-time help for customers, convenient communication with manufacturers, etc.

2.1.2 Technical Factors

The development of e-commerce can be supported by a series of technologies such as information technology, computer technology and logistics technology, so technology is also the key factor to determine whether e-commerce strategy can be successfully implemented. The technical factors of an enterprise are composed of the professional qualities of its employees, the capital of its information

construction and the foundation of its original information system.

2.1.3 Strategic Factors

The specific e-commerce process needs the support of many departments, so enterprises need to consider the factors of each department to make a reasonable and scientific strategic plan when carrying out e-commerce. Nowadays, economic globalization requires enterprises not only to have a strategic plan with clear objectives, but also to broaden their horizons and go to the global market. For example, when choosing online platforms, we should try our best to choose e-commerce platforms recognized in the international market; because foreigners and Orientals have different thinking and ways of shopping, enterprises need to provide different shopping experiences and services for customers at home and abroad according to different differences.

2.1.4 External Pressure Factors

External pressure comes from both competitors and partners. In order to enhance their own competitiveness and obtain higher benefits, competitors may adopt the same or better technical means, which will make the competitive environment facing enterprises more intense. In addition, in order to occupy more market, the partners may implement some strategies compulsively. If the enterprise does not implement it, it may be isolated in the industrial chain, and it is difficult to achieve win-win with the partners.

2.1.5 Talent Factor

Talent is the core competitiveness of any enterprise development. From the top to the bottom of management, all employees are the most basic guarantee of enterprise development. Therefore, talent factor is also a key factor for the success of e-commerce.

2.2 Evaluation Factors of e-Commerce Success

The key index to evaluate the success of e-commerce implementation is the profit of the enterprise, but considering the long-term development of the enterprise, the evaluation of e-commerce implementation should also include some other indexes, specifically, mainly through the number of customers, marketing costs, product popularity, product sales, enterprise profits, competitive advantages.

2.3 Empirical Analysis of Key Success Factors in the Implementation of e-Commerce Strategy

With the previous basic introduction, the following author will analyze the key success factors of e-commerce with relevant cases, and put forward the specific operation methods of key factors in e-commerce.

2.3.1 Empirical Analysis of Network Performance

Some studies have shown that several important factors affecting customers' use of online banking are security, network speed, user friendliness, convenience, etc., which in general is the quality of online banking network performance.

① case analysis

The case to be mentioned here is the 2011 “phishing” incident of Bank of China. Since the beginning of 2011, online banking users have received such a fake message from time to time. The cover of “BOC e order upgrading” has triggered more than 100 cases of online fraud in China, which is essentially due to the large loopholes in the electronic password of Bank of China. Originally, Bank of China E-order was a security service provided by Bank of China for online users, but at this time, it was nothing but used by criminals. However, Everbright Bank, which also uses dynamic password with Bank of China, needs users to input password before using random password. Two lines of protection greatly improve the security of online banking, and similar phishing incidents happen less, making Everbright Bank gain high reputation of users and win many customers.

② key points analysis

Network performance is the core and foundation of determining the number of customers of

service type enterprises, because e-commerce cannot be separated from online payment, and the first task of online payment is to ensure the security of customer information, avoid being stolen by illegal elements, and let customers suffer economic losses.

Problems: in general, the payment system of many enterprises in China is mainly Alipay. Recently, QQ wallet, WeChat payment, Baidu wallet are emerging. However, at present, there are still many security risks in the support system of e-payment business, such as information leakage, fake communication and fake information, which may bring incalculable losses to banks.

2.3.2 Empirical Analysis of Technical Factors

The main technologies related to e-commerce include Internet technology, web browsing technology, database technology, logistics and distribution technology, security technology, e-payment technology, etc. These technologies not only determine the relevant performance of the enterprise e-commerce platform, but also help enterprises to provide good marketing strategies and service means.

(1) case analysis

If the enterprises involved in Physical Transaction implement e-commerce, they must consider the supply chain. Information system is the hub connecting all business nodes, so we can say that the supply chain mechanism determines the future of Physical Transaction e-commerce, and we know that the establishment of the supply chain mechanism needs many advanced information technology support. The main business process of Jingdong, the largest self-employed e-commerce in China, is: purchase goods from suppliers → deliver them to Jingdong warehouse → enrich product information on the website → process orders (payment system, sorting, packaging, distribution, update of order processing results) → settle accounts with suppliers → continue purchasing. In order to earn the price difference in this process, JD needs to undertake the infrastructure construction of electronic technology, logistics and distribution, which requires a lot of technical support.

(2) key points analysis

From the above case, we can see that technology is a key factor for the successful implementation of e-commerce strategy. Technology can not only determine the environment of enterprise e-commerce, but also help to make better marketing strategies, and at the same time, it can also bring better shopping experience to consumers, or let consumers enjoy better service experience. Any enterprise depends on the evaluation of consumers, and the evaluation of consumers can improve the number of users, corporate profits and products to a certain extent Sales volume.

2.3.3 Empirical Analysis of Strategic Factors

Enterprise strategy refers to a series of strategies and stratagems formulated for enterprises in order to promote the long-term and stable development of enterprises. The formulation and implementation of the strategy requires the participation of all levels within the enterprise, which is an overall planning process. In most cases, the formulation and implementation of enterprise strategy is to improve the core competitiveness of enterprises, so that enterprises have more advantages in the market competition. The fundamental purpose is to occupy the market position, attract and meet customer needs, and achieve greater benefits for the company.

(1) case analysis

With the mature development of online shopping trend, the domestic sales market has not been able to meet the needs of the people of our country. On November 11, 2015, Alibaba group promoted the globalization strategy, which covers more than 200 countries and regions, and truly realized the situation of “global buying and selling”, so that consumers can experience the pleasure of buying all over the world, and also provide some brands of our country Provided with foreign sales channels, tmall double 11's influence has gone international. According to the data provided by Alibaba group, the “globalization” strategy implemented by Alibaba Group in 2015 broke two world-class records: first, 30 million Chinese customers purchased imported goods on November 11, 2015 alone; second, the “double 11” global shopping Carnival has covered 232 countries and regions. The results show that the innovation strategy is better than expected, creating a new pattern of “consumption + entertainment”, making the 7th “double 11 shopping Carnival” of Alibaba group truly become a

festival.

(2)key points analysis

The most important decision of an enterprise is the design and selection of strategy. The long-term business performance of an enterprise is determined to a certain extent by strategy. The reasonable and scientific strategy of an enterprise can not only improve the socialization of production and the division of labor and cooperation of the enterprise, but also enhance the competition mechanism of the enterprise and promote the enterprise to adapt to the rapidly changing consumption structure. In a word, the reasonable and scientific strategy can achieve more benefits for the enterprise in the long run. Tmall's "double 11" Carnival Shopping Festival and "globalization" strategy make Alibaba group lead the development of similar enterprises, with irreplaceable competitive advantage, so Alibaba Group has always been the leader of e-commerce industry, and Ma Yun, the leader of Alibaba group, has become a well-known success.

2.3.4 Empirical Analysis of External Pressure Factors

External pressure is a double-edged sword, which can bring both challenges and opportunities to enterprises.

(1)case analysis

In the face of huge survival pressure and increasingly fierce white power competition, Haier Group adopted the strategy of "playing Internet card". Qingdao Haier group benefited from the transformation of high-end home appliances and Internet, and its net profit grew steadily in the first half of 2015. According to the data released by Qingdao Haier on August 29, 2015, in the first half of 2015, Haier Group achieved an operating revenue of 41.920 billion yuan, a decrease of 10.81% compared with the first half of 2014; while the net amount of shareholders belonging to the parent company, for example, reached 2.628 billion yuan, an increase of 2.41% compared with the first half of last year. At the same time, the report shows that in the first half of 2015, Haier Group occupied more and more market of ice wash products, still maintaining the original market share of air conditioning, further consolidating the leading position of Haier Group.

(2) key points analysis

According to an analyst from Haitong Securities Co., Ltd., due to the downward pressure of macro-economy, the inventory pressure of home appliance industry and the sluggish state of demand, the white power industry is still facing greater overall operation pressure. Qingdao Haier Group has focused on the opportunity of industry upgrading, innovated its products and increased its share in the middle and high-end market. At the same time, the company has made a layout for the Internet factory and product customization in advance, which also promotes the company's transformation to a better Internet state.

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