

# A Study of the Decision Factors in Implementation of Electronic Stores

賴文樹、紀文章

E-mail: 8701192@mail.dyu.edu.tw

## ABSTRACT

With the rapid adoption of the Internet by businesses, this global network has become a major focus in the international arena. In recent years issues related to conducting businesses over the Internet have widely received enthusiastic attention from both business and academic circles. Companies in a variety of industries are looking to electronic commerce as a new marketing channel that may bring strategic benefits. In the midst of this new transnational wave of technological phenomenon, businesses in the Taiwan area are joining this trend and actively looking for opportunities of benefiting from the cyberspace commerce. The purpose of this study is to identify the factors associated with the installation of electronic stores, benefits resulting from and the difficulties experienced in their adoption. According to this study, the first three driving factors for electronic stores adoption are 1) Cost required to install, manage, and maintain the web site, 2) Support and involvement of top management, and 3) Awareness of top management regarding the benefits of electronic stores. The first three benefits resulting from electronic stores are 1) Improvement of company image of publicity, 2) Development of new marketing channel and expansion of marketing territory, and 3) Twenty-four-hour marketing operations. The first three major difficulties experienced by the companies are 1) Customers' consuming behaviors remaining unchanged, 2) Lack of and arbitrage institution for conflict resolution, and 3) Certification and the related legal regulations systems far from being mature enough. Several suggestions derived from this study are presented for businesses considering set up electronic stores as well as vendors providing Internet services and government.

Keywords : Electronic Commerce ; Electronic Store ; Network Marketing ; Decision Factor

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