

Role of E-Business in the Wholesale Market of China

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ABSTRACT

Wholesale market has a significant status in China's economy. It not only supplies the lower price product to meet the development of our four-modernization, but also bring many job opportunities to people, tax to government, and integrate the rural and urban area output to increase effectively. There are three types of auto parts makers. They are OEM auto parts supplier, Exporter and Aftermarket supplier. To compete with the local marketer, E-business has being seen as a good channel to improve the current situation and increase competitive advantage for many wholesaler by lowering the cost and increasing high-speed response to customers. Therefore, this study would like to seek some relationship and advantages of using E-business to explore general extent of the impact of E-business towards China auto parts wholesale markets, investigate offline and online strategies, and how wholesale companies exploit synergies from the coordination of electronic and physical channel.

Keywords: wholesale market, supplier, exporter, competitive advantage, e-business

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INTRODUCTION

The number of Chinese Internet users is mushrooming. According to a China Internet Network Information Center survey, with data up to 18/01/2005, there are 94 million Internet users who use the Internet one hour a week or more, around 1/2 the number of users in the United States. E-business is a broad concept used to convey business behavior across the Internet (Ernst & He, 2000; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019), in which e-commerce and e-service can be defined as its two basic dimensions (Ghosh, Surjadaja, & Antony, 2004). The gender breakdown is 60.4% male, and 39.6% female. Users are predominantly young, with 16.4 percent under 18 years of age, 35.3 percent between 18 and 24 years of age, and 17.7 percent between 25 and 30 years of age. 57.2% Unmarried and Married. At least 30.7 per cent graduated with a bachelor's degree. Today, China is a developing country. In 1994, the Internet reached China and in 1997, the first E-Business transaction. Just 10 years of evolving history to create infrastructure and network for e-business. We can see the Chinese e-business system still has many weaknesses. There are now more than 500 e-shops over the Internet and more than 5 million online shopper in 2004 (CNNIC), benefiting from the good government policy.

In Year 2004, total Internet users in China have reached 94.00 million. There are three portal information ISPs, and E-business ISPs have come to server public. Such as Alibaba.com, TaoBao, 8848.com etc. They offer more than 1 million products to consumers from books, CDs to equipment. According the CNNIC research, there are more shops using Internet in performing their business. Towards the end of 2004, the amount of global E-business has reached \$2.77 trillion dollars. The proportion of B2B is 87% of whole E-Business. Simultaneously, B2C and C2C is only 13% of total E-business. In China, the growing rate of E-business is 128.2% from 2003 to 2004 (CNNIC, 2005). The popularization of knowledge and guidance of E-business will lead to Better Corporation of being E-business users. According to the prediction data from IDC, B2B will grow

59.1% each year until 2008 in Asia Pacific countries. That means the need of auto aftermarket service is increasing, and showed that the market was going on booming. The war between the United States and Iraq also caused the uncertainty of the world's situation (Tang & Huang, 2008). It makes lot of countries begin to increase reservation of raw oil. When China entry into WTO member, globalization require wholesale market integrate multi-channel to meet the challenge from all over the world.

Inchoation of the beginning of 80s, 20 Century, China Wholesale markets, now have become more and more significant, and have spread all over urban and rural area (Baršauskas, Šarapovas, & Cvilikas, 2008; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013). On the process of innovation and modernization, wholesale markets have grown as special Chinese features and perspective merchandise trading manner, and organization of market trading. According to the latest data, at the end of 2002, there are 89,043 wholesale markets spread all over China; annual turnover is 3,477.2 billion; average turnover per market is 39.05million. There are 414 large size wholesale markets and their annual turnover is more than 1 billion, 70 new more than last year. Wholesale markets not only bring benefit to domestic market and supply the local development, but also significantly affect the global market. From this study, we can see the advantages are greater than disadvantages.

After entering WTO in 2001, adapt to the new situation, the old thought must be adjusted. At present, the products of markets is over traditional, too similarity, lack of high quality advantage substitute and R&D. The scale of wholesaler is still small, outdated of technology, managerial methods, and lower delivery network standard (Johnson, 2002; Dewi et al., 2019; Pambreni et al., 2019; Tarofder et al., 2017). In this new era, the tactics of consolidation and development of wholesale market should focus on increasing market scale, and complex market, breeding a batch of modern great scale wholesale companies, transfer the traditional wholesale markets into modern and huge scale wholesale markets, and help the wholesale markets go into internationalization. Chinese currency increases 2% of its value from 21st July

2005. Exporting companies will be affected more deeply by exchange rate changing (Sawmy & Damar-Ladkoo, 2015). Studies done in early 2000s did not find any significant relationship between E-business and wholesale market, and wholesale markets helps economic growth in China via using E-business. On the other hand, low credit card using rate affects the increasing E-business booming (Shepherd & Pope, 2011; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019). But there are still many methods to solve this problem in China E-business markets. "What do you do if most people in your country don't use credit cards?" Through this study, I am going to look out how is the popular E-business impacts on wholesale markets, and from the positive aspects to seek how E-business help corporation developing, to explore general extent of the impact of E-business towards China auto parts wholesale markets, to investigate offline and online strategies, and how wholesale companies exploit synergies from the coordination of electronic and physical channel (Beck, Koenig, & Wigand, 2003).

LITERATURE REVIEW

Since its opening in 1978 the world has witnessed China's success and the rapid growth of China has clearly brought benefits to the world. Yet China is at a crossroads now. To name a few of China's core issues: while China still enjoys a 7-8 percent GDP growth rate, unemployment is at a record high; while some Chinese firms are now productive at home and venture abroad, many state-owned firms are uncompetitive with increasing liabilities and shrinking assets; there is growing concern about overheating growing pressure in China and the widening gap Environmental issues continue to grow; the financial sector still bears massive non-performing loans and stock exchange-plagued issues with governance.

The industrial sectors overall value-added was 6,281.5 billion yuan, up 11.5 per cent from the previous year. The value-added of above-designated size industrial enterprises rose by 16.7 percent, marginally lower than the previous year. In 2004, the country's investment in fixed assets stood at 7,007.3 billion yuan, up 25.8 percent year-on-year, a decrease of 1.9 percentage points compared to previous year's rise (Kaya & Banerjee, 2012). The decline pattern has been steady throughout the year. The transition from a planned economy to a Chinese market economy began in late 1978. The transformation has transformed China from a weak, inward-looking economy into one of the world's most competitive economies and trading forces (Dissanayake & Singh, 2008; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder et al., 2019).

Most of China's wholesale / retail establishments are small to medium-sized state-owned enterprises and large companies (Chong, Man, & Kim, 2018). In the earlier 2000s, these companies were busy adding stand-alone computers to their stores and offices. A very small percentage of companies have begun to construct their e-commerce platforms (Aslani, Laio, & Moschuris, 2008). The first online commercial transaction was conducted in China as recently as March 1998. E-commerce websites have since proliferated. There are currently some 48,000 registered domain names in China 2005 and most are commercial domains (Jutla, Bodorik, & Dhaliwal, 2002). Alibaba.com and TaoBao are the website of the famous online business services B2B and B2C. We offer a

transaction platform with a payment system called "ZhiFuBao," and charge seller for certain percentage service fees (Indjikian & Siegel, 2005). Interestingly, a review of recent research shows how the usefulness and value of the Internet, as well as the sales force, may differ by relationship form, e-commerce and e-service (Klaiber, Hermanus & Mason, 2014). According to figures, from January to November 2004, China's car production amounted to 2,095,700, up 15 per cent over the same period last year. With a small increase, as of July 2004, the car production ranked highest in November. After the previous International Metalworkers' Federation (IMF) Auto Study published in 2003, several shave events unfolded. Sales of global automobiles have for the first time reached 80 million units. China has been the fourth largest manufacturer of domestic vehicles behind the United States, Japan and Germany.

Together, FAW, SAIC and DF accounted for about half of the production of domestic light vehicles and this percentage is expected to remain roughly the same through 2007 (Xue, Ray, & Whinston, 2004). So far domestic sales of motor vehicles in China have risen fast enough to absorb the growing capacity of the region. For the first time in 2003, China's vehicle industry reported sales of more than 4 million units, up by 1.1 million units from the previous year. Below is the 2004 data set and forward-looking forecast (Brousseau 2001). A typical automotive component consists approximately of 14,000 parts which can again be separated into other mechanical and structural subsystems. Global vehicle manufacturers in the BCC study (2005) believe that the efficiency of local parts suppliers needs to be significantly improved (Kuzic & McGrath, 2003). Modernizing China's automotive components industry would also entail greater transfer of technology from international companies to their Chinese partners.

According to the WTO Working Party Report on China's accession, China has agreed to phase in the following service commitments that will affect the automotive industry (Baršauskas et al., 2008). Within one year of China's WTO entry, Foreign Service providers may set up joint ventures to engage in the commissioning and wholesale of imported and domestic-made products, including automotive products (Tang & Huang, 2008). International majority ownership will be permitted within two years, and no regional or quantitative limitations will apply except those governed by scheduled quota. No restrictions will apply within three years. In its latest 10th Five-Year Plan for Automotive Industry Growth (2001-05), the government has recognized that China's auto market remains highly fragmented (Burinskienė & Burinskas, 2010). Although the passenger car market in particular has shifted over the last decade from a seller to a buyer, many of China's more than 100 original-equipment manufacturers lack economies of scale (Blashki & Jantavongso, 2006). The accession of China to the WTO in 2001 and its market-opening steps, including tariff reductions and elimination of local content requirements, rapidly advanced the growth of China's automotive market.

Given China's weak domestic supplier industry, a large part of China's vehicle manufacturing growth over the past couple of years has been assembling imported parts and components, as well as buying from the growing number of foreign suppliers making investments in China, the more vehicles on the road, the greater the need for maintenance aftermarket parts (Martín-Herrán, Taboubi, & Zacc). Approximately 1,700 automotive component

manufacturers have registered with the government, of which about 450 are international investment firms; there are around 3,000 additional manufacturers of smaller component parts in the industry, most of which produce aftermarket items. Second, it's influenced by the world's petroleum price. Prices of petroleum rise from below USD 30 per barrel in September 2002 to USD 40 in March 2003, when the US declared war with Iraq. Now, even the war is over, the price of raw oil keeps on going up, and the price is near to USD 60 per barrel. OPEC conference in March 2005 indicates that it will increase raw oil productivities from current 2750 barrel/day to 3000 barrel/day. In yearly petroleum 80,000,000, the energy source consumption reaches the highest record in history.

The consumption of China has increased into 13.5% of the total usage in the world last year. The price of the petroleum in China is still on big pressure to jack up the price. The price has goes up 28% from 2003. As mentioned before, traditional business has lots of disadvantages. Even though wholesale physical store markets are still booming, auto parts manufacturer is one of wholesale market member (Bi, Davison, & Smyrniot, 2014). The other part works as distributor and agency to offer service to customers. They deliver and fulfill order from inventory to automakers or retailers (Konings & Roodhooft, 2002). According to the data gaining from Institution of automobile, outsourcing and exportation is a big market share for profit for most auto parts market except the home country suppliers. Even the wholesale market is booming in this decade, the competition is becoming stronger (Hjouj, 2005). Single channel is difficult to gain competitive advantage. Wholesale marketer intends to use multi-channel to expand market share or survive Multi-channel is a requirement and brought great profit for auto parts maker. First of all, China is a big home country for consumption of products, but competitors and territory is so wide and multi-channel is required. Secondly, via E-business channel, it increases the export profits from increasing export quantity, and consolidates the uncertainty relationship between wholesaler and user (Ramanathan, Ramanathan, & Hsiao, 2012).

Here is set up of two hypothesis of study to increase the understanding of objectives.

H1: E-business brings advantages to auto parts wholesale market outweighs disadvantage.

H2: Introducing and using E-business will result the revenues and profit increase in wholesale marketer.

METHODS

Here, we are about to study the E-business impacts on auto parts wholesale market, and how is the relationship between E-business and traditional channel in auto parts wholesale market. Through SPSS Statistical package of social science software and using the systematic process of collecting and analyzing information (data) to enhance our understanding of the phenomenon we are interested in and concerned about. Data are past and present facts, figures and other relevant materials which serve as the basis for study and analysis. 370 Research questionnaire sent to Chinese wholesale automotive parts market. The issues covered are critical to online success, in multi-channel wholesale market: branding, merchandising, online and offline integration, pricing, site performance by sending the questionnaires via e-mail, only 17 percent conducted through personal contact, and telephone interview.

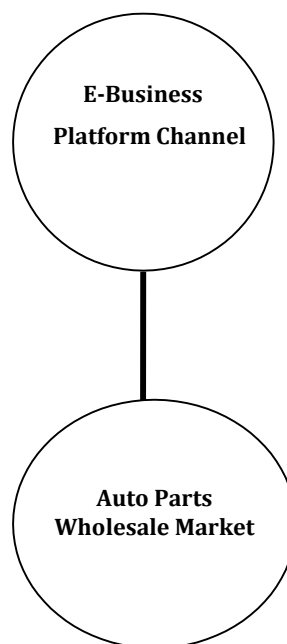


Figure 1: Framework

The Internet is a medium for retailers and wholesalers to broaden into which they sell, and the advantages gained would include freeing themselves from their current regional restrictions, more efficient marketing and promotional targeting, and with consumers directly rather than selling through intermediaries, and through consumer purchasing patterns. Consumers continue to be very satisfied with the online channel, parameters used to evaluate positive impact of Internet in consumers' perspective are: shipping, and cost, price sensitivity, value of money consumers spend in online. Based on Research in Public Administration, these Multi linear Regress, Two Samples T-test Analysis, and Two-Way ANOVA Theories are used to help find out the understanding of this study. These factors are used to test why E-business being used in wholesale market and being more and more popular impacts on auto parts wholesale market, where dependent variables used is E-Business, while Lower the cost from decreasing inventory and fixed cost; Cost reduction, Increase the speed of order responsiveness and fulfillment, Shorter manufacturing time – parts sourcing over Internet, Faster customer response, Faster into Globalization, Better service quality, Shorter product cycle, Stronger competitors, global competitors, and including manufacturer use E-business to bypass wholesalers, Uncertainty relationship between wholesalers and customers, Problem of Security and payment system are independent variables.

ANALYSIS

The results of this study are based on the variables elected in this study, where the relationship between dependent and independent variables are analyzed, while the impact between two of them is also analyzed.

Table 1: Model Summary

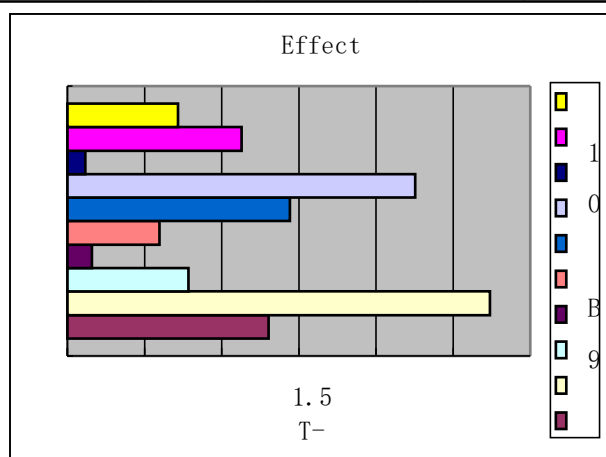
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914(a)	0.835	0.805	0.52457

Predictors: (Constant), B10, B6, B1, B8, B4, B5, B2, B3, B9, B7.

From this table we can see R Square is 0.835, and Std. Error of the Estimate is 0.52457. Adjusted R Square is 0.805.

Table 2: Coefficients (a)

	Unstandardized Coefficients			Sig.
	B	Std. Error	t	
(Constant)	-0.65	0.411	-1.59	0.1
B1	0.12	0.093	1.3	0.2
B2	0.32	0.116	2.74	0
B3	0.09	0.115	0.78	0.4
B4	0.02	0.124	0.16	0.9
B5	0.07	0.118	0.6	0.6
B6	0.19	0.13	1.44	0.2
B7	0.27	0.12	2.25	0
B8	-	-	-	-
B9	0.01	0.106	0.12	0.9
B10	0.1	0.084	1.13	0.3
B11	0.08	0.106	0.72	0.5

**Figure 2: E-business Factors impacts on Auto parts wholesale markets**

From this chart, we can see B2, and B7 affect the E-business towards auto parts wholesale markets stronger than other 7 factors. Absolute t-test values of them are more than 1.5. B4, B8 is the less important in all factors in this study. Significance is 0.002. That means most of the factors of E-business Channel being used in auto parts wholesale market will bring advantage to the market, which will increase the competitive advantage.

Table 3: Paired Samples Correlations

Pair	Traditi onal Business & E-Business	N	Correlation	Sig.
1		31	0.998	6.4102915763.89E-36

Table 4: ANOVA (b)

Model	Sum of Squares	df	F	Sig.
1	11398.319	4	4780.21	7.4640707
Regression	154.991	6		3.62E-34
Residual Total	11413.818	30		

a Predictors: (Constant), E-cost, T-cost,

b Dependent Variable: Revenue

Here, the significance of study is $7.464070693616e-037 < 0.01$. The result shows X significantly affects Y by regression analysis.

Table 5: Coefficients (a)

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	.695	.610	1.140	.265
	T-cost	-.598	.501	-1.192	.2443
	E-cost	-1.457	1.960	-.744	.4642

Traditional business significance is $0.0018 < 0.01$, and it is the most factor that affects revenue; E-business significance is $0.0021 < 0.01$, it affects revenues as well as traditional business greater. Traditional-business cost and E-business cost are 0.2443 and 0.4642 respectively,

and all >0.01 . That means it is no strongly affected on the revenue of the auto parts wholesale markets.

This study has three types of channels, and three types of wholesaler. If we combine them, we can get $3 \times 3 = 27$ possibility for recommendation to auto parts wholesaler.

Table 6: Tests of Between-Subjects Effects

Source	Type III Sum of Squares	F	Sig.
Corrected Model	22746.024 ^a	3.244	0.01
Intercept	55608.714	39.65	0
MC	484.414	0.345	0.56
WC	16476.656	5.875	0
MC * WC	5784.954	2.063	0.13
Error	193521.8		
Total	271876.53		
Corrected Total	216267.82		

Table 7: Homogeneous Subsets

Wholesale Categories	N	Subset	
		1	2
Aftermarket	48	6.5504	
Exporter	48	19.6513	19.6513
OEM	48		32.7521
Sig.		.204	.204

Means for groups in homogeneous subsets are displayed. Based on Type III Sum of Squares the error term is Mean Square (Error) = 1402.332.

^a Uses Harmonic Mean Sample Size = 48.000. ^b Alpha = .01.

Estimated Marginal Means of data

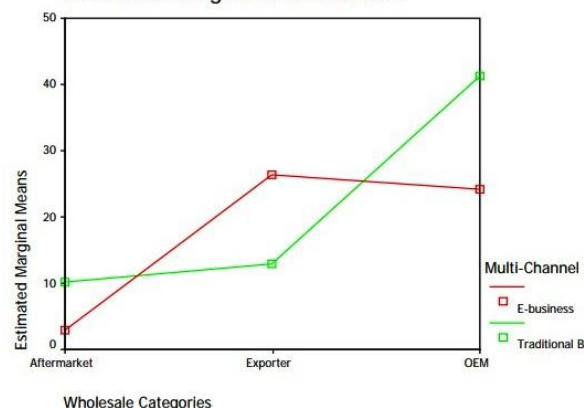


Figure 3: Profile Plots

Table 8: ANOVA

Source of Variation	SS	F	P-value
Sample	566.358	0.2063	0.81374
Columns	5870.60	2.1385	0.12041
Interaction	21447.6	3.9065	0.004426
Within	284117		
Total	312002.3		

From SPSS and Microsoft Excel analysis, the result shows E-business is a good manner for auto parts market to use in order to increase the competitive advantages. Interaction' P-value is $0.004426 < 0.01$, that means Multi-channel effect significantly affected each other. E-Business, Modernization Wholesale market, and Franchising Retailing Shops all affect the company's income and revenue. Each channel affects OEM auto parts supplier, Exporter, and after-market supplier.

DISCUSSIONS AND CONCLUSIONS

From the data analysis, there is evidence for E-Business effects on auto parts wholesale market in China at present, and it is predicted to have stronger effect in near future, if there are no other significant factors that affect the economic environment or large changes in the government policy. From this data analysis, we see the Exporter of auto parts wholesaler was affected by E-business more than other two types of auto parts wholesaler, and more intend to use E-business as tools to increase revenue. Innovation of existing wholesale markets to be more modernization, Franchising Retailing Shops, and E-business all affect auto parts wholesale market significantly. Through this study, we found out that E-business, Franchising Retailing Shops, and Innovation exist wholesale market are all affect OEM supplier, Exporter, and Aftermarket supplier by different significant. Integrated multi-channel with hybrid wholesaler will gain the maximum profit. This study is limited by the responses of the samples. The respondent rate was only 13.1%, which recorded at 48 responses out of 370 of questionnaires. Hence, since the 11 sole-proprietorships did not respond to the questionnaires, a one-to-one interview had to be conducted to acquire accurate and necessary information for this study. Due to

the factor of time constraint for this project, the survey could not cover all the samples. The data analysis indicated that E-business affects the amount of one company's revenue greater. Data analysis also indicated the cost of the E-business is far lower than the profit if compare with the cost and the gain from revenue. So, here I would like to recommend Small-medium-sized enterprises (SMFs) to set up or use E-business as a multi-channel to increase its products sale, and gain lower supply chain by using E-business. Even there are many factors affect one company adopt E-business as a marketing channel or not. E-business is one of good channel, which affects wholesale company survival and expanding market share in future.

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