

advantages and limitations of E commerce

by Christopher Thomas

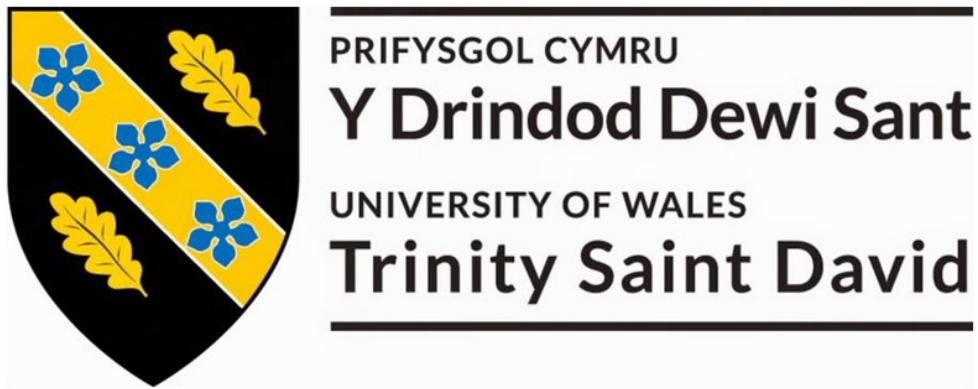
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Chapter 1 introduction

1.0

with the ever growing amount of consumers purchasing good online this project will look at the advantages and limitations of Ecommerce, but before that it is important to define Ecommerce. Daniel, Wilson and Myers (2002) states that Ecommerce is the process of not only buying and selling products online, but also the exchange of information and services via the internet of things. After the first chapter which is this introduction the project will look at present research into the advantage and limitations of Ecommerce.

As will be discussed in chapter two the amount of sales being completed over the internet is increasing year or year as illustrated in figure, but as Shakur (2011) at present Ecommerce is at the heart of every company, but that was not always the case before Ecommerce became as big as it is today it was only used within organisations. Hamad, Elbeltagi and Jones (2015) will discuss what a company can expect in regards to cost reductions with the adoption of Ecommerce, and how companies are using the internet to brainstorm with their customers to ensure that their needs are meet as shown by Pee (2016) through the case of Dell Inc.

Even though purchasing online is increasing some consumers want more as shown in figure 3. The graph will illustrate what consumers are seeking, they include wanting to see and touch the item, which is not possible through the internet, but through innovations Miell (2018) believes virtual reality may influence consumers to embrace Ecommerce.

Next the project will look into the decrease of book stores within the UK, and what company can be credited with that decrease, but are they taking advantage of the system to get a competitive over their competitors? Mansour (2019) will discuss how Amazon are not paying their way in terms of corporate tax which is set at 20% on profits. The UK are not the only tax system Amazon has taken advantage of, the project will discuss the case of Luxembourg, and how Amazon aimed to reduce their tax contributions.

After chapter 2 the project will move on to methodology and chapter 3. This section will look at relevant philosophies that can be used to credit the study. Saunders, Lewis and Thornhill (2000) illustrates through figure 4 the research onion can help researcher's choice the most suitable route starting from the outside working their way in. the methodology section will first look at the outer layer of the onion which are positivism, realism, interpretivism and pragmatism all of the mentioned philosophies are the most widely used when it comes to researching projects. The next step would

be to define the projects research approach there are two options it can be deductive or inductive. Saunders, Lewis and Thornhill (2000) explains that a researcher should have a strategy on where they intend to gather data, and any potential stumbling block which may accrue, such as financial difficulties or problems gaining access to the relevant data. The project will discuss which strategies are available. The paper explains that there are eight options when it comes to research strategy and all will be discussed in full in the paper. The project will explain what methods are used and their applications.

After the talked about steps have been complete the researcher can proceed with the process of data collection which according to Research-Methodology (2019) the process of collecting data in order to answer the question poised. After the data is collected the researcher will proceed and complete the relevant analysis on the data, it depends if the data is qualitative or quantitative Saunders, Lewis and Thornhill (2000) and Research-Methodology (2019) will discuss the differences between the two. Finally, the chapter methodology will discuss research ethics, reliability and viability.

The forth chapter of the project will analysis the data, which has been collected Ori.hhs.gov (2019) discusses that the analysis of data can be done statistical so that any results can be illustrated in a for which can be understood such as a graph, or logical analysis which looks to case studies and other resources such as newspapers and academic journals to draw a conclusion. This project is looking at the advantages and limitations of Ecommerce and firstly it shall discuss some of the advantages that a present thanks to the development of Ecommerce. Y. Vadvala (2019) explains that through companies wanting to become more competitive has opened the door for innovation which has only benefited the consumer, E-commerce has also given consumers the possibility of shopping outside of business hours, and as recently discovered even the Royal Mail is trying to listen to the consumer with the introduction of their parcel post-box. Not only is there a consumer benefit from Ecommerce but also a social and environmental benefit as will be discussed. Figure 7 will illustrate what environmental benefits can be gained through the online purchasing of books online.

Case study 1 focuses on a company which was failing due to the expensive costs in tailed by out sourcing their ecommerce process, and they realised that something needed to be done, as by discussed BigCommerce (2019) the company that produces headphones Skull candy are looking for three criteria when searching for a new ecommerce partner; versatility and adaptability, functionality for the present and future and finally design and UX superiority for a digitally native brand. The paper will discover what changes were made to the company and if they benefited from the change of provider or not.

The second issue presented was the impact that Ecommerce has had on video services such as Blockbusters. International Business Times (2019) explains before the streaming services became popular Blockbusters were a multi-billion-dollar company with 9000 stores throughout the world. As discussed in the project the company had a different modal compared to services like Netflix today. the project will show through figure 10 by Chao, Hegarty and Fray (2016) the different areas of income for Netflix in the United States. The paper will also look at secondary data in regards to the factors that are influencing the consumers to change from postal rentals to a streaming service.

Even though Ecommerce holds many advantages for the consumers it is not without risk, as Munjal and A (2016) explains that many criminals see it as a victimless crime and with the ability to remain anonymous. BBC News (2019) shows how cyber-crime is impacting the public in the UK as Field (2019) discovered when the British national health service fell victim to a cyber-crime having a detrimental impact on patients, and costing the government millions.

Finally, as figure 14 discovered by Ons.gov.uk (2019) the amount consumer are spending online is increasing year on year, which leads to more innovation from companies such as Amazon who aim to launch their prime air drone delivery service. Pandit and Poojari (2014) has completed a SWOT analysis. Chapter 4 will be concluded with a brief discussion. Chapter 5 will help draw a conclusion of the sources.

Chapter 2 review of literature

2.0 Introduction

This essay will discuss some of the advantages, and limitations of e-commerce in the marketplace in today's society. Firstly, it is important to understand the definition of e-commerce as Hashim (2012) brings to light over the years it has changed over it life time, and so have its applications. From Daniel, Wilson and Myers (2002) to the more recent Hashim (2012) there have been many changes to how a company used e-commerce to their advantage. It has not only benefited from a business perspective, but also consumer as using the capability of e-commerce to make me informed choices to their personal criteria when purchasing.

Secondly what categories are there within e-commerce such as business to business Ecommerce, and business to consumer Ecommerce. Shakur (2011) suggests that there are two when it comes to e-commerce trading, which are split into two groups. Firstly, business to business e-commerce, Rushton, Croucher and Baker (1989), and Krell and Matook (2009) will explain the benefits to the system, and what operational benefits a company can expect to achieve.

The next element of e-commerce is business to consumer, Waters and Rinsler (2014) will discuss how this business was conducted before e-commerce, and what are the benefits as a consequence.

In the next section of the essay will look at what advantages e-commerce can bring to both the business, and the consumer. One such way of benefitting both can be achieved by encouraging customer participation as Pee (2016) suggests Dell are a company that take advantage of this strategy. Another advantage of e-commerce is how innovative a company can be, as Miell (2018) explains some of the benefits, such as virtual reality, which would give the consumer more of an experience, also GOV.UK (2019) shows how the UK government support innovation.

With the market environment changing many businesses have struggled to keep pace as Singh (2019) will discuss in regards to book stores in the UK and what is credited with its decline, and if it is due to certain companies gaining a competitive advantage unfairly in regards to Amazon. Rankin (2019) will converse what is being done about unjust tax avoidance within the European Union.

2.1 Defining e-commerce

As discussed by Hashim (2012) definition of E-Commerce has changed many times since its adoption, with many professionals having dissimilar views. One of the first definitions as discovered by Daniel, Wilson and Myers (2002) the phrase was first used in 1997 where it was described as;

"the buying and selling of information, products and services via computer networks" (Daniel, Wilson and Myers, 2002)

The definition can also be used to describe the use of technologies over the internet, such as emails and intranets, which offered the possibility for the exchange of information within a company internally, or to communicate with external stakeholders. The most recent definition is open to more possibilities from its predecessor definition, it has expanded its reach by not only aiming towards the buying and selling of goods and services, but as a tool to improve the operations of the company by opening up the opportunity to maintain good professional relationships with suppliers and customers, not to mention the possibility of completing business transactions with the help of innovation in the E-Commerce.

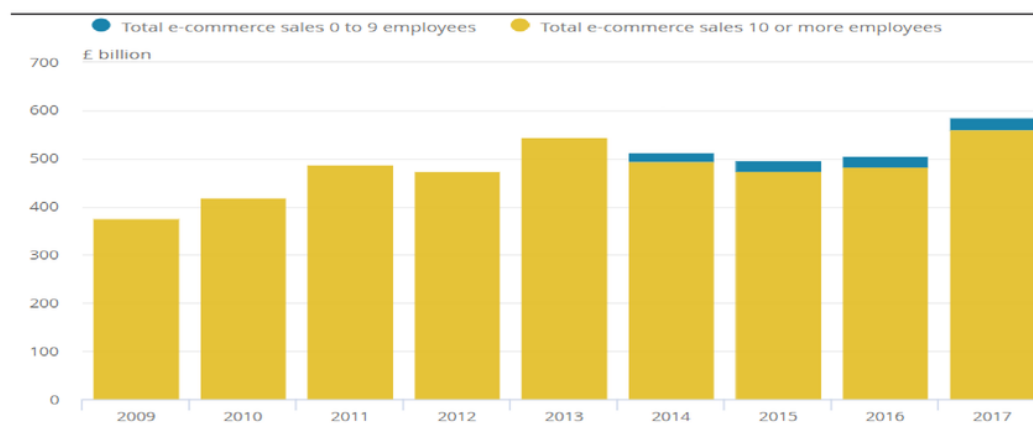
"E-commerce is sharing of business information, maintaining business relationships, and conducting business transaction by means of Internet-based technology" (Hashim, 2012)

In today's marketplace many consumers use e-commerce as a valuable resource to compare certain aspects of products before committing to the purchase either online or in person. The consumer may want to compare prices, or even look for an alternative. Globaljournals.org (2019) explains that e-commerce is changing the way companies are doing their business in regards to dealing with suppliers, and customers. It is also making companies adjust their strategy for functions such as marketing, and logistics. It should also be remembered that e-commerce would not be possible if not for technical innovations such as the internet, and the world wide web (www). Al-Somali (2012) and Hashim (2012) explains that through those advancements many organizations are able to accept transactions, share data, and collaborate across the globe without any boundaries, which can ultimately lead to a competitive advantage.

As discovered by Ons.gov.uk (2019), and shown in figure 1 there has been considerable growth in e-commerce sales in the UK since 2009. In 2017 the total e-commerce sales totalled £586 billion, from £506 billion in 2016 this rise can be credited to the rise in website sales which rose £52 billion from 2016 to 2017 an increases of 21%.

(figure 1)

UK e-commerce sales



(Ons.gov.uk, 2019)

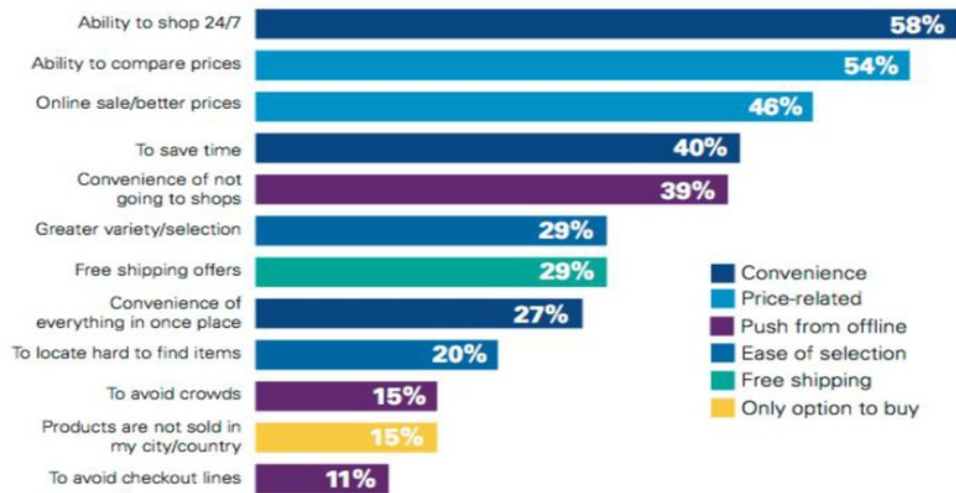
Shakur (2011) explains that in the infancy of E-Commerce it was mainly used for inter-organisation trading, that's when it was discovered that It can be used for more than just internal needs, it can be used as a means of trading between two unique groups suppliers, and customers. Rushton, Croucher and Baker (1989) explains that B2B E-Commerce is concerned with the interactions, and commercial relationship between different organizations. Items such as raw materials, finished goods, or business services will change hands for money.

Shakur (2011) also agrees that B2B helps business partners, suppliers, and / or business customer's complete transactions electronically. Hamad, Elbeltagi and Jones (2015) acknowledges that B2B e-commerce has given organisation the means to achieve great cost reductions, as Krell and Matook (2009) explains that any company willing to embrace the adoption of new technologies can greatly reduce the cost associated with communication such as reducing the need to send a tangible letter, also reducing the costs of the land line. Other benefits of B2B e-commerce can include the cost reduction of marketing, and the ability to cut down on travel cost by communicating via recent innovations such as skype. Shakur (2011) believes that B2C e-commerce happens when a company has chosen to directly deal with its consumers, and is used throughout the retail and services sector. Waters and Rinsler (2014) explains before the adoption of B2C e-commerce much of the B2C business was done through the more traditional method of mail-ordering where companies would send the consumer a catalogue, and then wait for an order. This was usually done with small items such as cd's and books. however, B2C e-commerce is very much like the traditional method in terms of delivery of the good, but the changes have accrued at the ordering process resulting in cost reductions.

Pee (2016) explains that through the use of the internet, and being able to interact directly with the consumer will help fuel the co-creations of future products. They also believe that through the development of social networking there has been an increases in customer participation. This is seen with Dell inc, who are well known for building custom computers for its customers. They launched a website called IdeaStorm, this was done so that all of their customers could discuss and brainstorm any idea they may have not only with each other, but also with the company itself. Since the program started in 2007 they received over 23,000 suggestions for improving the product or service, of which the companies manages decided to implement 550. Forbes.com (2012) goes onto say that when the system was put in place it was the first of its kind, and companies did not respond well to criticism, so it was a risky strategy, this was obviously before social media was embraced. This shown how e-commerce has benefited both the business, and the consumer by working together. In today's society many companies utilize social media which can work to their advantage, but if a product is a poor performer it can lead to bad customer reviews for all to see, which can decrease sales.

Smart Insights (2019) shows in figure 2 some of the main drivers for consumers when it comes to deciding where to purchase. One of the biggest influences is the ability to shop when it is most convenient for the consumer, also the consumer has the means of comparing prices, which 54% of participants said it is important to have the ability to shop around and look for the best price, or even an alternative product altogether.

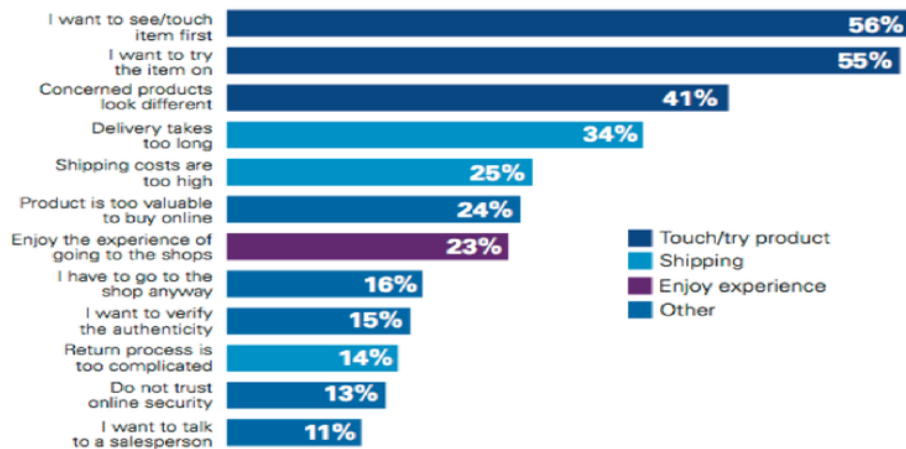
(figure 2) reasons consumers shop online instead of in stores



(Smart Insights, 2019)

Wolfenbarger and Gilly (2001) also described convenience as having the ability to save time and effort, not only physical effort, but mental effort. They go on to say that purchasing through e-commerce offers the consumer great potential in terms of effort saving, time saving and accessibility.

(figure 3) reasons consumers shop in stores instead of online



(Smart Insights, 2019)

As shown above in figure 3 55% of consumers want to try the item on so that they can get a better understanding of the product. Miell (2018) has discovered a possible solution, and if successful could result in more e-commerce sales. They explain that one possibility is a virtual reality (VR). VR is the ability to experience a virtual presence in a virtual environment with the help of a computer. It is explained that this technology is in its infancy and has encountered many problems such as dizziness due to the headset that need to be used, and not having the ability to freely roam around the store as one pleases. They believe all issues can be resolved as technology improves. With virtual reality some time away many companies are looking at a similar solution, but only within the fitting room. Randall (2019) explains the customer would complete basic measurements and a picture and the software can accurately show what it will look like on. many Companies in recent years have tried to harness the technology in the hope to get greater market share, but to reduce their operational costs, which are incurred from returns. Costs such as handling, credit card processing fee, also it would give the company more time to do other activities. Along with the operational benefits GOV.UK (2019) explains that it is possible for companies who seek to be innovative can apply for funding from £10,000 up to £10 million. Shakur, (2011) also explains that a company can be create value through innovation, and novelty technologies such as virtual reality.

With the increased competitiveness of the marketplace many companies have needed to adapt to their changing environment. Singh (2019) discusses that in 2005 the amount of book stores in the UK was 1535. in 2014 that number fell below 1000 for the first time, its expressed that the decline in stores is having a detrimental impact on the high streets around the UK, as shown in figure 1 consumer are seeking more competitive prices, which online retailers such as Amazon are providing.

Amazon are the world's biggest online BBC News (2019) explains that Amazon's full year revenue for 2016 was \$177.9 billion, with profits of \$3 billion, but many sources believe that their revenue, and profits were acquired unjustly. The Independent (2019) describes how British business have been disadvantaged by government for turning a blind eye to the situation with business based overseas openly admitting to not paying VAT, which gives them an unfair competitive advantage.

Mansour (2019) When it comes to tax paid to Amazon UK Services Ltd made a pre-tax profit of around £72 million and paid a tax contribution of £4.6 million on contrast another branch of Amazon its web services UK Ltd only contributed £155,000 in total tax on a profit of £5 million. Mansour (2019) The amount paid falls far short of the British corporate tax on profits which is 20%. They defend their tax payments saying it is perfectly legal, and is based around their employee share scheme. The way Amazon operates is not going unnoticed as Rankin (2019) describes. The company has been ordered to pay £222 million in response to corporations illegally reducing their tax bills, which is resulting in Amazon paying four times less tax than their competition. When it comes to Amazon and Luxembourg it is understood that the country's authorities were aware of the situation to reduce their tax bill by 250 million euros. Bowers (2019) reveals it should be known that before cooperation from Luxembourg prime minister secretly blocked any effort to tackle tax avoidance. They were the leaders of a small consortium of countries looking to protect their tax policies, which was proving to be a tax haven for large corporations. The tax benefits they offered only came to light in 2014 under the current president Jean-Claude Juncker. Coincidentally he was the prime minister of Luxembourg for 18 years just a few months before, not only was he the top ranking government official he was also the country's minister for the treasury. Juncker has admitted it has damaged his reputation, and has made every effort in supporting the EU's competition commissioner.

On reflection the appointment of Jean-Claude Juncker as president looks more of a ploy to make him think of the EU as a whole, and not to benefit one country.

2.2 Conclusion

As shown defining e-commerce is not an easy task, over the years it has changed many times as Hashim (2012) explained. The most recent and up to date definition is aimed at a company keeping communication between all elements of the business to enhance communications, and having the means to facilitate business transactions by using technologies. Globaljournals.org (2019) discovered that e-commerce is not only making companies question the way they deal with customers and suppliers, but also their strategy for operational functions such as logistics. Ons.gov.uk (2019) shows in figure 1 that the amount of money spent through e-commerce has reached an all-time high of £586 billion. Shakur (2011) discovered that e-commerce was mainly used for communication within

an organisation during its early development, but bigger things awaited e-commerce. It was then fully utilized connecting business and suppliers. Shakur (2011) pointed out that there are two main types of e-commerce groups firstly business to business, which focuses in on commercial relationships and the trading of raw materials, or services, secondly business to consumer which most of society are familiar with. Waters and Rinsler (2014) believes that before e-commerce business to customer sales were still happening through the postal service, the consumer would receive a catalogue, which they could choose to purchase good, then post the catalogue back to the company with the required amount of money then wait for delivery. This is no longer the case with e-commerce the process is much more efficient when it comes to receiving orders and processing payments, which can lead to cost reductions for the company.

Pee (2016) explains that Dell are a company that used e-commerce to their advantage to help improve future products and services. This was done through a project called IdeaStorm, which brought everyone together for the good of everyone. Forbes.com (2012) goes on to say that the system was the first of its kind and has produced some good results, from 23,000 improvement suggestions they implemented 550.

With the marketplace changing there have been high-street casualties, Singh (2019) clarifies that number of book stores in the UK has fallen greatly since the early 2000. The Independent (2019) suggests that companies like Amazon have an unfair advantage in the marketplace due to authorities not treating them accordingly. Mansour (2019) and Rankin (2019) both agree that the amount of tax Amazon pay is not acceptable, and that became when the EU discovered that Luxembourg was acting in their self-interest and not the unions. It should be remembered that their prime minister at the time was the current EU President Jean-Claude Juncker, who would have had the authority to block any EU changes to tax. Mr. Juncker admitted to the whole process has damaged his reputation, and has given his full support in favour of the competition commissioner.

3.0 Questions posed

After completion of the review there are a number of questions which can be used going forward into the next section of the dissertation which is chapter 3 methodology

Q1- Will consumers embrace future advancements in technology in favour of traditional high streets?

Q2- If so why is this the case? What else can they experience while on the high street which they cannot through e-commerce?

Q 3- Would members of society be willing to spend their disposable income on companies that are happy to exploit every possible process to avoid taxation, and disadvantaging high street stores unethically?

Q 4- would consumer choose to shop locally instead of unworthy companies if I meant paying more for products?

Q 5 – what are the potential threats from the development of ecommerce.

Chapter 3 methodology

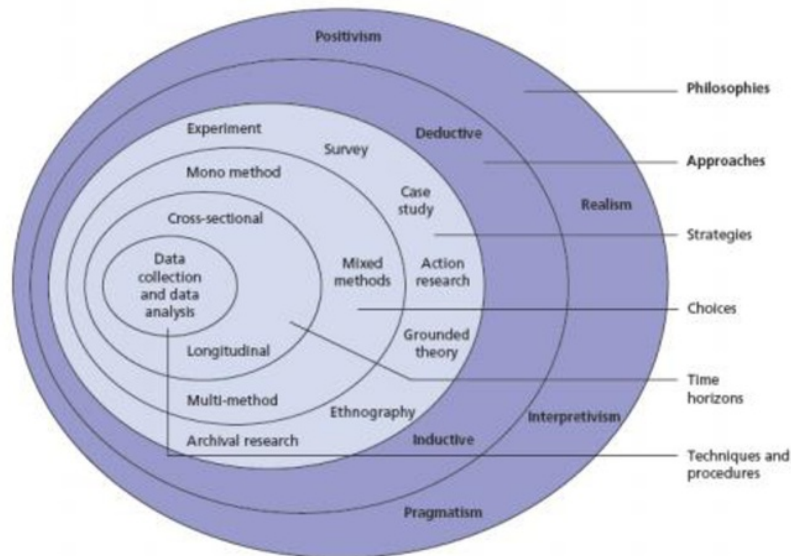
4.0 introduction

As discussed in the literature review there are a number of advantages and limitations in regards to E-Commerce from the prospective of the consumer, and Chapter three of this dissertation is to recognize and deliberate over relevant philosophies. The next step is to discuss research paradigm, which will help discover what methods should be used to help support the study. Saunders, Lewis and Thornhill (2000) discusses that it is difficult to avoid the term research, it is used daily by television broadcasters, and newspaper, and are mainly about society regarding a recent poll, which is comprised of people's opinions, which will include how the data was collected. This is often used by politicians to gain support, or to justify their policies based on the research. Another example can be seen when advertisers try to encourage consumers to buy certain product based on research. That being said Walliman (2005) believes that many of the uses of the term research are not true to its meaning, and are being misused. One such way of miss using the term research is when companies comprise a strategy to get their product noticed, and respected by society.

When looking to complete a research project it could be though as good practice to look at the research onion comprised by Saunders, Lewis and Thornhill (2000) as shown below in figure 4.

(figure 4)

Saunders research onion



(Saunders, Lewis and Thornhill, (2000)

As illustrated above by Saunders, Lewis and Thornhill (2000) the onion is a good for researchers as it helps formulate the correct research paradigm, and how the researchers are going to collect the data. The onions are used by starting on the outside 'philosophies', and working inwards, peeling each layer until the centre is reached. While going through this process after each stage the researcher will be examined and the best approach will be determined. When the researcher is happy with the result a strategy will be put in place and a methodology determined.

4.1 Research philosophies

As Citeseerx.ist.psu.edu (2019) explains, that this layer simply consists of developing knowledge in the subject area. The researcher could be embarking on a new theory, or a small inter organisation issue, no matter the size of the research project knowledge is still being developed. There are four widely used philosophies when it comes to research they are; positivism, realism, interpretivism and pragmatism.

- **Positivism:** Dudovskiy (2019) and Saunders, Lewis and Thornhill (2000) discuss that this approach is mainly adopted by the natural sciences, and is knowledge gained through observation. They believe that this philosophy knowledge is gained through human experience.

- **Realism:** Dudovskiy (2019) discusses that this philosophy relies on independence of reality from the human mind, and relies on a scientific approach to improve knowledge. There are two groups that makes up the realism philosophy: direct and critical. Philosophyzer (2019) explains that the direct approach is aimed towards gaining knowledge by taking what the researcher perceives through their senses, but this is not without its issues, such as how one person's brain process colour to another, which Critical realism argues. This realism believes that the any human can have sensations, and experiences in regards to the real world, but this is not always the case as the real world can be misleading, and is not the perception of the real world.
- **Interpretivism:** (Study.com, 2019) explains that this philosophy look at how a researcher gathers information on emotions and human behaviour. Unlike quantitative methods, which can be analysed and proved or disproved through analysis. This philosophy uses qualitative methods to help measure such research.
- **Pragmatism:** with this philosophy the researcher believes that any research gathered is only relevant if it helps support the theory. They believe there are many different ways the world can be interpreted, and that no single opinion or point of view can understand the full picture, and there may be multiple outcomes. Dudovskiy (2019) explains that with this method the research question is the most important factor in determining the research philosophy. Furthermore, pragmatism researchers may also include methods of positivist and Interpretivism it all depends on the nature of the question which need assuring.

In regards to this project, the philosophy that is best to use is the pragmatism philosophy, as it offers many different options when thinking of the question of the advantages and limitations of E-Commerce. This approach gives the project the option to use both qualitative and quantitative methods.

4.2 Research approach

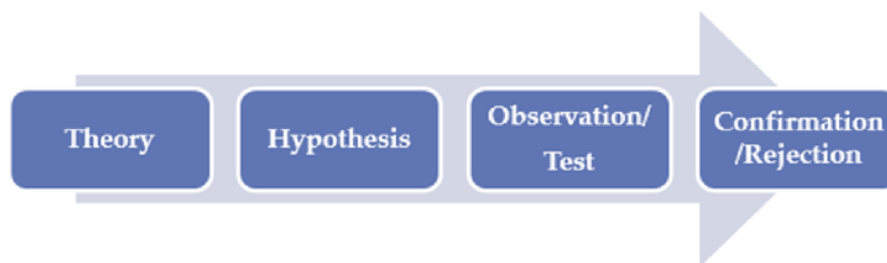
This section of the report will focus on research approaches, which there are two. Deductive approach and inductive approach.

Deductive approach

As illustrated below in figure 5 By Research-Methodology (2019) The researcher will derive a hypothesis, or hypotheses based solely on the current theory, after this stage is complete a research strategy will be implemented to test the hypothesis. Methods such as quantitative, which offers the researcher means to use regression and correlation analysis. After the hypothesis is tested it should then be compared to the original theory, when analysis is complete the researchers can either accept or reject the hypothesis.

(Figure 5)

deductive approach stages



(Research-Methodology, 2019)

Inductive approach

(figure 6)

inductive approach stages



(Dudovskiy, 2019)

Unlike deductive, which relies on testing the hypothesis based on the theory, inductive approach helps generate new theory based on a detailed observation of an environment. Contrasting from deductive this method makes use of qualitative research methods. With the results of the research any possible patterns, or resemblance are used to generate a conclusion, or theory

Given the differences in both methods this project will make use the inductive approach. By doing so will help to unveil some of the advantages and limitations when it comes to E-Commerce.

The method could also help identify any other issues, and solutions in regards to the consumer, logistics and the environment. After carrying out this method a conclusion will be made.

4.3 Research strategy

As discussed by Saunders, Lewis and Thornhill (2000) a research strategy is a general plan on how the researcher is going to go about answering the research question. It is important that the research identifies where they intend to gather their data, and consider any constraints that will certainly happen for example there may be problems with access to data, and the cost of completing research. There are eight types of research strategies;

- **Experiment:** is seen as a classical approach, and is mostly used in the natural sciences, none the less it still features in social science research including psychology.
- **Survey:** Saunders, Lewis and Thornhill (2000) discusses that this strategy is very popular when it comes to business and management research, given that the researcher has the ability to gain a sizable sample from a population at an economical rate. Even though it is a good option to gather data there are many disadvantages, such as the time needed to design the questionnaire, and also pilot it to ensure it is viable. By doing a pilot survey it gives the researcher the possibility of ironing out any potential issues, such as how long it takes to complete, and discover how the questions are constructed. Another limitation is that when dealing with large sample sizes it is more than likely a computer package would need to be purchased, and finally time with large samples it can take a considerable amount of time to process, even getting questionnaires back takes time as the researcher is relying on other.
- **case study:** Researchersworld.com (2019) describes this strategy as
“a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence”
a case study can cover almost anything, including a community, group and organisation. Saunders, Lewis and Thornhill (2000) explains many researchers shy away from doing this type of research, because it is unscientific, none the less this method can be helpful by giving the researcher existing theory in the area being researched.

- **grounded theory:** Hummedia.manchester.ac.uk (2019) believes this method can best be described as an inductive approach, and is seen as being too simplistic for many researchers, as discovered inductive approach builds its case on the evidence that is discovered through research and not on existing theory.
- **Ethnography:** SAGE Publications Ltd (2019) believes that this strategy relies on observations within groups to get a greater understanding of their opinions and perceptions. This strategy can greatly help organisations to better understand their workforce. This strategy takes a more holistic approach and relies on individual's experiences.
- **action research:** Simon and Wilder (2018) explains that action research is the process of using both actions and reflection to gain a greater insight. An example of this can be seen in a laboratory, where a scientist will conduct experiments and then they will reflect on what the results were and how to alter the outcome.
- **Time horizons:** as Saunders, Lewis and Thornhill (2000) discusses that an important question that should be asked when setting out research is to set out the time frame for collecting data. Does the research need to be completed fairly fast, or does the researcher have more time to collect data? Cross-section and longitudinal will discuss the differences between the both.

cross-section and longitudinal studies: cross-section studies as discussed by Saunders, Lewis and Thornhill (2000) is a study of a particular phenomenon at a certain time where samples are gathered at one point in time, and they will be different samples. This method proves useful when time is an issue for gathering data, which is often the case for academics. On contrast longitudinal studies will seek to gain data at several points in time with the same sample, which gives the researcher the opportunity to observe the samples and have greater control, but only if the research programs are not impacting the individual. This process was seen in a television program called 'seven up' where data was gathered on participants over seven years, which proved to be useful in the understanding of the development of the human race.

- **Exploratory, descriptive and explanatory studies:**
 - Exploratory:** this consists of the researcher trying to seek a new insight to what is happening. there are three methods in which a researcher can gather this information; search literature and try and discover any new theories. Secondly,

another option is to discuss the research question with an expert in that area to gain significant insight. Finally, conduct a focus group interview, this method is useful to gain many contrasting views. As discovered in Saunders, Lewis and Thornhill (2000) discusses that the advantage of this method is that it is flexible and able to change in accordance to the new research that's been discovered.

Descriptive: this method requires the researcher to have a clear view on which data need to be collected, before the researcher goes forward and gathers it. The process of descriptive study is to get an accurate profile of a person, event or situation. This strategy cannot be statically tested and it relies on the researcher to develop skills to evaluate the data, and conclude. Many understood that it should be thought as a means to an end, but not the end itself.

Explanatory: Saunders, Lewis and Thornhill (2000) explains this strategy is used when two variables, and how their relationship would react if there were a problem. An explanatory can be used to so that a researcher can see any correlation between the variables.

For this project the strategy that will be chosen is case study.

4.4 Methodology choice

This section of the project will focus on how to gather data and how to analysis that data. When it comes to Methodology choice there are three options: mono method, multi method and mixed method. They are explained below.

Mono method	Multi method	Mixed methods
The utilisation of one of the approach proposed for the project led.	involves a research divided in different segments which furnishing specific dataset, then they are analysed thanks to techniques derived from qualitative or quantitative methodologies (Feilzer, 2010).	The utilisation of two or more method approach. Often, the researchers use of both a qualitative and a quantitative methodology.

Multi method research

Tashakkori and Teddlie (2003) explains that multi method research is the process of integrating both qualitative and quantitative researches approaches in a single or multiple study.

As discussed by Saunders, Lewis and Thornhill (2000) it is very beneficial to combined the both, they go onto say that it is very useful to uses both in a study as well as primary and secondary data. An example of this is shown in Saunders, Lewis and Thornhill (2000) where a small insurance company conducted research to discover employee's attitude using both qualitative and quantitative methods. Firstly, the organisation conducted an in-depth interview with senior managers so that the researcher can get a picture of the situation, and any issues that may accrue. Next the researcher held a group discussion, which was made up of employees all at different grades and positions. This process is extremely useful as it gives the research the basics on which the questionnaire will be based. The third process was to process the questionnaire, by doing it gives the researcher the ability to compare different groups in the organisation such as age, gender and position in the company. By doing so will discover any correlation. The final step was to conduct a structured interview to discuss the results of the data, so that the employees can understand the results of the questionnaire.

Triangulation

Betterevaluation.org (2019) explains that triangulation aids validation of data through cross verification from more than two sources. Triangulation helps test the consistency of the data gathered through different methods, it also helps control the process, as discussed in the previous section when choosing the group discussion to discover any problems which may accrue, which helps shape the questionnaire. Another advantage of triangulation is that it gives the researcher a greater understanding in the subject area, and it help reduce bias when collecting data.

Techniques and procedures

Data collection

As discovered in Research-Methodology (2019) data collection is the process of collecting data from all applicable sources in order to discover an answer to the research issue, also test the hypothesis. The methods involved in data collection are divided into two sections: primary methods for collecting data and secondary methods. This project will be conducted using secondary data methods from multiple sources such as academic journals, which are from the University of Wales Trinity Saint David, images and reports. Using secondary data methods over primary offer many benefits as discussed by Saunders, Lewis and Thornhill (2000) the researcher can save a considerable amount of time and money by using secondary data, also data may have already been collected by the government which will be available for researchers to analyse. When time and money is being saved on collecting data the time can be better spent processing information.

4.5 Data analysis

In this section the dissertation will explain how the data collected is going to be analysed. This can be done by either qualitative and quantitative methods.

- Qualitative: this method focuses on non-numeric information, which can be gained through interviews, text books, documents and observation. There are five within the qualitative method: Content analysis, Narrative analysis, Framework analysis, Discourse analysis and as discussed earlier Grounded theory.
- Quantitative: Saunders, Lewis and Thornhill (2000) and Research-Methodology (2019) explains that this type of data is mainly numeric, and the data is quantified, so that it benefits the researcher answer the question. Before the availability powerful computers, the analysis had to be done by hand, that is no longer an issue there are many programs which are available to complete data analysis saving a considerable amount of valuable time. Results can also be illustrated so that people who are un filmier can still understand the results, which could impact the decision makers within an organisation.

in regards to this project the advantages & limitations of E-Commerce, and the questions which were proposed in the review of literature is mostly going to be comprised of qualitative methods, but if relevant data becomes available it will be utilized.

Research ethics

as Saunders, Lewis and Thornhill (2000) explains the researcher will encounter problems when trying to collect data, such issues could include a lack of access to an organisation, and to individuals. The ethics of the research is based on the behaviour of the researcher, and it ensures that they conduct their self in an appropriate manner while conducting research. To ensure that the researcher is ethically when conducting the project, they can follow a code of ethics, which will provide the researcher with a statement that clearly states what process will be used to ensure the data is collected within the code. By doing so it will generate trust between researcher and organisation or individual. The code will also ensure that all human rights are being up held by the researcher.

Viability

As Research-Methodology (2019) believes that viability is simply how well an instrument measures what is intended. There are five groups within viability: face validity, construct validity, Criterion-Related Validity, Formative Validity, Sampling Validity. The five groups are also divided into two groups external and internal validity as explained by Key Differences (2019).

The Internal viability will focus solely on measuring the accuracy of the experiment, and controlling variables, where external validity relies on practical and true results.

Reliability

Golafshani (2019) explains that reliability is defined as how the results stay continuous over time, and if another researcher used a similar methodology the results could be reproduced over a period of time. Within reliability there are three groups; Test-retest reliability, Parallel forms reliability, Inter-rater reliability.

Chapter 4 analysis and discussion

5.0 Introduction

This following chapter is split into two sections analysis and discussion, so what is data analysis? Ori.hhs.gov (2019) explains that the process of analysing data is to apply either statistical methods, which will illustrate the results through the use of graphs, which can easily be understood. On contrast there is a logical analysis which will draw conclusions from sources used, such as case studies, academic journals and newspapers. The question being researched 'advantages & limitations of E-Commerce' is so vast that it would be very costly in money and time to fully research, which is a limitation of this project. Areas of research for this project are as follows:

5.1 Advantages of ecommerce

Consumer benefits

When it comes to the advantages of ecommerce from a consumer there are many incentives for them to switch the way they purchase goods, but over recent years many companies have been using the advances in technology to further their business by offering innovative services. As discussed by Y. Vadwala (2019) one such advantage is the benefit for the consumer. Through the innovation of ecommerce, the consumer has the ability to search the internet and complete transactions, they also have the ability to compare more products and make a choice on the reviews of other consumers, and more importantly all this can be done twenty-four hours a day, seven days a week, providing the user can get a signal for their device. Another innovation that will benefit the consumer is a parcel post-box, as of 20th of May 2019 the Royal mail has noticed that consumers wanted the possibility to return parcels outside of business hours. There will be 1400 boxes in 38 towns beginning in august.

Social benefits

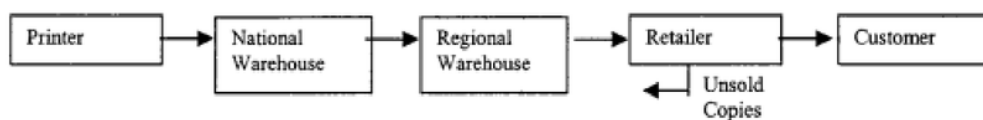
Having the ability to physically walk into a shop can often be over looked by many consumers, but for the minority of consumer who are disabled and feel unconfutable doing so the haven of ecommerce can make the process easier for them. No more needing to worry about parking or the inconvenience of some shop layouts. ecommerce in an inclusive service, which all of society can benefit from as discovered by Smithers (2019) many disabled people as discouraged by some companies often feeling invisible, with some not even offering suitable facilities, such as toilets and wider doors for wheel chairs. A survey was completed by 100 applicants who are disabled, of which 70% were discouraged by the attitude of employees. there is no doubt that ecommerce can enable the disabled community, not only to purchase goods, but to inform the relevant personnel on possible changes to environment.

Environmental benefits

Pdfs.semanticscholar.org (2019) explains that the traditional methods of purchasing go through many stages. take a book for example, as illustrated in figure 7 below the process of procuring a book is not a simple on. Each stage of the process requires a transport link to get to the next often by truck, not to mention 35% of all best sellers get returned from the retailers adding to the environmental impact.

(figure 7)

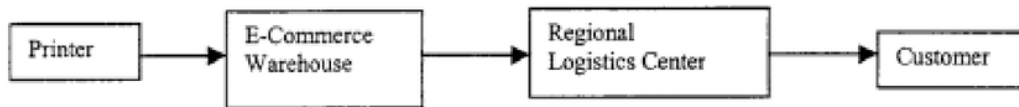
traditional methods of transporting books



(Pdfs.semanticscholar.org, 2019)

By purchasing online it gives the organisation the possibility to eliminate any waste in their modal as illustrated in figure 8 below, and become more competitive.

(figure 8)

selling books online process

(Pdfs.semanticscholar.org, 2019)

With the company eliminating the need for a retailer, and 35% returns there would be a considerable as shown below in figure 9. As shown there are considerable benefits for a company operating a similar model, as each category is enhanced online, which would please stakeholders in larger companies.

(figure 9)

traditional v online bookstore

	Traditional Book Superstore	Online Bookstore
Titles per Store	175,000	2,500,000
Occupancy cost (% of revenues)	12%	<4%
Revenue per Operating Employee	\$100,000	\$300,000
Inventory Turns	2-3X	40-60X
Sales per Square Foot	\$250	\$2,000
Rent per Square Foot	\$20	\$8

(Pdfs.semanticscholar.org, 2019)

5.2 Case study 1

The above is true of Skull candy who produce headphones. BigCommerce (2019) explained that when they first adopted an ecommerce system it was out sourced to a company call Salesforce Commerce Cloud, and it proved to be very expensive to maintain. The company decided that it was time to take action and they came up with three factors that they needed from a platform they included; versatility and adaptability, functionality for the present and future, and finally Design and UX superiority for a digitally native brand.

- **versatility and adaptability**, which is highly valued by this company, they were committed to finding a platform that could offer what they sleeked, which had the complexity and price they desired.

- **functionality for the present and future**, when the company was choosing an ecommerce company for the present, it was also important to future proof the process to drive their own ecommerce business.
- **Design and UX superiority for a digitally native brand**, with the changing environment for their business they discovered that for the company to remain competitive it needed new methods to generate new customers, which is possible by adopting ecommerce in their business strategy.

Loaded with the above criteria the company found the company which could help them reach their desired ecommerce goal. As BigCommerce (2019) explains Mark Hopkins, Chief Information Officer for Skullcandy realised how their new relationship with Bigcommerce can drive the company forward he was quoted saying;

"Our experience and successful launch with BigCommerce is a great example of how like-minded brands can effectively align. Technical barriers were removed and we are able to focus on growing our business today while benefiting from BigCommerce's forward-thinking roadmap and steady cadence of new features, which are designed for brands like us."

the success of this ecommerce partnership is not only show by this health relationship between the companies, but also the financial benefits. With platforms like Bigcommerce companies are saving a significant amount of money, and associated time on development which has now been eliminated from the process. Since the partnership began the company has seen huge growth in the company's revenue with an increase of 214%, with an 122% increase in year on year orders. This case study is an excellent example how a company can adapt to the ever changing environment or ecommerce to have a greater reach towards customers.

5.3 Ecommerce impact video services

Nigelwright.com (2019) explains that in 2017 the estimated amount spent through ecommerce is 602 billion euros, and it is showing no indication of slowing down, they also discuss future skills, jobs and employment and how the latest trends in technology are going to impact them. This can be seen with blockbuster, as disused by Goodwin (2019). If you are old enough to remember blockbuster, you will remember that was the location for the latest films and video games in the early 2000's. a service where you could rent them for a given period of time.

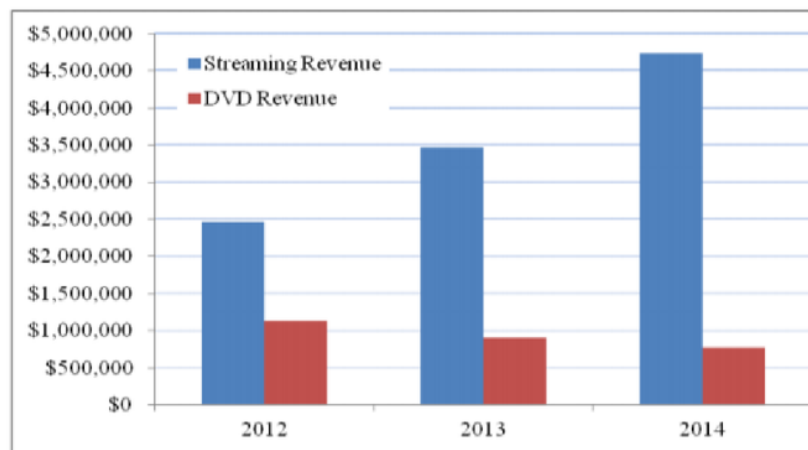
International Business Times (2019) goes on to say that at its peak the company employed over 60,000 people and had over 9,000 stores worldwide, with a market value of \$5 billion and revenues of \$5.9 billion they did not see Netflix as a major competitor. Netflix had a different strategy than Blockbusters they used the postal service to deliver dvd's and games instead of the traditional store, which has many advantages and disadvantages such as;

- **Advantage-** Potential customers who do not live near a blockbusters store, and are unable to use the service.
- **Limitation-** in the early days of the service it was held down by postal times, which could affect a customer's decision and they could possibly go to a rival company.

But as Chao, Hegarty and Fray (2016) explains that the limitation of waiting for a store to open to purchase a product, or wait for a delivery are a problem no longer being encountered by consumers. The way forward is streaming, which is heavily reliant on the advancements of technology and internet speeds.

(figure 10)

streaming revenue v DVD revenue in U.S for Netflix



(Chao, Hegarty and Fray, 2016)

As illustrated in figure 10 the rise of Netflix as a streaming service is unprecedented, but with that rise came the demise of DVD sales, which had an impact on Blockbusters, with that being said Chao, Hegarty and Fray (2016) completed further analysis to determine what consumer value when deciding to use an online service such as Netflix.

The survey consisted of 342 useable samples, and as shown below in figure 11 there are a number of variables that were considered. By looking at the data it can be seen that the majority of the applicants were aged between 18-35, with a slight swing in favour of male applicants. The data shown a broad array of income levels with 75% educated to college level, which is not surprising as the questionnaires were distributed in university campuses, it should also be noted that 75.2% are single.

(figure 11) **Respondents to case study 1**

Variables	Groups	Valid %
1. Age	<18	1.2
	18-35	97.1
	36-55	1.8
2. Gender	Male	55.8
	Female	44.2
3. Family annual income	<\$30k	23.0
	\$30-50k	17.4
	\$50-75k	25.7
	>\$75k	33.9
4. Educational level	High school	13.8
	College	75.6
	Graduate	10.6
5. Marital Status	Married	24.8
	Single	75.2

(Chao, Hegarty and Fray, 2016)

As shown below in figure 11 on movie experiences, it is apparent that streaming services are very popular as a way of enjoying a movie with 89.5% of all samples saying that they have watched a movie through this method, with 45% of them saying they have used some sort of technological gadget to do so, they include smart phones, and tablets. The data also show how samples are enjoying movies, by going to the cinema or not.

(figure 12) **Movie experience case study 1**

Variables	Answer	Valid %
6a. Have you ever streamed a movie?	Yes	89.5
	No	10.5
6b. Have you ever used any special gadget(s) that let you watch movie, i.e. smart phones, tablets, etc.?	Yes	45.0
	No	55.0
7a. Movies seen in theaters/month	0	7.3
	1	45.0
	2	30.7
	≥3	17.0
7b. Movies watched not in theater/month	1	39.6
	2	26.1
	≥3	34.3

(Chao, Hegarty and Fray, 2016)

It should be noted that the researcher chose to use a five point Likert scale, which asks respondents to evaluate the selected variables as such; 5=strongly prefer, 4=prefer, 3=neutral, 2=not prefer, and 1=least prefer.

The next statistical test conducted is a paired sample t-test (two tailed). Hinton (1995) explains that to use a t-Test it is required the sampling distribution to be normally distributed, but fortunately the test is robust, and as long as the sample exceeds 30 the test is will likely be valid. It is also expected that all samples are taken randomly from the population so an unbiased evaluation can be made to determine the results. The t-Test gives the researcher the means to compare two variables. Figure 13 below the results.

(figure 13) **paired sample t-Test (2 tailed) case study 1**

Variables	Mean dif.	Std. Dev.	Df	Sig.
easy to obtain movies	0.34	1.31	339	0.00
attractive prices	0.56	1.27	339	0.00
easy to watch	-0.24	1.37	337	0.00
high definition movies	-0.11	1.39	338	0.14
can be easily carried around	0.67	1.41	341	0.00
high sound quality	-0.19	1.49	341	0.02
can be easily shared with others	0.30	1.38	338	0.00
no need to buy additional special gadgets or instruments	0.22	1.28	339	0.00
easy and free delivery	0.32	1.35	338	0.00
format can be played on any gadgets	0.37	1.17	339	0.00
no concern of copyright	-0.07	1.15	338	0.24

(Chao, Hegarty and Fray, 2016)

As shown in the results above there are significant differences in nine of the eleven variables, and the respondents preferred the more modern way of consuming movies over DVD's on all variables except easy to watch.

5.4 Potential issues with ecommerce

According to Rushton, Croucher and Baker (1989) ecommerce is not only the means of buying and selling goods or services electronically, but also the transmitting of funds and data primarily over the internet, but with the advancements in technology comes potential threats. With many organisations relying on ecommerce to grow their business many others are looking to take advantage of the under development of security to gain valuable information and money. Munjal and A (2016) explains that with the development of the internet many unknown threats are now surfacing, and areas such as banking and retail are prime targets. The likeliness of a cybercrime affecting is growing, due to the fact that the criminal is absent from the scene of the crime they are faceless, and in the case of big companies they view the crime as victimless.

With more companies moving onto the internet to have a global reach lead to more potential crimes as Munjal and A (2016) explains that if criminals are successful then the company effected may have to re-deliver a stolen item at great expense to the sender.

5.5 Cybercrime impact in the UK

BBC News (2019) discovered from police data that throughout Britain the cost of cybercrime to the public is a staggering £190,000 a day, with more than a third of the victims falling victim of hacking email accounts and social media in a bid to steal personal information so that their identity can be stolen. It was discovered that between April and September 2018 £34.6m was reported stolen, that is an increase of 24% on the 6-month prior, that is why the public is continuously reminded to ensure their awareness of their personal information, remains that personal. Victimsupport.org.uk (2019) explains that There is a few process that can be used to ensure this, simply changing passwords more frequently and making them predictable is a good start, and using up to date anti-virus software.

Even though cybercrime is having a negative impact on individuals no organisation is exempt as the National Health Service (NHS) discovered. The NHS and logistics company FedEx fell victim to a software named ransomware, which goes by the name of "WannaCry". Access is often gained through the opening on emails, and the user opening a link which will release malware onto the system. Once on the system the virus will encrypt all files, after doing so the system is held hostage

and a payment through Bitcoin is demanded, but as Graham (2019) explains there is no guarantee that they will keep their promise, or even come back seeking more money. Field (2019) discovered that the attack impacted 200,000 devices, which had a detrimental impact on the scheduled 19,000 appointments made costing the Tax payer over 20 million pounds, even though it cost 20 million pounds in missed appointments that cost was dwarfed by the 72 million spent on a system to prevent a similar event again, in fact at the time of the attack the NHS was using windows XP, which was released 17 years' prior, furthermore the government has now committed to upgrading all system within the organisation pledging 150 million over three years. To make matters worse it has been discovered by The Independent (2019) that the poor quality of software has be a factor in minimum of 100 deaths a year, and up to 900. They discuss that many events around the country require an enquiry such as the Grenfell fire, which had 71 fatalities, so why not launch an enquiry into poor software?

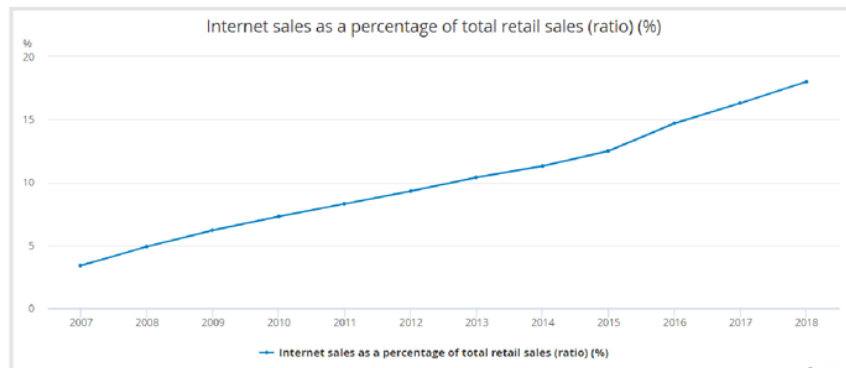
5.6 Opportunities for ecommerce

Amazon prime air

With the ever increasing ecommerce sales as shown below in figure 14 has led the way for further innovation within the ecommerce sector for companies to remain competitive.

(figure 14)

internet sales as a percentage of total retail sales



(Ons.gov.uk, 2019)

In 2013 Amazon's Chief operating officer Jeff Bezos said that Amazon would change the way the consumer receives good, and aiming to deliver within 30 minutes of ordering, and they will be operated by an unmanned drone. As Pandit and Poojari (2014) discovered by completing an SWOT analysis there are many obstacles to be overcome if Amazon wants to achieve their goal. First there is strength, how can the use of drones improve their business, well the technology would help the company deliver more products on time to the consumer, another positive for drone innovation for Amazon is that there is very limited competition, with the investment needing to be substantial.

The next category is weaknesses with the innovation, and with the program being immature the return on investment is unclear, another issue is whether and how it's going to impact the amount of delivery's reaching their destination on time, and even if the drone is able to complete the delivery without a problem, who to say the drone would not be a target to thefts at this stage it is very unclear.

Amazon are a company that do not shy away from possible opportunities when it comes to business. Since the launch of Amazon prime in 2005 the company have been looking at different ways to grow their company and be more appealing to a wider market, take the kindle, which changed the way consumers purchased books forever.

This was only the beginning now we have Amazon's Alexa that has many applications from making an online order to playing a favourite song, but Amazon don't only look to improve their customers experience, they also look to improve their own internal process by using automation in certain areas of the company. By using drones, they will be growing the company further, and have the possibility of developing more customers in a market which is untapped at present.

With the technology be fairly new at the moment the threats are without president, but recently as discussed by Johnson (2019) a drone has been the cause of a major global airport being grounded by the risk of the drone damaging aeroplane engines, which is going to lead to many changes to regulations in regards to drones, it should also not be forgotten that the drones will have a connection to the world wide web, which would make it a target for cyber-crime.

6.0 Discussion

Through the research of this project it has become apparent that the growth in Ecommerce is showing no sign of slowing down, and it is having a detrimental impact on companies that solely rely on high street sales as shown with the case of Blockbusters. It could be said that Blockbusters did not complete a SWOT analysis to point out any difficulties that may be poised such as companies making better use of their application of Ecommerce technology, and when they realised the opportunity it was too late for them to take advantage. If one looks to the high street companies of today, it could be said that retailer HMV have made the same mistakes as Blockbusters by not seeing the threat posed by online streaming services leading to them going into administration. With the mentioned companies needing premises usually within a shopping complex, or high street only inflates their prices, and they cannot fend off the competitive prices by online companies, who can beat high street retailers by reducing their cost in areas such as property costs, and employees. nonetheless with the increasing amount of consumers buying goods online protecting that process should be very important so that the consumers can trust the company and hopefully be a repeat customer, but just as important inform others of their experience using the product and customer services. Before Ecommerce companies were very much outside of the spotlight as consumers only told their friends and family of the good or bad experiences how things have changed. With the introduction of social networking consumers can openly praise or discredit goods or services, which can influence companies to make better choices to suit the consumer.

Chapter 5 conclusion

7.0 conclusion

Before starting the project, it was important to define Ecommerce, which Daniel, Wilson and Myers (2002) defined it as;

“the buying and selling of information, products and services via computer networks” (Daniel, Wilson and Myers, 2002)

figure 1 shows that from 2014 the amount of small business taking advantage of the internet is growing each year. The amount spent by consumers in the UK in 2017 is an astonishing £586 billion an increase of 21% on the previous year, and as Smart Insights (2019) illustrates in figure 2 consumers are looking for other options for purchasing goods, and through online stores they can do so 24 hours a day, seven days a week. Saving time from traditional methods. The graphs also show that online shopping gives the ability of price comparison to ensure that they are receiving the lowest possible price, but it can also be used to find an alternate product, but where there is a positive comes negative effects of Ecommerce with figure 3 showing that consumer still look towards shop to fully experience the product first, so they still may purchase the product online and they used the shop to verify the item first. With 55% wanting to try the item on before they buy has Miell (2018) believes a possible solution can be seen through virtual reality, but still in its infancy it looks still some distance away before it embraced by consumers. Singh (2019) explains that the rise in Ecommerce has greatly impacted the book store industry in the United Kingdom with the number falling from 1535 in 2005 to below 1000 in 2014. As discovered consumer are seeking more competitive prices, which Amazon are providing, but as discovered they are doing so unfairly, as The Independent (2019) discovers smaller companies in the UK are being put at a disadvantage as bigger companies are getting special treatment, and by doing so can afford to undercut smaller companies. Even more worrying is that Amazon used Luxembourg as a tax haven as Rankin (2019) explained the European Union wanted complete transparency when it comes to Tax to ensure a fair playing field within the EU, given that a small consortium led by Luxembourg voted against the move. It should be remembered that the prime minister at the time of the votes was the current EU president Jean-Claude Juncker, and shortly after becoming the president of the EU Luxembourg agreed to the reform this cannot be a coincidence.

In chapter 4 data analysis it was discovered that there are many benefits, such as, consumer benefits which as explained by Y. Vadwala (2019) consumer now have the ability to search the internet for a more competitive price, they even have the ability to complete transactions for the product all without visiting a store and it can be done at any time. The social benefit should also be remembered as Smithers (2019) explained that ordering online is an exclusive service which can be used by all no matter their disability, and even though disabled consumer should not be made to uncomfortable while shopping in the first place. As discovered out of 100 respondents 70 were discouraged by the attitude of employees.

Case study 1 discussed skull candy a headphone company that was struggling with cost of their Ecommerce company, but with specific criteria they decided a change was needed. As discovered by BigCommerce (2019) after they moved to BigCommerce they seen a notable increase in revenue which is up by 214% with an 122% increase on year on year orders showing that it is an advantage of Ecommerce.

As skull candy adapted to the changes to Ecommerce not all companies have had the same fortune, companies such as Blockbusters who failed to notice the change in the environment were over taken by companies that seen an opportunity, which as Chao, Hegarty and Fray (2016) illustrates that the growth of Netflix revenue is the US shown the continued growth in the streaming service on contrast their DVD sales are going the opposite direction. As Chao, Hegarty and Fray (2016) completed statistical analysis which showed many of the categories as shown in figure 13.

With all the benefits for consumers and business there is also a down side as Rushton, Croucher and Baker (1989) explained many companies are relying on Ecommerce to build and grow their business, and with cyber-crime being in its infancy many unknown threats are surfacing, and it is impacting the consumers of Britain by £190,000 per day, and Victimsupport.org.uk (2019) expresses that consumers should be more vigilant and by making small changes such as regularly changing passwords can help decrease the likelihood of becoming a victim, but most of the crimes are fraudulent but not dangerous that all changed when the National Health Service fell victim to a cyber attach where criminals tried to exploit money by stopping personnel accessing information of the patient, which could prove to be very dangerous. After the incident the NHS have committed to improve their internal computer system.

With internet sales continuing to grow as illustrated by Ons.gov.uk (2019) in figure 14 many companies see an opportunity to grow this can be said of Amazon. A company that since 2005 has been innovative from prime delivery to the kindle, and who can forget a device which when activated can order goods online that being Alexa. Amazon now aim to deliver good to consumer within 30 minutes of ordering but as discovered this technology is open to many threats one of which is changes to regulation and theft, but one advantage Amazon has is money and there are no other entrants into the drone delivery service, and as Amazon are a company that has a backwards procurement strategy ensuring that they own any technology designed from potential threats into the market, given that it should will not be long before we see Amazon drones making deliveries.

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