

E-Business and Wholesale Market

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Abstract---*Past literature has contributed significantly towards the E-Business impact on wholesale markets, where the highlighted sectors vary upon the prevailing effects in the China Economy. The impact not only plays vital role in lowering costs to meet developments but also inserts plenty of opportunities towards Jobs, Taxes, development in urban areas. Various markets are available to identify the significance of E-Business towards wholesale market, but the main sector chosen for identification of influence is auto parts in the markets of China. This study is intervening to evaluate some relationship and advantages of E-business to explore general extent of the impact of E-business towards China auto parts wholesale markets. For this reason, information taken depend on realities, figures and other pertinent materials, over a significant time span, filling in as bases for study and examination, while putting poll to the market of automobile parts. Suppliers are significantly affected by different innovations, retail branches and E-business, while many other factors also prevail which effectively influence the survival and expanding of wholesale market share which can be positively taken for further study.*

Keywords---*Wholesale Market, Supplier, Innovation, Opportunities, E-Business*

I. Introduction

There are also many shortcomings in this virtual world. There is security problem, untouchable limited and non-instant gain if urgent for needing. Franchising retail shops, such as 7-Eleven, Watsons, Wal-Mart are booming and more like a wholesaler. They purchase or outsourcing bulk products for all of the franchising retail shops like a wholesaler, and sell to customers as retailers. Most of the wholesale marketer intends to simulate their management to innovate wholesale business into Franchising Retail business (Johnson & Whang, 2002; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013). Any coin has two sides. E-business also brings opportunities and threats at the same time to wholesale markets. That is why E-business attracts more people in running business on this platform. E-business brings strong competitor to each company by shortening the distance between seller and buyer, and makes the world borderless. At the same, it increases the competitive advantage for suppliers by exposure and lowers the fixed cost, etc (Kruger & Struwig, 2015). Through E-business, consumer or buyer most of time go directly to the manufacturer and distributors. E-business has brought more benefit to consumer or buyer by saving money, offering convenient service such as 24/7 services, and borderless products and service all over the world. At the same time, E-business brings many opportunities to marketers. The first impact is wholesale market where Wal-Mart, Carrefour supermarkets, works more like retailers than wholesaler. Many manufacturers themselves work as wholesalers in wholesale market by using E-business; they bypass wholesaler or agencies and go directly to the consumers and retailers (Yao, Yue, Mukhopadhyay, & Wang, 2009; Dewi et al., 2019; Pambreni et al., 2019; Tarofder

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et al., 2017). This increases the central control and faster speed to deliver product or service to end-users, and reach to the global consumer via E-business platform.

E-Business in China

E-commerce, too, is burgeoning. The China E-Commerce Association and China Network Evaluation Center reported business to consumer sales of US\$62.9 million in 2000, and projects US\$190 million in 2001, and US\$3.2 billion by 2004. An April 9 story by the Xinhua News Agency, reported that currently China has more than 600 online stores, located mainly in Beijing, Shanghai, and Guangzhou. Best-selling items include computers and communications products, personal-use items, books, magazines, videos, music products and electrical household appliances. As an e-commerce infrastructure is built and a nationwide credit system and laws developed, B2C commerce will expand even faster (Kourgiantakis, Mandalinos, Migdalas, & Pardalos, 2006; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019). August 10, 2005, the Internet giant Yahoo is expected to announce that it will pay about billion to acquire a large stake about 35% in *alibaba.com*. Yahoo will pay in form of cash, stock and control of its Yahoo China assets, eBay acquired YiQu in 2003, and ShengDa acquired XinLang in earlier of 2005. EBay is one of the biggest B2C Company; *alibaba.com* is the biggest B2B ISP in China. E-business is on the way of innovation, and become more strong and mature to meet the markets need (Ilin, Ivetić, & Simić, 2017; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder et al., 2019). Wholesale market's status in China is significant to the whole domestic economy. E-business will affect wholesale market's future and development. That indicated E-business will have significance affected on domestic economy by this new born technology. So, how to use it and predict its perspective and developing direction become more important (Osterwalder & Pigneur, 2002; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019). Lastly, multi-channel is like helping doing promotion and advertising for wholesale marketer, which will make the wholesale market more famous to reach consumers, and easy to be recognized by the consumers (Barron, 2000).

Wholesale Market in China

The gross domestic product (GDP) of China in 2004 was 13,651.5 billion Yuan, up by 9.5 percent over the previous year without showing big ups and downs. Of this total, the value-added of the primary industry was 2,074.4 billion Yuan, up by 6.3 percent; the value-added of the secondary industry was 7,238.7 billion Yuan, up by 11.1 percent; and the value-added of the tertiary industry was 4,338.4 billion Yuan, up by 8.3 percent. Wholesale markets have an important role of domestic economic: First of all, Market Supply. They solve the outlet of many small and middle size companies, sourcing of raw materials, and the survival and development problem. Second, market need they settle the consumption-need problem of middle class and lower income families. Third, Based on the power of market, carry out economic incorporation of city and town to support lower cost trading channel, economic belt and economic recycling system. Fourth, wholesale markets help the small and middle companies growing into large scope economic corporation, setting up new brands, and helping these companies go into globalization. Fifthly, wholesale market is Energy of society (Xue, Ray, & Whinston, 2004). Indirectly or directly absorb the surpluses workforce from city and country town. Release the employment problem in China and increase their income (Earl, 2000). Finally, indirectly or directly contribute giant tax to Government finance. The most competition to the world is impacts on E-business. It shortens the distance of buyer and seller, bring the precious information into market, lower the fixed cost and bring convenience to each other. At the same time, Iraq is the second largest fore oil reservation and

produce country, and during the war period, all raw oil producing was going uncertainty. OPEC is also lack of governance to balance the raw oil producing. Nowadays, auto still runs with petroleum engine.

On the other hand, they have to set up the E-business platform and equipment, and engage additional professional expert for managing the system and manufacturer still have to set up delivery system and build good relationship with customer. All that will cost a lot. At the same time, there are many limited factors still bothering E-business from blooming. This will give an impact on global environment, whole market not only focuses to serve the domestic needs, but also offer products and service for multinational companies (Abdullah, Thomas, Murphy, & Plant, 2018). In comparison to the benefit and the cost, even E-business will bring many benefit to manufacturer, but we can predict that traditional business wholesale market will still exist and developing in near future, because wholesale markets are also on the way of innovation. There are many advantages of wholesale market to exist and boom in past and even near future, such as business network, good interpersonal relationship, and delivery system (Schubert & Legner, 2011). More and more wholesale market begins to employ E-business as a new channel to increase more selling amount and enlarge the market share. E-business has been used as one of multi-channel to gain more profit by most of wholesale markets. Some recommendation for wholesale marketer for future decision making is the objective of what I will try to look out in this study, to recommend the sustainable and appropriate strategies for wholesalers in order to continuously grow and stand competitive in future business (Harris & Coles, 2004).

II. Literature Review

Since 1979, china has transformed and opened its economy. The Chinese initiative has received an increasingly commonsense view point and numerous political and financial issues, and has decreased the job of belief system in monetary strategy. China progressing monetary change has significant effect on china as well as on the world. The market-arranged changes china has executed in the course of recent decades have released singular activity and business. The outcome has been the biggest decrease of destination and perhaps the quickest increment in salary levels at any point seen. China today is the 6th biggest economy on the planet. It is the quickest developing economy, and in 2004 its \$1.65 trillion economy was around 1/7 the size of the U.S. economy (Dubosson-Torbay, Osterwalder, & Pigneur, 2002).

China despite everything produces about 30% a greater number of yields and domesticated animals than the U.S. on account of escalated development, china is among the world's biggest makers of rice, potatoes, sorghum, millet, grain, peanuts, tea, and pork. Major non-nourishment crops incorporate cotton, different strands, and oil seeds. China wants to additionally increment rural creation through improved plant stock, manures, and innovation. Livelihoods for Chinese ranchers are stagnating, prompting an expanding riches hole between the urban communities and open country (Damanpour & Damanpour, 2001). Government arrangements that keep on underlining grain independence and the way that ranchers don't possess-and can't purchase or sell - the grounds they work have added to this circumstance. What's more, deficient port offices and absence of warehousing and cold storerooms block both local and universal rural exchange. With the expectation of the desert garden cultivating in Xinxiang and Qinghai, some flooded regions in inner Mongolia and Gansu, and protected valleys in Tibet; horticultural creation in confined toward the east. China is the world's biggest maker of rice and wheat and a significant maker of sweet potatoes, sorghum, millet, grain, peanuts, corn, soybeans, and potatoes. Regarding money crops, china positions first in cotton and tobacco and is a significant maker of oilseeds, silk, tea, ramie, jute, hemp, sugarcane, and sugar beets(Santos, Monteiro, & Martins).

The U.S. space program is frequently held up as the standard of logical advancement in china (Menasce, 2000), China's little yet developing space program, which put a space explorer into space in October 2003 which is a focal point of national pride. China has found a way to open its outside exchanging framework and coordinate itself into the world exchanging framework. In November 1991, china joined the Asia-Pacific economic cooperation gathering, which advances facilitated commerce and collaboration in the monetary, exchange, speculation, and innovation circles china filled in as APEC seat in 2001, and shanghai facilitated the yearly APEC pioneers meeting in October of that year. China's venture atmosphere has changed significantly in 24 years of change (Kuzic & McGrath, 2003). In the mid 1980's china confined outside speculations to trade arranged activities and required remote financial specialists to frame joint-adventure organizations with Chinese firms. Remote direct speculation developed rapidly during the 1980's, however slowed down in late 1989 in the repercussions to Tiananmen. Accordingly, the legislature acquainted enactment and guidelines planned with urge outsiders put resources into high-need parts and locales.

As we get the information in year 2005 from CNNIC, the hypothesis struggle with the present circumstance. The Internet user is booming, and companies get and link their business to Internet grows very fast. Now more and more evidence prove that many companies use E-business as a new market channel (Jinlong & Xiaofang, 2004). All things considered, two web based business destinations every day being enlisted. In any case, another study directed by the Chinese government's ministry of information industry demonstrates that solitary few web based business organizations in china show a good record of offers and development ; out of the wide exhibit of items and administrations offered on the web, most don't pull in buyers (Etro, 2009). B2C piece of the overall industry in china, eBay is about 65% and TaoBao is 29%. Alibaba.com (B2B), in only six years, it has become the pioneer in its field, serving admirably more than 50,000 part dealer in 200 nations and areas, with yearly business turnover adding up to about US\$10 billion with 8 million items.

According to *Alibaba.com* survey, most of business succeeds by advantage E-service. E-administration activities that draw in and impact clients to purchase items as well as administrations from explicit destinations in a mind boggling process including administration configuration, showcasing, and conveyance, and incorporate various fundamental determinants. Determinants that coordinate all the three assistance forms structure the essential system on which an interview was led including E-administration. Here are some important determinants to E-service survey result from Jiju Antony, Sid Ghosh and Heston Surjadaja. This is the framework of specific content of the business mode for Auto parts E-business (Magal & Levenburg, 2004). Improvement and utilization of innovations that make vehicles and trucks more secure and naturally cleaner have progressed. Among the "key partnership" between worldwide constructing agents that framed before, some have fortified, others have gotten stressed, and still others head towards conceivable detachment (Wigand, 2003). The quick development and change of the Chinese car division is one of the most prominent and noteworthy changes throughout the entire existence of the worldwide car industry. Today the business is on a way to before long position as the third biggest national vehicle maker behind the U.S. furthermore, Japan. It is ruled by a few enormous incorporated state-claimed Chinese organizations progressively ready to satisfy developing residential need and right now trading items to others parts of the world.

China's all out vehicle yield outperformed 4 million units without precedent for 2003, arriving at 4.4 million units, making china the fourth biggest national maker behind the US, Japan and Germany. China's creation of engine vehicles including traveler autos, trucks and transports dramatically increased in only three years from 2000 to 2003. The development was especially solid for the two back to back years finished in 2003, up 2,000,000 units. No other national industry has developed yield as quickly as has China. From the start of the 1990s when the business was delivering 500,000 units every year for the

most part business vehicles, yield has developed at an exceptional normal pace of 18% every year. The market developed every year by over 35% for a long time straight, arriving at a sum of 4.4 million units in 2003 (Novaes Zilber & de Araújo, 2012). This made China the third biggest national market in deals volume after the U.S. also, Japan. The auto segments industry is comprised of foundations fundamentally occupied with assembling engine vehicle parts and extras. A thorough examination of present and future car segments showcases in China, China's household car segments industry is still divided with a huge number of organizations delivering, much of the time, inadequate segments (Bhakoo & Sohal, 2006).

According to the commitment, except the local company, the foreign company also can take part in the following businesses (Kha, 2000). Likewise inside one year of increase, providers of outside assistance may give retail benefits as joint endeavors in assigned urban communities, with remote value shares topped at 49 percent. Inside two years, remote accomplices may have lion's share value (Amit & Zott, 2001). Notwithstanding, joint endeavor chain stores that retail engine vehicles and number beyond what 30 can't be larger part remote claimed until five years after China's WTO passage. Most Chinese OEMs have capacities in new item improvement and perpetually have their own parts supply frameworks, yet these parts provider which are scarcely ready to meet their own economies of scale, charge more significant expenses than imports and can't grow new items to satisfy OEM need. Aside from a couple of brisk riser in the Chinese auto advertise, most auto undertakings confronted with poor or no profits on their speculation. As indicated by KPMG, the best four worldwide car parts creators together represented about a 9% portion of China's auto segment showcase in 2002. Other car parts TNCs in China incorporate Valeo, GKN, and Kolbenschmidt pierburg, Lear, Mainland, TRW, Dana and Tenneco. Like the constructing agents, the primary level parts producers are additionally pushing to move their own inventory chains to China (Li & Wang, 2011).

Most of vehicle parts imports is unique hardware parts, instead of for the post retail. In 2003, China imported an aggregate of \$3 billion worth of key segments and \$6.2 billion worth of different parts and embellishments. But the neighborhood auto makers recorded underneath are some outside organizations in China. On the opposite side, fares of car segments are developing quickly and represented almost 50% of in general segment creation in 2003. The trends of Multi-Channel for wholesale markets to be successful innovations are More Professional wholesale market, changing into Franchising Retail shops and Using E-business platform. Through distributor or agency, and direct marketing and E-business, wholesale market will make up the shortcoming by offering different kind of channel of service and delivering system, and improve the logistics services. When the price of petroleum increases, it will cause consumer consider less using auto or postpone buying a new car. Of course, when there is less usage of car and postponement of buying car, the auto parts for carmaker and aftermarket will deduce. The auto parts wholesale market will be affected indirectly by higher petroleum price. Distance and delivery in time are problems for traditional business. Supply chain is successful based on delivery of the right product to the right place with good condition in a right time. So, introduction in multi-channel becomes more important than before, because is the business situation requirement (Amit & Zott, 2001).

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

H1: Through E-business, act as OEM supplier, Exporter and Aftermarket supplier will bring more benefit to wholesaler compare to only offer single channel and doing single business.

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

III. Methodology

This study comprises various aspects of the E-business and auto wholesale market, where the study aimed to analyze the impact of E-business on Auto Wholesale, while the relationship between them is also analyzed in this study. 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. The framework is taken and adapted or modified for purpose of this study, through SPSS Statistic package of social science software and other aspects to analyze and perform different strategies in order to enumerate the significance of the study, where 370 of research questionnaire sent to auto parts wholesale market in the China. 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.

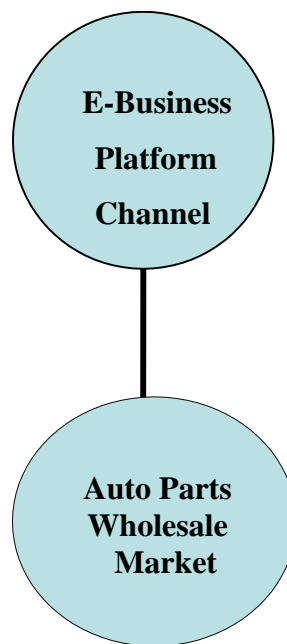


Figure1: The relationship between multi-channel and auto parts wholesale market

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 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

After reviewing the framework of methodology, the results interpret the variables both dependent and independent to analyze the relation amid then and the influence of these independent variables.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909(a)	0.831	0.801	0.51257

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

From the above model summary it is hereby mentioned that the elected variables are positively influencing the opposite variables, while the elaboration of such dependent variables via independent variables cites more than 0.8 which considers strong communication between them.

Table 2: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.654	0.414		-0.159	0.1
	B1	0.11	0.092	0.119	1.3	0.2
	B2	0.29	0.115	0.305	2.74	0
	B3	0.07	0.114	0.094	0.78	0.4
	B4	0.02	0.122	0.018	0.16	0.8
	B5	0.06	0.117	0.05	0.6	0.6
	B6	0.18	0.11	0.157	1.44	0.2
	B7	0.27	0.11	0.224	2.24	0
	B8				-	
		-0.01	0.105	-0.006	0.11	0.8
	B9	0.1	0.083	0.08	1.13	0.3
	B10	0.07	0.105	0.048	0.72	0.5

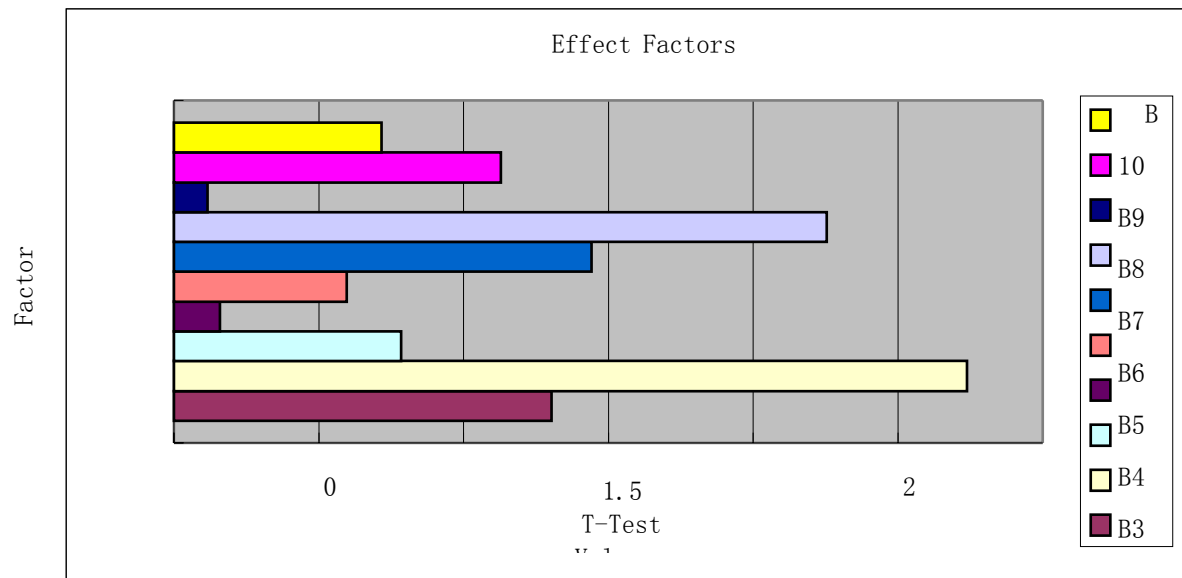


Figure 1: E-business Factors impacts on Auto parts wholesale markets

From the charts including coefficients it is declared that values elected in this study are positively influencing the dependent variables, where the highest sig value is denoting the value of 0.8 with the lower value of 0.1 whereas; the t values are probable in minus showing -0.11 with the largest value of 2.74. In elaboration further all the standard errors are significantly defined with parallel B values where constant section is taken positively to enumerate the impacts which are significant. It is further interpreted that the factors that are influencing the market will be resulted in the competitive advantage if the proper channels are being adopted.

Table 3: Paired Samples Correlations

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

Table 4: Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std.Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Traditional	13.61	21.77479	3.9109	5.619	21.59	3.48	30	0.002

Business - E-Business								
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There is significance of the independence variables which are the main mean of interpreting the effects, in this study the major factors that influence the dependent variables are being significant by elaborating the value of 6.4 Sig, while the variables that are influencing the market are positively related with each other by giving value of correlation with 0.998 by the elected variable of Traditional and E-business. The Sig 2 tailed is giving value of 0.002 with the standard deviation of 21.774.

Table5: ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1		113983.19	4	28495.8	4780.21	7.4640707
Regression		154.991	26	5.961		3.62E-34
Residual						
Total		114138.18	30			

a Predictors: (Constant), Traditional business, E-business

b Dependent Variable: Revenue

The study at ANOVA is describing the positive effects of business on wholesale market, while the value given and elaborating such variable is defining Sig as 7.343 with the F value of 4870.19 where the interpretation is significant with the elected values of this study.

Table6: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	B eta		
1	(Constant)	.695	.610		1.139	.256
	Traditio	.559	.164	.460	3.401	.0017
	nal business					
	E-business	1.464	.423	.891	3.461	.0020

It is given by the E business that Sig value of such variable is $0.0020 < 0.01$ while the most effecting factor that is affecting the auto parts of wholesales market. In elaboration of Traditional Business variables the Sig value denotes .0017 with the t value of 3.401 while the B value is given as .559 where the significance is positively linked between these variables.

Table 7: Tests of Between-Subjects Effects

Dependent Variable: data

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22746.024(a)	5	4549.205	3.244	0.01
Intercept	55608.714	1	55608.71	39.65	0
MC	484.414	1	484.414	0.345	0.56
WC	16476.656	2	8238.328	5.875	0
MC * WC	5784.954	2	2892.477	2.063	0.13
Error	193521.8	138	1402.332		
Total	271876.538	144			
Corrected Total	216267.824	143			

a. R Squared = .105 (Adjusted R Squared = .073)

(I) Wholesale Categories	(J) Wholesale Categories	Mean Difference (I- J)	Std. Error	Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Aftermarket	Exporter	-13.1008	7.644	0.2	- 35.745	9.5434
	OEM	- 26.2017(*)	7.644	0	- 48.846	- 3.5574
Exporter	Aftermarket	13.1008	7.644	0.2	- 9.5434	35.745
	OEM	-13.1008	7.644	0.2	- 35.745	9.5434
OEM	Aftermarket	26.2017(*)	7.644	0	3.5574	48.846
	Exporter	13.1008	7.644	0.2	- 9.5434	35.745

Table 8: Homogeneous Subsets

Data

Tukey HSD

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

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

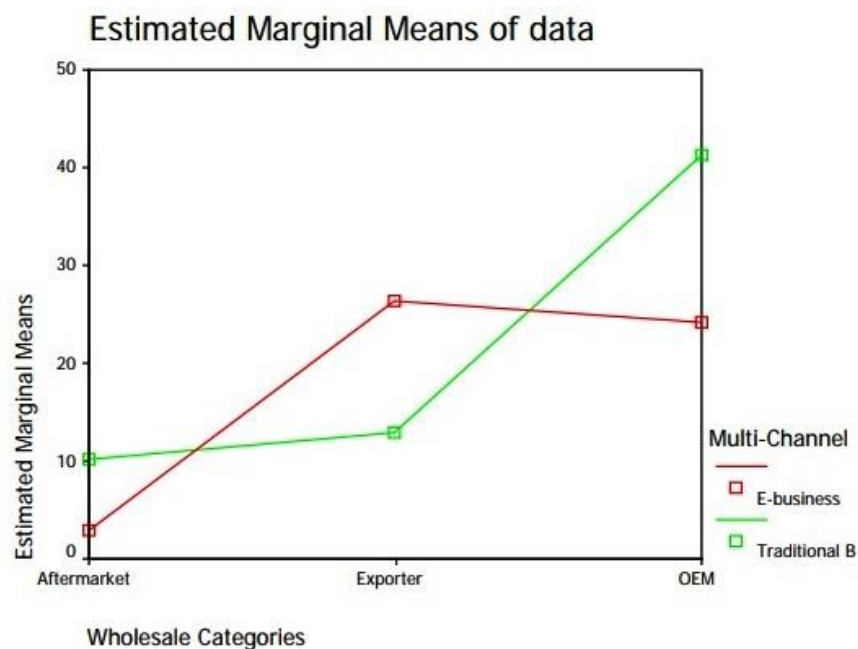


Figure 2: Profile Plots

Table 9: Two-way ANOVA Analysis – Microsoft Excel

SUMMARY	OEM supplier	Exporter	Aftermarket	Total
<i>E-business</i>				
Count	24	24	24	72
Sum	581.677	631.984	69.1724	1282.83
Average	24.2365	26.3327	2.88218	17.8171
Variance	1513.87	1787.06	21.4088	1190.09

*Traditional
business*

Count	24	24	24	72
Sum	990.423	311.276	245.248	1546.95
Average	41.2676	12.9698	10.2187	21.4854
Variance	4389.01	433.527	269.113	1849.11

Franchising
Retailing Shops

Count	24	24	24	72
Sum	395.54	328.632	784.792	1508.96
Average	16.4809	13.693	32.6997	20.9578
Variance	700.015	483.22	2755.72	1347.22

Table 10:

Total

Count		48		48	48
Sum	157	2.1		943.26	314.42
Average	32.75	208	19.65125		6.55042
Variance	2962	704	1132.259		155.913

Table 11:

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>	
Sample	566.35	283.1	0.20	0.8	4.7	
	82	791	6316	13743	0913	6
Columns	5870.6	2935.	2.13	0.1	4.7	
	09	304	8578	20418	0913	6
Interaction	21447.	5361.	3.90	0.0	3.4	
	62	904	6529	04426	1106	
Within	284117	1372.				
	.7	0	55			
		7				
Total	312002					
	.3	1				
		5				

From the above tables it is analyzed that the elected variables are positively describing the dependent variable with very much high significance values which not only impacts but also creates positives link between the traditional business and E-business with the auto part markets.

IV. Discussion and Conclusion

From this data analysis, we see the Exporter of auto parts wholesaler were 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. 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. 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 numeric responses out of total questionnaires. Hence, since some 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. 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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