

System for Entry and Advancement in E-commerce, Case: Retailers of Clothing and Accessories in the City of Torreón, Coahuila Mex.

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Abstract— "The present study addresses the issue of a lack of knowledge to engage in electronic commerce, which has resulted in a series of imbalances in the commercial dynamics of micro and small enterprises. This is because online sales channels are causing a greater displacement of products that offer advantages compared to the traditional sales scheme. Therefore, the design and implementation of a system for entering and advancing in electronic commerce is proposed. All of this is done through surveys applied to managers, directors, and owners of micro and small retail businesses in clothing and accessories in the city of Torreón, Coahuila. Strategies, factors, and conditions for venturing and advancing in e-commerce sales were identified. The corresponding dimensions that directly influence the success or failure of a micro or small retail business in clothing and accessories in online sales were defined. The resulting instrument was validated using the Delphi method with the input of 10 experts, followed by a pilot test applied initially to 33 directors, managers, or owners of micro or small businesses. The Cronbach's Alpha was then calculated for its reliability."

Keywords- E-commerce, System, advancing in electronic.

I. INTRODUCTION

To begin this project, an analysis was conducted, which is presented below, showing works related to the topic of electronic commerce. These works demonstrate the lack of a system for entering and advancing in electronic commerce.

Background articles related to electronic commerce are presented, including the work by Sánchez Torres & Arroyo-Cañada (2016). They indicate that the adoption of electronic commerce varies from country to country, and Latin America is significantly behind in various aspects. The study concludes that due to a lack of knowledge, it is necessary to apply other models to aid the development of electronic commerce.

Alderete (2019) suggests expanding the literature between electronic commerce and information technologies. In their methodology, they use a structural equation model that contributes to exploring the relationship between the levels of electronic commerce and the performance of small and medium-sized enterprises (SMEs). The study concludes that while information and communication technologies have been gradually adopted in 2019, the empirical evidence shows that the adoption of electronic commerce in developing countries is still limited. Alderete suggests identifying the effect of managers' perceptions on the adoption of electronic commerce and their decisions regarding the performance of companies.

Another precedent is Mucha (2018), who conducts research in the province of Trujillo, Peru, highlighting an issue where entrepreneurs are afraid to use electronic commerce due to lack

of knowledge and decision-making. The author conducts quantitative causal research using a survey, leading to the result that the sales system in that sector is not profitable. Therefore, electronic commerce would be very useful to the surveyed company, allowing them to save costs, time, and boost sales.

Transitioning to research related to Mexico, Gonzalez García (2020) analyzes the emergence of electronic commerce worldwide, with a focus on Mexico and China. These countries have implemented various actions, strategies, programs, and plans to encourage the use of electronic and digital media in economic transactions. The conclusion is that more emphasis should be placed on electronic commerce to transition to an economy of online shopping.

Morales (2020) conducts a study demonstrating, through various indicators (investment in science, technology, and innovation), the lag compared to other countries. By balancing sectorial and social utilization of information and communication technologies, the study identifies the progress and pending challenges in the adoption and development of digital technologies in Mexico to effectively embrace and benefit from digital aspects in all sectors of economic activity.

LITERATURE REVIEW

"The use of technology has become virtually a mandatory requirement at the business level, especially when it comes to commercial activities." (Pesántez-Calva et al., 2020) (p. 87)

It is necessary to define what Information and Communication Technologies (ICT) are, hereinafter referred to as ICT.

(Ávila, 2013) defines ICT as:

"The set of tools, media, and channels developed and supported by technologies (telecommunications, computing, software, computers, and the internet) that allow the acquisition, production, storage, processing, communication, recording, and presentation of information in the form of voice, images, and data, contained in signals of acoustic, optical, or electromagnetic nature to improve the quality of life of individuals." (p. 222)

On the other hand, Muñoz Rojas (2016) believes that ICT contribute to the simplification and improvement of methods to find answers and assist in administrative management.

Technology creation is often aimed at something that benefits everyone, but it does not always happen that way. Therefore, we will now see another opinion on ICT.

The community is changing due to ICT, as there is a continuous increase in learning in computing, data storage, content creation, and the speed of data exchange. This has become a social revolution: ICT is modifying the way we live with each other. (Muñoz Fernández et al., 2020)

Hernandez (2017) states that the union of knowledge and technology fosters the growth of society for better or for worse, but one without the other would not be much, as both play a fundamental role in the ongoing change.

The use of technology has become virtually a mandatory requirement at the business level, especially when it comes to business activities." (Pesántez-Calva et al., 2020) (p. 87)

Knowledge generates technology that often brings improvements to our environment, but these improvements cannot be implemented on their own. A methodology is needed for a better understanding, so the next section refers to the methodology as understood and then used by this work.

The development of new technologies has allowed e-commerce to be adopted by companies as a new business model due to the significant advantages it can provide. Achieving better organizational performance, reducing inefficiencies, gaining greater connectivity with the foreign market, not losing productivity, streamlining negotiation processes, and increasing sales have undoubtedly been the main factors that make e-commerce a tool for potential growth in the business environment. (Pesántez-Calva et al., 2020) (p. 102)

Through this research project, knowledge about entering and advancing in electronic commerce can be increased. Additionally, it can contribute to boosting online sales and help determine if a business is ready to advance in electronic commerce. The purpose of this project is to provide a tool with e-commerce strategies to assist and train micro and small businesses engaged in the retail sale of clothing and accessories, encouraging them to transition from traditional methods to electronic commerce.

Micro and small businesses represent "95.0% of the total establishments in our country, with 95.0% being micro-sized (0

to 10 employees) and 4.0% small-sized (11 to 50 employees)," according to INEGI (2020b, p.1). It's also noteworthy that in terms of the workforce, microenterprises have the largest number of employees, with 26,561,457, representing 37.8%, while small businesses account for 14.7% (INEGI, 2020b).

The COVID-19 pandemic had a negative impact due to the necessary measures taken, and not all businesses were prepared for a radical change. However, online sales experienced growth, as reported by the Mexican Online Sales Association (AMVO, 2020), showing a 25% increase. It notes that online sales, previously overlooked, became a crucial channel during the pandemic. Furthermore, businesses conducting online sales have expanded their customer base, aiding their market resilience.

During the pandemic, 59.6% of businesses experienced temporary closures or technical halts. Nearly all companies (93.2%) reported economic setbacks, with a significant decrease in revenues (91.3%), especially affecting SMEs (87.8%) and micro-enterprises (92%) (INEGI, 2020a).

While it might seem that using this channel is a response to the pandemic, online commerce has been growing year by year. "As of 2020, there are 84.1 million internet users in Mexico, representing 72.0% of the population aged 6 years and older" (Internet Association, 2021, p.3). Due to the COVID-19 contingency, many businesses were forced to adapt, while others, for various reasons, could not and no longer exist. According to the National Institute of Statistics and Geography (INEGI, 2020), 1,010,857 businesses permanently closed.

This project aims, especially for those not yet selling online and those already selling, to provide assistance in using the appropriate tool. A study by AMVO (2020) reveals that businesses engaged in online sales, whether done correctly or not, not only increase their sales but also gain a stronger market presence. Despite this, they believe that training in electronic commerce is indispensable, as lack of knowledge leads to mistakes, sometimes resulting in financial losses.

Finally, the purchase of clothing and accessories is a sector that strongly thrives online. According to the Internet Association (2021), only digital downloads surpass it with 33%, followed by transportation with 39%, and digital services with 41%, while clothing and accessories hold a significant 32%.

Methodology

Considering the objectives of the study and in order to justify the research, I proceed with the detailed methodology, which will be applied research according to Horna et al., n.d., who state that 'applied research is practical because its results are immediately used in solving everyday business problems. Applied research typically identifies the problem situation and seeks, among possible solutions, the one that may be most suitable for the specific context.

It is also a systematic, empirical, and critical research, as described by Fred N. Kerlinger: 'Systematic implies that there is a discipline for conducting scientific research and that facts are not left to chance. Being empirical denotes that data is collected and analyzed. Being critical means that it is constantly evaluated and improved.' (Hernandez Sampieri et al., 2010, p.29)

The paradigm developed in the project is mixed, descriptive, and correlational. It is mixed because it combines qualitative and quantitative research methods, descriptive because it aims to describe the characteristics and conditions of administrators of micro and small enterprises, and correlational because it will investigate the relationship between electronic commerce and the commercial development of micro and small businesses. Data will be collected and analyzed using surveys to describe and correlate the variables, and the results obtained will be used to make inferences.

The study population will consist of directors/managers or owners of micro and small retail businesses specializing in clothing and accessories in the urban area of Torreón, Coahuila. To achieve this, research was conducted using the National Statistical Directory of Economic Units (DENUE, n.d.). The economic activity selected was retail trade of clothing, jewelry, and dress accessories. In terms of establishment size, the selection included 0 to 5, 6 to 10, and 11 to 30. The geographical area chosen is Torreón, providing a total of 699 establishments.

Specific Objectives

In this section, the procedures are presented according to each objective and how each one will be achieved.

Diagnose the level of utilization of electronic media and the internet in micro and small clothing businesses in Torreón

To achieve this objective, firstly, their usage levels will be obtained through a survey applied to various randomly selected micro and small business owners who sell clothing and accessories in Torreón. The survey will assess whether they have access to computers and the internet, as well as if they possess a phone or tablet with internet access.

Analyze and identify the factors that impact profitability in electronic commerce

This objective will be carried out with micro and small business owners who already practice electronic commerce. The aim is to understand various factors such as sales, costs, equipment, expenses, and knowledge that influence the development of electronic commerce. Additionally, the survey will explore the level of sales increase and profitability generated by electronic commerce in their micro or small businesses through open-ended questions.

Design the digital tool as a diagnostic traffic light to determine the optimal use of electronic commerce for profitability.

This objective follows the previous one; with the information gathered, a set of indicators will be used to design a digital tool that functions as a diagnostic traffic light. This tool will guide micro and small business owners in identifying the areas where they could effectively start electronic commerce to generate profitability based on their responses and the indicators.

Build the digital tool based on the previous research.

Once the previous objective is achieved, a website will be created with the indicators forming the strategic model and the

diagnostic questionnaire that produces results tailored to each micro or small retail business owner of clothing.

Implement and evaluate the strategic electronic commerce model based on a digital tool for micro and small retail businesses in the city of Torreón, Coahuila

To accomplish this objective, a meeting will be organized with various micro and small retail business owners of clothing and accessories in Torreón. The purpose is to create a Facebook fan page, and observations will be made to enhance the proposed model. Finally, the business owners will be invited to test the strategic model for starting in electronic commerce.

Conclusion of the research by combining the results obtained to assist micro and small retail business owners of clothing and accessories in Torreón, Coahuila, in starting electronic commerce.

Statistical Equation for Population Proportions

$$n = \frac{z^2(p \cdot q)}{e^2 + \frac{z^2(p \cdot q)}{N}}$$

- n= Sample Size
- z= Desired Confidence Level
- p= Proportion of the population with the desired characteristic (success)
- q= Proportion of the population without the desired characteristic (failure)
- e= Level of error willing to commit
- N= Population Size

Results of the sample

- Margin: 10%
- Confidence Level: 90%
- Population: 698
- Sample Size: 62

$$n = \frac{1.65^2(0.50 \cdot 0.50)}{0.10^2 + \frac{1.65^2(0.50 \cdot 0.50)}{698}}$$

$$n = \frac{2.72^2 \cdot 0.25}{0.01 + \frac{2.72^2 \cdot 0.25}{698}}$$

$$n = \frac{0.680625}{0.01 + 0.680625/698}$$

$$n = \frac{0.680625}{0.01 + 0.000975107}$$

$$n = \frac{0.680625}{0.010975107}$$
$$n = 62.0153$$

Conclusions

The population under observation, subsequently to narrow it down, establishes a series of conditions. Once it is clear who the survey will be applied to, it is conducted to proceed with data collection. Something that distinguishes Hurtado Montaña Jose Luis (2010) is that he used closed-ended questions and applied it through Google Docs. Other authors who conducted it online include Lorenzo Romero et al. (2011).

In Guzmán Duque & Abreo Villamizar (2017), the sample was calculated based on simple random sampling parameters, considering a 95% confidence level and a maximum error of 9%. The instrument used was a virtual survey measured on the Likert scale (1 to 5, where 1 corresponds to 'Completely Disagree,' and 5 to 'Completely Agree'). The composition of the instrument was based on four sections: (i) descriptive elements of the organization, (ii) use of e-commerce and social media, (iii) adoption of telecommuting, and (iv) competencies of the teleworker. The viability of the instrument was tested through Cronbach's alpha.

Like the previous author, Padrón Cantú et al. (2014) also collect data and verify with alpha, the difference being the concordance or not of the responses through the Kendall coefficient. The main equation they worked on is related to how brand image is achieved through meeting expectations, customer satisfaction, and ultimately generated loyalty; along with the regression coefficient " γ " that relates observed dependent variables and the disturbance term " ζ " that includes the effects of omitted variables.

Jones et al. (2014) also use this method, conducting a segmentation and classification process. They differ by using the e-readiness model, defined by indicators that describe and relate factors. For each variable, a Likert scale is proposed, ranging from worst (1) to best (5).

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