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E-Commerce Policy Impacts on I-Business Platforms' Success: A Study Based on Empirical Evidence

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ABSTRACT

This paper aims to analyze how the E-commerce policy impacts e-commerce and international business along with e-commerce success. The global digital economy is interdependent, and e-commerce-related policy has a significant role in shaping this influence and direction globally. Telecommunication with smartphones and other technologies are driving this change with an impact on international business, specifically the i-business platforms. Quantitative analysis is employed. The impact is measured by the response of customers of various e-commerce engagements to gain a profound level of indulgence and insights into the subject matter and its associated policy implications. Aspects of e-commerce, trade flows, global value chain, and international business in general are critically evaluated in the review based on what the empirical findings indicate as areas of multi-level impact. E-commerce-related policy analysis is undertaken in this process to make recommendations with the limitations and further scope of the study.

KEYWORDS: E-commerce, E-commerce policy, I-business.

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1. Introduction

E-commerce policy and international business offer significant opportunities for exploration, particularly in the context of the i-business platforms amphitheatre. Here, the shift toward the digital economy and the growing importance of e-commerce are discussed. E-commerce policy and its relationship with international business, specifically in i-business and platform ecosystems, are notable areas for critical assessment of impact.

Meanwhile, to identify the factors of e-commerce success based on customer decisions, empirical evidence is critically evaluated. It facilitated identifying the factors in policy that affect e-commerce success. Based on these, the framework is developed.

The intersection of E-commerce policy and international business presents a compelling avenue for exploration, particularly within the dynamic realm of i-business platforms. As the global landscape shifts emphatically toward a digital economy, the significance of e-commerce as a pivotal facet cannot be overstated. Within this context, the intertwining of e-commerce policy with international business, specifically within the realm of i-business platforms and their ecosystems, emerges as a compelling area warranting thorough examination.

The increasing prominence of the digital economy underscores the criticality of understanding how e-commerce policies shape the landscape of international business, particularly within the intricate networks of i-business platforms. These platforms, serving as hubs for diverse economic activities, underscore the need to delve into the nuanced interplay between policy frameworks and their impact on success.

Moreover, the pursuit of comprehending the determinants of e-commerce success, particularly rooted in customer decisions, necessitates an empirical, evidence-based analysis. Such an approach facilitates the identification and examination of the policy factors that significantly influence the success trajectory of e-commerce endeavours. Through this empirical lens, a framework can be meticulously crafted, one that encapsulates the multifaceted elements contributing to the success of e-commerce ventures while discerning the pivotal role of policy factors within this intricate landscape.

1.1 Research Objectives

The main aim of this research is to analyse the impact of e-commerce policy on international business, specifically on the success of i-business platforms. The specific objectives are:

- To demonstrate an extensive review of empirical evidence of e-commerce policy and international business understanding of the subject.
- To further investigate the established relationships between e-commerce policy and international business success

2. Literature Review

2.1 Global Digital Economy and E-Commence

The emergence of the digital economy is driven by political and economic factors rooted in technological innovation (Bukht and Heeks, 2017, 02). This economy is consolidation of several 'General Purpose Technologies' (GPTs) and a wide range of allied economic and social events; performed by publics with internet and technology related to the combined infrastructure (broadband and routers), the devices (smartphones and computers), the applications; powered by websites and search engines (google, salesforce etc.); and the functionality provided by them, forming 'Internet of Things', cloud computing, data analytics etc. (Dahlman et al., 2016).

The digital economy implies the transformation of most sectors toward an information-based, computer-enabled digitalization (Brynjolfsson & Kahin, 2000). Further, e-commerce was incorporated into the digital economy during the dot-com bubble period (Brynjolfsson & Kahin, 2000; Kling & Lamb, 2000). Furthermore, ICT infrastructure used for other economic processes was segmented into the digital economy (Mesenbourg, 2001). The distinction between doing digital, using digital technology, and being digital, holding digital at the core of business process, is sought by Cognizant (Asen & Blechschmidt, 2016; Bahl, 2016). So, the IT sector is the core of the digital economy, from a broader perspective (Bukht and Heeks, 2017, 11).

Digital platforms are built on technological innovations, with digital products and business models that also define the digital economy (Bukht and Heeks, 2017, 13).

With the rapid diffusion of technology and the profound impact, along with strong, ever-increasing affordability, digital technologies' impact on the economy is increasing at a steeper rate (Bukht and Heeks, 2017, 02). These impacts can be implicitly disruptive to the current economy and the system, processes, and sectors, further reshaping the behaviour of existing consumers, business interactions, and business models (Dahlman et al., 2016). These might be comprehended by the emergence of innovativeness' success and dominance, like- Uber being the largest taxi company without owning a single taxi at the beginning and having driverless cars later on, Airbnb being the largest hotelier not owning any hotel, Facebook being the most popular media, Alibaba becoming the most influential business to business firm and Amazon become the successful retailer. This scenario ensures that idle property use increases as consumers grant access, leading to the emergence of the shared economy (Frenken and Schor, 2017). Thus, innovative business models are dominating in the current era of the industrial revolution (Bukht and Heeks, 2017, 02).

Therefore, transformational disruption across almost every sector through innovation and digitalization is the primary outcome of the industrial revolution of this era, leading to the estimate that more than 70% of the value creation in the economy of the next decade will depend on digital platforms (Forum, W.E., 2019).

2.2 E-commerce Policy and International Business

E-commerce policy at the international level is facilitated by open rules and effective regulation for investment, trade, telecommunications, and intellectual property (Hanna, 2016, 05). E-commerce policy for a nation comprises of liberalisation of telecom, legislation and promotion of e-commerce (Gibbs et al., 2003; Andersen et al., 2004), trade and investment openness, internet and telecom regulation, easy and secure payments, protection of consumers, proper rule and law practice, data

protectionism, data security and online privacy, intellectual protection of property, trade and customs compliance, data protectionism, quality internet access, communication infrastructure, related financial and distribution infrastructure etc. (Hanna, 2016, 06).

Meanwhile, the e-commerce ecosystem is quite sophisticated, spanning areas such as public policy, e-commerce public platforms, electronic payment platforms, capacity development through enterprise learning, consumer education, etc. (Hanna, 2016, 05). Further, international policies should be facilitated by open, effective rules and regulations that support international business and telecommunications, leveraging information and communication technology in e-commerce to improve coordination (Hanna, 2016, 05).

Therefore, as these are properly interconnected, any decision questioning the basic concepts of sharing and dependence in this ecosystem can lead to significant consequences throughout the system.

Hence, there is no study regarding the impact of e-commerce policy on international business. However, several studies on e-commerce, international business, and internationalisation have been conducted. E-commerce intensifies international trade and internationalisation (Terzi, 2011; Eduardsen, 2018). However, these exaggerated sales existed only in a very few countries and could not flourish due to the existence of export barriers (Eduardsen, 2018). So, the policies regarding a country's openness or restrictions need to be assessed to determine the real scenario, rather than relying on generalised ideas about the success of companies. Thus, the study of e-commerce policy and international business is an unexplored topic selected for this research.

2.3 Internationalization, i-business Platforms and their Ecosystems

Platform interaction involves two user groups online: one group consists of lenders, sellers, landlords, or drivers, and the other consists of borrowers, buyers, renters, or passengers, based on the engagement rule (Chen et al., 2018). Therefore, any policy influencing any of the groups can have consequences for the ecosystem, thus influencing the overall business.

I-business firms stipulate the users with an interactive platform, not only leading the resilient direct interaction but also a multilateral interactive communication between its users with offerings of high novelty (lock-in effect, efficiency, complementarities, (Amit and Zott, 2001; Dubosson-Torbay et al., 2002), innovative and distinct product leading to a universal selling proposition (Brouthers et al., 2016, 517). For this to succeed, the interests of the involved groups must be met. Any decision regarding the policy can have multidimensional consequences.

However, there is a difference in the internationalisation process of i-business firms compared to the traditional businesses' process of internalisation. The dependency on the internet and computer-based information systems and technology plays crucial role in case of internationalisation process transferring models as well as the value creation process making it less challenging in investment risk and lack of knowledge of the different stakeholders relationship issues but more in legitimacy because of discrimination for country difference, sophistication in technology variation and finally the political actions by the government (Brouthers et al., 2016, 517-518). So, i-business platforms can face a severe impact on the e-commerce ecosystem from any policy decision regarding business by country or organisation.

Additionally, digital platform-sharing models contribute to the transformation of international business and challenge the global market, particularly in the unclear legal field of restrictions between customers and suppliers, or between professional and non-professional services, creating uncertainty about the benchmark for the applications (de Sotomayor, 2018). Regarding the capture of value, the strategy remains more sophisticated, considering vibrant interactions among firms in any multidimensional business ecosystem (Parker & Van Alstyne, 2016, 6). So, these can create opportunities and threats based on country-market policy decisions, and are undoubtedly influential for the e-commerce perspective as well.

Moreover, a platform is a digital technology with layered architecture (Yoo et al., 2010, 725) coalesced with a government model (Parker and Van Alstyne, 2014; Tiwana, 2013). The architectural model ensures the ecosystem's functionality, and the government model grants the authority to carry out projects under rules and regulations (Parker et al., 2017, 256). If any of the models are hindered, the entire service cannot operate. Therefore, in the case of businesses like e-commerce, i-business, or platforms, the impact is significant because of the dependency and connectivity on the latter model, which has consequences across markets.

However, in other global markets, there might be carryover effects, and identifying them and their severity is the primary concern here. This scenario can be justified by this study of whether the policy decision leads to success or not.

However, the key to the escalation of platforms lies mainly in the significant role of developers (Parker et al., 2017, 256) and in the contributions of outsiders, as tasks are distributed widely (Parker et al., 2016). It is undoubtedly evident that the performance of the platforms affects the outcomes of changing decisions and policies in a particular country, and this extends to the organisation's specific market arena as well as the broader arena. Because almost every industry is somewhat transformed by the digital platform (de Reuver et al., 2018), and businesses are more interdependent than before. However, in the broader market, empirical data can reflect the actual scenario with proper justification.

In an e-commerce policy research study (Desai et al. 2012), it was found that E-commerce businesses do not fully update or disclose all the information necessary to customers. But the customers have the right to be informed to a certain level. New service dominant logics also emphasise informed customer engagement to build and maintain rapport (Hollebeek et al., 2019). So, this is highly encouraged from the e-commerce business perspective as well. The research also found an insignificant relationship between e-commerce policy ratings and factors such as privacy, shipping, security, returns, and warranty. Further, the communication of these policy factors has not changed. This scenario is based on data from 2000 to 2010, in which 525 e-commerce sites for goods and services were classified into 28 industrial groups, along with other related factors. However, this research builds on Parayitam et al. (2008) by highlighting changes in the specific policy issues. The five factors of internet policy were first studied based on the websites and public policies of several companies (Desai et al., 2003, 19). Among these, privacy was found to be the most prioritized and top-rated factor (Desai et al., 2012, 236), as was the case in a previous study from 1999 to 2001 (Desai et al., 2003, 26).

Table 1: Geographic distribution of downloads of i-business apps (countries)

Country/ Region	Downloads	%	Country/ Region	Downloads	%	Country/ Region	Downloads	%
Argentina	44,245	0.46	Hong Kong	592,966	6.10	Portugal	19,610	0.20
Australia	122,452	1.26	Hungary	32,186	0.33	Romania	17,399	0.18
Austria	48,931	0.50	India	189,663	1.95	Russia	472,661	4.86
Belgium	32,993	0.34	Indonesia	47,418	0.49	Saudi Arabia	20,163	0.21
Brazil	80,853	0.83	Ireland	22,182	0.23	Singapore	378,123	3.89
Canada	85,805	0.88	Israel	11,771	0.12	Spain	264,204	2.72
Chile	96,981	1.00	Italy	74,163	0.76	Sweden	63,793	0.66
China	2,994,420	30.82	Japan	47,174	0.49	Switzerland	23,162	0.24
Colombia	36,168	0.37	Korea	522,444	5.38	Taiwan	210,717	2.17
Croatia	6921	0.07	Kuwait	2901	0.03	Thailand	22,996	0.24
Czechia	43,969	0.45	Malaysia	112,195	1.15	Turkey	37,999	0.39
Denmark	32,555	0.34	Mexico	127,663	1.31	UAE	20,720	0.21
Egypt	17,024	0.18	Netherlands	13,174	0.14	UK	566,293	5.83
Finland	16,934	0.17	New Zealand	51,788	0.53	USA	1,704,583	17.54
France	72,049	0.74	Norway	22,627	0.23	Venezuela	12,150	0.13
Germany	201,579	2.07	Philippines	13,777	0.14	Vietnam	13,004	0.13
Greece	16,190	0.17	Poland	35,654	0.37	Total	9,717,392	100.00

Source: (Chen et al., 2019)

2.4 Empirical Research on E-commerce Policy

Further, a study examined the ethical perspective of e-commerce, focusing on the ethical factors that significantly influence consumer online purchases (Sharma and Lijuan, 2014). This study further elucidates that ethical performance on e-commerce websites will expedite trust, thereby enhancing customer commitment and loyalty. This study is based on an online survey of Second Life users. So, ethics based on trust and commitment can lead to loyalty that has long-term consequences. That can be built and maintained by e-commerce marketers, depending on the factors linked to the e-commerce policies' opposing developmental implications.

However, security, ethics, and privacy are used concomitantly in information technology (Acquisti et al., 2019) and, even more specifically, in the context of e-commerce data and big data (Sun et al., 2018). Furthermore, ethics and privacy are concurrently used in the context of big data and Artificial Intelligence (Stahl and Wright, 2018). Further, B2B merchants are more anxious about security, while B2C merchants are concerned about restrictions, intimacy, and privacy issues (Vakeel et al., 2017). This study is also mostly customer-centric. Subsequently, in this study, the term privacy is used as a construct based on the importance of ranking found in the previous survey, followed by factors such as security, trust, loyalty, ethics, and privacy itself.

Finally, the research of Al-Somali et al. (2015) has developed an innovative e-commerce adoption model based on technological, organisational, and environmental perspectives using factor analysis and structural equation modelling based on a survey of 202 companies. Though the security issue falls under the technological factor of the stage-oriented model, it is insufficient to address the other customers' privacy and relationship perspectives. Furthermore, this study has implications, highlighting opportunities for the IS researcher as mentioned. In relation to e-commerce policy research, the factors and their sections were further used in the current study.

2.5 Factors of E Commerce Policy

2.5.1Privacy perspective

Table-2: Privacy Perspectives

Factors	Attributes
Privacy	A key challenge is to safeguard e-commerce (Bandara et al., 2019). The privacy policy was the primary focus of the e-commerce study, and extensive research on e-commerce privacy has been conducted, which serves as one of the bases of this current study. Privacy policies define the requirements that organisations must follow to comply with directives and regulations regarding privacy (Desai et al., 2012).
Security	Security policies outline the legal, regulatory, and other measures required to standardise organisations' management and the protection of customer information (Desai et al., 2012). Additionally, Issues like cybercrime can be protected by making e-commerce safe and secure with adequate measures of security (Al-Somali et al., 2015)
Ethics	Ethics relates to the image and reputation of the organisation, and business includes responsible issues regarding this (Sharma and Lijuan, 2014). Further, moral rules can influence individual and collective behaviour, and this is why the disclosure of the use of individual information that maintains ethical standards is a concerning issue for non-deception and needs to be analysed and evaluated (Sharma and Lijuan, 2014).
Trust	Quality and assurance are the main characteristics of starting a relationship with integrity. Further, Policy regarding e-commerce can assess trust based on promptness, compensation for delays, and keeping promises across all aspects (Sharma and Lijuan, 2014).
Loyalty	If the trust is maintained, it can ensure customer loyalty (Sharma and Lijuan, 2014). It can be assessed through the customer's long-term relationship and switching behaviour. The quality of the relationship is essential here (Agag, 2019).

H1: Privacy perspective has a significant positive impact on e-commerce success.

2.5.2 Organisational Perspective

Table-3: Organizational Perspectives

Factors	Attributes
Shipping	Shipping policies outline the methods of shipping, such as business days and shipping method restrictions or constraints (Desai et al., 2012).
Returns	Return policies provide information on the return and exchange of products purchased by consumers (Desai et al., 2012).
Warranty	Warranty policies ensure customer satisfaction and increase customer confidence (Desai et al., 2012).
IT Readiness	To assess the factor, the continuous network connectivity with proper financial and supported resources is the apprehensive release (Al-Somali et al., 2015).
Managing Team Support	The top-level attitude towards the new situation and the willingness to be supportive and proactive are antecedents of team performance (Al-Somali et al., 2015).
Learning Orientation	A proper learning process can be assessed based on continuous development and appreciation of success without mortifying failure (Al-Somali et al., 2015).
Receptibility Toward Change	A positive attitude toward change and personnel's acceptance of the organisational role are variables used to identify receptiveness to change (Al-Somali et al., 2015).
Strategic Orientation	All strategies should be devoted to the ultimate satisfaction of customers to build and maintain a long-term, profitable relationship (Al-Somali et al., 2015).
Formalization Level	This factor appreciates well-defined written rules and handles situations in a structured way (Al-Somali et al., 2015).
Decentralization Level	Implementation of ideas and essential decisions from all levels, except for the significant issues to be considered, to evaluate the democratic leadership environment (Al-Somali et al., 2015).

H2: Organisational perspective has a significant positive impact on e-commerce success.

2.5.2 Technological Perspective

Table-4: Technological Perspectives

Factors	Attributes
Relative Advantage	The measure of relative advantage can be based on any metric that provides advantage, such as profit, sales, market share, or customer satisfaction (Al-Somali et al., 2015).
Compatibility	Information technology infrastructure, including hardware and software, is required to adopt e-commerce (Al-Somali et al., 2015).

Factors	Attributes
Cost	The fundamental costs of e-commerce include implementation, application, training, and development (Al-Somali et al., 2015).
Language Barrier	The language barrier can be assessed by whether the e-commerce site is in English and whether it offers options.

H3: Technological perspective has significant positive impact on e-commerce success.

2.5.3 Environmental Perspective

Table-5: Environmental Perspectives

Factors	Attributes
Influence of Market Force	Customers' adaptability, along with stakeholders' requirements, are to be analysed to assess the influence of market forces (Al-Somali et al., 2015).
Influence on Economic Shift	Economic shifts can be assessed based on changes in e-commerce and the extent to which a company should follow those (Al-Somali et al., 2015).
Competitive Pressure	Adopting e-commerce can lead to further competition, as evidenced by results from other companies that have already adopted it (Al-Somali et al., 2015).
Legal Environment	The political and legal environment includes aspects of regulation and online buying and selling, as well as e-commerce protection (Al-Somali et al., 2015).
National E-readiness	E-commerce adoption is closely related to a country's telecommunications infrastructure and the availability of electronic payment systems (Al-Somali et al., 2015).
Technology consultant participation	The efficiency and the promptness in responding to the situation are to be evaluated in the case of technology consultants.

H4: Environmental perspective has significant positive impact on e-commerce success.

2.5.4 Conceptual Framework of E-commerce Policy and Success

Based on the hypothesis, the conceptual model is given in the following figure-1.

3. Methodology

This research primarily aims at assessing the relationship between e-commerce policy and international business and i-business from a narrow perspective. Thus, there is no requirement for literature development or theory development on either e-commerce policy, international business, e-commerce success, or i-business success through customer satisfaction. Further, these issues, such as e-commerce policy and global business, have already developed. So, there is a clear sign of a deductive reasoning approach to test the e-commerce policy theories using the newly collected data.

Further, in this study, the impact on e-commerce success is measured through quantitative data analysis. Considering the objectives and aims, the survey is conducted to measure the impact of e-commerce policy on international business success. In this study, data is collected from both sources. Primary data are collected from survey questionnaires, and secondary data are collected from published journals, books, the internet, websites, desk research, and newspaper articles.

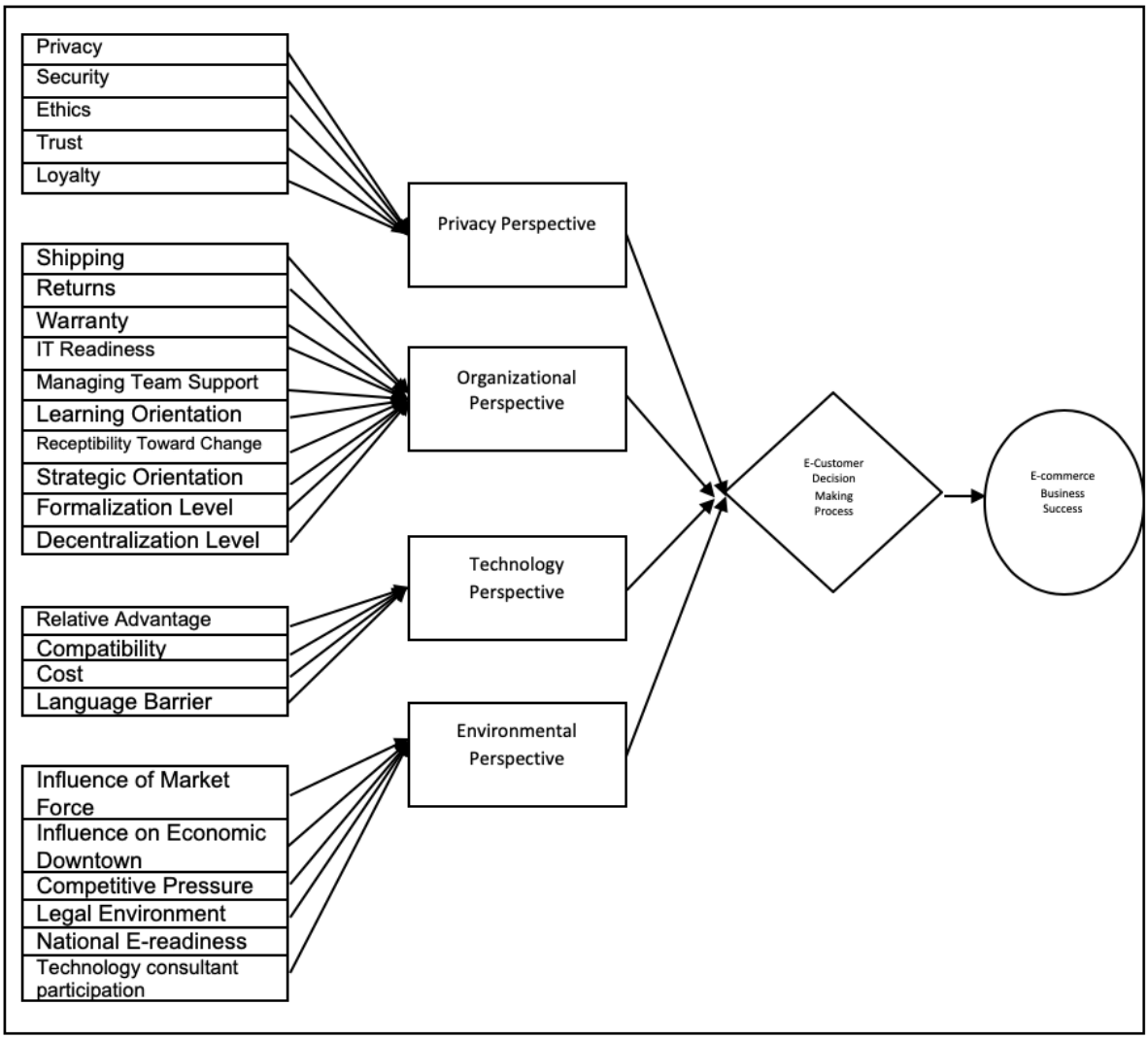

Figure 1: Conceptual framework adapted from E-commerce policy (Desai et al. 2012), Ethical perspective (Sharma and Lijuan, 2014) and SOM Model (Al-Somali et al., 2015)

Here, the questions measure the impact of international business on e-commerce policy from several perspectives. However, the questionnaire consists of closed-ended, structured questions that elicit specific answers to each question. The typical questions are based on a Likert Scale. Here, the respondents select an appropriate number from a list of options, assigning a numerical value (normally on a 5, 7, or p-point scale) to depict the level of agreement with the fact (Dawes, 2008). Further, this is a convenient strategy.

The measures that are used to conceptualise the questionnaire are selected from the identified factors in the literature review. Here, this factor identification is done to confirm validity.

E-commerce success is used as a dependent variable in several studies. It originated from the Information System Success Model (DeLone and McLean, 2004).

Independent variables are of Privacy, Organisational, Technological, and Environmental Perspective. All of these factors include variables identified in the literature review and used in the conceptualization process.

In this study, a non-probability convenience sampling strategy is used to provide flexibility in data collection. Data are collected from an online survey using Google Forms, and the sample size is 101 (Survicate, 2024) for the study. From them, 95 were analysed, excluding those with missing values. The sampling frame, or list of respondents, is preliminarily classified and selected based on their relative experience, knowledge, or minor awareness of the i-business or internet-based platforms, to be qualified as respondents for the study. The respondents are mainly from the UK, the USA, and Bangladesh, and use e-commerce platforms.

The analysis facilitates assessing relationships among variables and the sets of variables that predict the preeminent outcome of e-commerce success. For data analysis, SPSS 23 was used.

There is a statistical analysis measuring relationships among variables and hypothesis testing. This is one of the study's significant determinations. Analysis further includes the usage of frequency, descriptive statistics, internal consistency, correlation, and multiple regression. Here, the multiple regression analysis not only assesses the relationship and association between the variables but also examines the factors in e-commerce policy that are highly likely to impact e-commerce success or business success. Further, a standard multiple regression was used, in which all independent variables were entered simultaneously to predict the dependent variable in this study.

Reliability refers to consistency in both internal and external aspects (Carmines and Zeller, 1979; Golafshani, 2003). It is to test how a survey is measuring what is expected to be measured. In case of multiple-item scales, internal reliability assesses whether the scale measures a particular idea and whether there is consistency across all items. Though the measures were gathered from previous research and validated, some changes were made to this study's context. That is why, to ensure the reliability of this context’s measures, it is necessary to perform a reliability analysis of the items on e-commerce policy and e-commerce success. To achieve this, Cronbach's Alpha Coefficients are computed and compared. This coefficient, with a value of 0.70 or above, is acceptable (Nunnally and Bernstein, 1994; Pallant, 2017).

Validity signifies the degree to which a scale measures what it is supposed to measure. It is a test to find out whether the measures actually measure the conception claimed to be measured. Further, it judges the degree of rationale, in terms of theory and empirical evidence, to support the adequacy and suitability of the inference (Messick, 1987). The quantitative measures used here are previously validated and are further described in the measure section. Additionally, the reformulation was required to fit the study's context.

4. Survey Findings and Analysis

4.1 Reliability Test

Cronbach's Alpha is a statistical tool to investigate the reliability and consistency of questionnaires. According to Cronbach's Alpha, values above 0.7 are acceptable. It indicates that the questionnaires are consistent with each other in terms of the scaling of the variable and for further analysis. Cronbach's Alpha analysis shows that the reliability of the privacy perspective and environmental perspective is excellent. The organisational perspective and technological perspectives are also amazing, and E-commerce success is acceptable. Hence, the questionnaires are reliable for further measurement and analysis. Overall, Cronbach's Alpha is very good at 0.854, and standardised items-based Cronbach's Alpha is 0.870 for the five variables, also a good measure here. The scale statistics show a mean of 20.16, a variance of 5.983, and a standard deviation of 2.446.

Table 6: Analysis of Cronbach's Alpha

Dimensions	N of Items	Cronbach's Alpha
Privacy Perspective	23	.846
Organizational Perspective	21	.913
Technological Perspective	8	.907
Environmental Perspective	12	.876
E-commerce Success	2	.722

Table 7: Descriptive statistics

Dimensions	N	Minimum	Maximum	Mean	Std. Deviation
Privacy Perspective	95	3	5	4.12	.435
Organisational Perspective	95	3	5	4.05	.531
Technological Perspective	95	2	5	4.16	.658
Environmental Perspective	95	2	5	3.68	.635
E-commerce Success	95	2	5	4.16	.766
Valid N (list wise)	95				

Descriptive statistics provide an essential understanding of the type of data set. Mean analysis examines the central tendency of a dataset, revealing its overall average. The descriptive statistics table presents the dependent variable, e-commerce success, and the independent variables: privacy perspective, organisational perspectives, technological perspectives, and environmental perspectives. The variables were obtained using questionnaires, which were measured on a Likert Scale, with 5 as the highest value and 1 as the lowest. The total response rate is 95 after excluding highly missing and incomplete responses. Very few missing values are filled by a close average value.

The average response for privacy perspectives is 4.12; the mean response for organisational perspective is 4.05; the mean response for technological perspective is 4.16; the average response for environmental perspective is 3.68; and the mean response for ecommerce success is 4.16. Here, most cases of the e-commerce policy are supported by the respondents, based on the value of reaching an agreement, except for the environmental perspective, which is close to an agreement no value found at a level below 2. Further, the responses share similar characteristics: e-commerce success has the highest standard deviation from the mean, and the variables do not have many extreme values.

4.2 Pearson Correlation Analysis

Table 8 shows the Pearson correlation matrix, PP indicates privacy perspectives, OP implies organisational perspectives, TP implies technological perspectives, EP implies environmental perspectives, and ES implies ecommerce success.

The Pearson correlation matrix presents the nature of the linear relationship and association among variables. Here, the Pearson correlation matrix, privacy perspective, and organisational perspectives show positive and significant correlations at the 0.01 significance level. Privacy and technological perspectives have a strong, positive correlation. The privacy perspective and environmental perspective also have a positive correlation, but it is significantly moderate. The correlation between privacy perspectives and e-commerce success is also positive but only moderately strong. The correlation between organisational and technological perspectives is also significantly high and positive. Correlation between organisational perspectives and environmental perspectives is positive, moderate and significant.

Association between organisational and environmental perspective is significantly strong and positive. The correlation between technological and environmental perspective is significantly positive but moderate. The association between technological perspectives and ecommerce success is significantly positive and moderate. The correlation between environmental perspectives and ecommerce success is positive and significant. The correlation matrix of Pearson shows that all the five variables have significant positive correlations. This implies that the variables tend to move in a positive direction and are correlated with one another. Further, the extent of the correlation is positive and significant.

Table 8: Pearson correlation matrix

		PP	OP	TP	EP	ES
PP	Pearson Correlation	1	.768**	.669**	.463**	.481**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	95	95	95	95	95
OP	Pearson Correlation	.768**	1	.773**	.462**	.578**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	95	95	95	95	95
TP	Pearson Correlation	.669**	.773**	1	.452*	.597**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	95	95	95	95	95
EP	Pearson Correlation	.463**	.462**	.452**	1	.484**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	95	95	95	95	95
ES	Pearson Correlation	.481**	.578**	.597**	.484**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	95	95	95	95	95

**Correlation is significant at the 0 .01 level (2-tailed)

4.3 One-Way ANOVA

Table 9: One-way ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PP	Between Groups	.139	1	.139	.720	.399

		Sum of Squares	df	Mean Square	F	Sig.
	Within Groups	17.329	90	.193		
	Total	17.468	91			
OP	Between Groups	.429	1	.429	1.530	.219
	Within Groups	25.216	90	.280		
	Total	25.645	91			
TP	Between Groups	1.316	1	1.316	3.092	.082
	Within Groups	38.317	90	.426		
	Total	39.633	91			
EP	Between Groups	.338	1	.338	.810	.370
	Within Groups	37.509	90	.417		
	Total	37.847	91			
ES	Between Groups	1.434	1	1.434	2.574	.112
	Within Groups	50.121	90	.557		
	Total	51.554	91			

One-way Anova, in Table 9, presents the mean difference between two groups. Here, the significant differences between males and females in terms of privacy, organisational, technological, and environmental perspectives, and e-commerce success are measured. The ANOVA table shows no significant difference (F = 0.720, P = 0.399) in responses from females and males regarding the privacy perspective. In terms of the organisational perspective, no significant difference between male and female respondents was found (F = 1.534, P = 0.219).

A significant difference was found between female and male respondents in a technological perspective at the 10% significance level (F = 3.092, P = 0.082). Further, the significance level indicates no difference between male and female respondents in terms of environmental

perspective (F = 0.810, P = 0.370). Finally, in the case of e-commerce success, there is also an insignificant difference between male and female mean responses (F = 2.574 and P = 0.112). The ANOVA output shows that the male and female respondents shared similar responses across all categories except technological perspectives. This is because there may be differences in the level of technological interest and knowledge between males and females.

4.4 Regression Analysis

Table 10: Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659[a]	.434	.409	.58881

a. Predictors: (Constant), EP, TP, PP, OP

Here, in Table 10, the R-square is 0.434, which explains the variation in the regression model. This shows that e-commerce success can be explained by privacy, organisational, technological, and environmental perspectives, accounting for 43.4%. Therefore, the variables in the model are suitable for explaining the relationship between the dependent variable, e-commerce success, and the independent variables, four perspectives, in this study.

Table 11: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	23.929	4	5.982	17.255	.000[a]
Residual	31.203	90	.347		
Total	55.132	94			

a. Predictors: (Constant), EP, TP, PP, OP

Here, the sum of squares of regression is 23.929 at 4 degrees of freedom, and the mean square is 5.982. The F-statistic is 17.255 and is significant at the 0.01 percent level, indicating the regression model is significant. Therefore, independent variables are significant for this regression model.

Table 12 depicts the regression output, PP indicates privacy perspectives, OP implies organizational perspectives, TP implies technological perspectives, EP implies environmental perspectives, and ES implies ecommerce success.

Table 12: Regression output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.351	.588		.596	.552
PP	-.059	.225	-.034	-.263	.793
OP	.351	.214	.244	1.644	.104
TP	.376	.149	.323	2.516	.014
EP	.290	.111	.241	2.617	.010

a. Dependent Variable: ES

The regression analysis output from SPSS shows the relationship and association between the dependent variable, e-commerce success, and the independent variables: privacy perspective, organisational perspective, technological perspective, and environmental perspective. The regression output shows that the privacy perspective negatively affects e-commerce success, and the effect is statistically significant. This means that any improvement in privacy policy will have negative consequences on e-commerce success. The hypothesis one assumes a positive significant relationship between privacy perspective and e-commerce success. However, the literature here demonstrates that the privacy perspective positively and significantly affects e-commerce success, contrary to the empirical findings. Therefore, the null hypothesis cannot be rejected because the findings do not align with the literature.

According to the regression output, organisational perspective has a significant influence on e-commerce success. However, the extent is not statistically significant. The hypothesis assumes a significant positive impression of organisational perspectives on e-commerce success. The literature also indicates that improvements and changes in organisational policy positively and significantly affect the success of the e-commerce organisation. The findings are in contrast with this research. Hence, it is impossible to reject the null hypothesis, as the results are consistent with the literature.

The third hypothesis for the research was regarding a significant positive relationship between technological perspectives and e-commerce success. This implies that when technology improves, and e-commerce organisations adopt it in their operations, they become more successful. The regression output shows that the technological perspective has a positive relationship with e-commerce success, and this relationship is statistically significant at the 0.05 level. This indicates that, with the advancement in technology, e-commerce organisations are becoming more

successful. The findings are also coherent with the literature. Therefore, the null hypothesis is rejected here.

The final hypothesis, the environmental perspective, has a significantly positive impact on e-commerce success. The existing literature also indicates that an environmental perspective has a positive, significant effect on e-commerce success. The regression output shows that environmental perspectives have a significantly positive impact on e-commerce success at the 0.05 level of significance. This indicates that environmental policy changes improve organisational success of the e-commerce organisations. The statistical analysis and the literature are consistent. Therefore, the null hypothesis is rejected.

5. Discussion and Empirical Findings

The purpose of the research is to analyse the influence of e-commerce policy on international business, particularly on i-business platforms, in the wake of the new business reality created by the Huawei ban. Therefore, the research paper develops a conceptual framework to investigate the impact of e-commerce policies on e-commerce success. The privacy, organisational, technological, and environmental perspectives were identified as independent variables to explore their effects on e-commerce businesses.

Privacy, the most influential factor, affects the success of e-commerce. A study shows that consumers often do not engage in buying transactions or virtual communication with e-commerce businesses when their privacy is not given sufficient importance (Sharma and Lijuan, 2014). When customers are assured, and organisations improve their privacy policies, customers engage in repeat transactions and communication with e-commerce businesses (Oliveira et al., 2017). This has significant implications for e-commerce businesses, as their sales revenue increases and customers become more loyal, thereby providing financial sustainability (Gupta and Dubey, 2016).

The dimensions of privacy that are valuable for the sustainability of the business organisations include: compliance with the privacy policy, safeguarding customers' information, conducting business ethically, protecting the information of the customers, adopting adequate security measures, maintaining transparency, and avoiding any deceptive policy (Bandara et al., 2019; Sharma and Lijuan, 2014). A key to achieving customer loyalty is ensuring customer privacy, as customer loyalty increases sales and supports the financial sustainability of e-commerce businesses (Oliveira et al., 2017). Therefore, privacy perspective and e-commerce business success are positively related, which is the first hypothesis of this research paper and is supported by empirical findings (Sharma and Lijuan, 2014; Oliveira et al., 2017; and Gupta and Dubey, 2016). However, the quantitative analysis shows an inverse relationship in this study, but the extent of the relationship is not significant. The empirical findings of this research are inconsistent with those of the previous literature.

The organisational perspective is another key determinant of e-commerce business success, as customers are willing to spend more and engage in repeat transactions when the shipping policy, return policy, warranty, IT connectivity, and continuous IT support are favourable (Al-Somali et al., 2015). Organisational policies that are also key to e-commerce success include strategic orientation to enhance customer satisfaction, ensuring a learning environment, welcoming change, and a well-defined structure and welcoming positive change for the organisation (Lin and Lin, 2008; Al-Somali et al., 2015), by focusing on internal structure, efficiency and improving customer’s satisfaction by

improving delivery, shipment and return policy. Therefore, the empirical literature shows a positive association between organisational perspective and e-commerce success. However, the empirical finding of this study shows an insignificant association between organisational perspective and e-commerce success.

Technology plays a crucial role in the accomplishment of e-commerce businesses globally. Adopting the latest technology provides a competitive advantage, enhancing the sales, profitability, and financial stability of e-commerce businesses. When the technology is compatible with the business model, internal efficiency and accuracy improve; it also enhances customer privacy and security (Al-Somali et al., 2015). Without integrated software, the latest development tools, IT support and management, IT infrastructure, and compliance with rules and regulations, an e-commerce business fails to flourish (Choshin and Ghaffari, 2017). Offering language options beyond English can also attract diverse customers worldwide. Cost management of the IT infrastructure is also crucial for succeeding in e-commerce businesses (Al-Somali et al., 2015). Therefore, the literature shows an optimistic association between the technology perspective and success in e-commerce business. The finding here also displays that a technology perspective has a significant positive impact on the e-commerce business. The environmental perspective has a significant influence on the success of e-commerce businesses, as customers are increasingly looking to buy green products and from organisations with environmentally friendly policies (Galea and Walton, 2017).

Important environmental factors for the success of an e-commerce business include national e-commerce-friendly policies, the legal environment, the economic environment, competitive pressure, and how well e-commerce businesses handle these external factors to improve their performance (Olah et al., 2019). Hence, literature shows a positive association between environmental perspective and e-commerce success. The empirical findings, consistent with the literature, demonstrate that an environmental perspective has a significant positive impact on the success of e-commerce businesses.

The empirical findings here are mixed compared to the existing literature, which can be extended by considering additional factors and by providing an insightful qualitative context.

6. Conclusion

Digitalization contributes significantly to the global economy, and e-commerce plays a noteworthy role, with the addition of new internet-based platforms creating new business opportunities. This further necessitates a shared, interdependent environment for the overall stakeholders of the ecosystems. Telecommunication is the platform working as a hub for the involved parties. However, the growth and success hang in the balance on various policy decisions regarding these. The technological war often escalates to assert dominance over others. The impact of e-commerce policy on international business and the success of internet platforms in the UK market remains an unexplored area. A very small portion is covered in this study.

There is a requirement for open, shared rules and regulations for the sophisticated ecosystem of e-commerce systems for telecommunications and business, depending on ICTs (Hanna, 2016, 05). However, challenges are evident because the stringent legal restrictions on services limit the scope of international business (de Sotomayor, 2018). Further, trade wars are escalating amid country-centric policy decisions, and the US is very concerned about national security; as part of this, policy

decisions like a ban on a particular company escalate the trade and technology war. Now, the wake-up call is the Huawei ban, because the future of AI-dependent economies depends heavily on high-speed telecommunications networks, and Huawei is in the lead. The US holds a clear position on the Chinese company, followed by other developed economies, though Russia, along with some Latin American and Asian countries, is against it. The UK is also playing a diplomatic role, accepting a partial ban amid controversy and pressure from the cabinet and the US as well. It entails effects on the related parties and business in the UK.

Further, the success of an internet-based company depends on customer satisfaction and stakeholder concerns. So, the most influential factors here are privacy in e-commerce, along with security and other policies (Desai et al., 2012). Ethical policies, along with privacy and security, help build customer trust and loyalty (Sharma and Lijuan, 2014). Further, a stage-oriented model is developed based on different perspectives of e-commerce adoption (Al-Somali et al., 2015). The above is the literature base for this study.

To recapitulate, e-commerce policy and international business relativity are analysed in terms of privacy, organisational, technological, and environmental factors. These factors contribute to the success of e-commerce. However, technological and environmental factors are found to be significant in contributing to e-commerce success in online customers' decision-making. But the privacy and organisational perspectives are making insignificant contributions.

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