

Viability of e-commerce as an alternative distribution channel

ABSTRACT

This paper proposes a framework for evaluating the impact of e-commerce on the roles of distributors in the semiconductor industry for four different types of products, namely differentiated products, architectural products, technological products, and complex products. Questionnaire and the purposive sampling method were used to collect data from respondents in the distribution industry. The results of the study show that the salience of the roles is increasing. In addition, there is strong likelihood of e-commerce replacing the traditional distributors, more so for less standardized products such as complex, technological, and architectural products.