

## THE IMPACT OF ECOMMERCE ADOPTION ON LOGISTICS COMPANIES

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### ABSTRACT

E-commerce adoption is an integral part of a country's economic development and modern day technology. SME's are competing effectively and efficiently in both domestic and international markets through e-commerce. This study aimed to find out the impact of e-commerce on logistics and find out the common general problems and countermeasures of Jumia Ghana Logistics Company. 110 questionnaires were given to both employees and customers of the company using simple random techniques. The data were analyzed quantitatively with SPSS and excel. The findings categorized e-commerce adoption challenges into three factors; 1) Business Factors, 2) Management Factors and 3) External Factors. Some of the environmental factors were; accurate address system, government support and policies, quality transport system etc. the business related factors were; cost of implications, technological equipment, business ability to provide trust and privacy on transactions, business partner readiness etc. the study also revealed that management level of education, owners or shareholders' commitment, e-commerce literacy rate were the most managerial factors. The study moreover revealed positive correlations between e-commerce and logistics. It was recommended that more effort should be put forth to develop e-commerce systems to promote logistics operations of the Company. Also, the government should provide the necessary legal and environmental support to strengthen e-commerce logistics development among business in the country.

**Keywords:** e-commerce, logistics, Jumia Ghana Logistic Company.