

The Role of E-commerce Platforms in Facilitating Market Entry for Emerging Entrepreneurs

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ABSTRACT

This study aims to explore the role of e-commerce platforms in facilitating market entry for emerging entrepreneurs, examining the benefits, challenges, and overall impact of these platforms. This qualitative study utilized semi-structured interviews with 25 emerging entrepreneurs to gather in-depth insights into their experiences with e-commerce platforms. The interviews focused on various aspects of platform usage, support and resources provided, challenges faced, and the outcomes of utilizing these platforms. Data were analyzed using NVivo software to identify key themes and subthemes, with theoretical saturation guiding the data collection process. Five main themes emerged from the data analysis: (1) E-commerce Platform Usage, encompassing platform selection, initial setup, features and tools, user experience, and integration with other systems; (2) Support and Resources, including educational resources, financial support, technical assistance, marketing support, and networking opportunities; (3) Challenges and Barriers, such as technical issues, financial barriers, competition, and regulatory issues; (4) Outcomes and Impact, highlighting business growth, market access, brand development, and diversified revenue streams; and (5) Entrepreneurial Experience, covering the learning curve, work-life balance, community support, motivation and goals, and adaptability. E-commerce platforms play a crucial role in enabling market entry and supporting business growth for emerging entrepreneurs. These platforms provide essential infrastructure, tools, and resources that simplify business operations and enhance market reach. However, entrepreneurs face challenges related to technical issues, financial constraints, competition, and regulatory complexities.

Keywords: E-commerce platforms, emerging entrepreneurs, market entry, digital entrepreneurship, business growth.

Introduction

E-commerce platforms have become indispensable tools for entrepreneurs looking to enter the market with limited resources. These platforms offer various features, such as storefront customization, payment processing, and customer management tools, which simplify the complexities of setting up and running a business (Hussain et al., 2022; Khodadad Hosseini & Asadollahi, 2018; Mitcham, 2004; Nazarian-Jashnabadi et al., 2023; Nejati Rashtabadi et al., 2021; Rahimizadeh et al., 2018; Rejeb et al., 2020; Rosanensi, 2020; Saiedi et al., 2022; Sumarliah et al., 2022; Tan et al., 2023). By lowering the barriers to entry, e-commerce platforms democratize access to entrepreneurial opportunities, allowing individuals from diverse backgrounds to participate in the digital economy (Hong, 2023).

Digital entrepreneurship refers to the process of creating new ventures and transforming existing businesses by developing novel digital technologies or utilizing existing ones (Kraus et al., 2018). The role of e-commerce platforms in this context is multifaceted. They not only provide the technological infrastructure necessary for online transactions but also offer tools and services that support marketing, logistics, and customer engagement. This comprehensive support system is particularly beneficial for emerging entrepreneurs who may lack the resources and expertise to handle these functions independently (Hamdani et al., 2022; Kraus et al., 2018; Lerro et al., 2022; Nambisan, 2017; Sanaeepour et al., 2022; Satalkina & Steiner, 2020; Singh & Kujur, 2020; Thomas et al., 2020).

Duan, Kotey, and Sandhu (2021) examine the effects of cross-border e-commerce platforms on transnational digital entrepreneurship, highlighting how these platforms enable entrepreneurs to tap into international markets. By providing access to a global customer base, e-commerce platforms help emerging entrepreneurs overcome geographical limitations, allowing them to scale their businesses more rapidly than would be possible through traditional retail channels (Duan et al., 2021).

One of the primary benefits of e-commerce platforms is their ability to facilitate market entry by reducing the initial investment required to start a business. Platforms such as Shopify, Amazon, and Etsy provide ready-made infrastructure, which eliminates the need for significant upfront capital expenditure (Tang, 2023). This is particularly advantageous for entrepreneurs who may have innovative ideas but lack the financial resources to invest in physical storefronts or extensive marketing campaigns. Moreover, e-commerce platforms offer a range of marketing tools that help entrepreneurs reach and engage their target audiences effectively. According to Wang and Kim (2018), factors such as search engine optimization (SEO), pay-per-click advertising, and social media integration significantly influence online browsing and sales (Wang & Kim, 2018). These marketing tools enable entrepreneurs to compete with larger, more established businesses by leveling the playing field and providing cost-effective ways to promote their products and services. In addition to marketing support, e-commerce platforms often provide educational resources, such as webinars, tutorials, and community forums, which help entrepreneurs develop the skills needed to run a successful online business. This continuous learning environment fosters innovation and adaptability, which are crucial for sustaining competitive advantage in the dynamic digital marketplace (Hong, 2023).

Despite the numerous advantages, emerging entrepreneurs also face several challenges when using e-commerce platforms. One significant challenge is the high level of competition in the online marketplace. The low barriers to entry mean that many entrepreneurs can enter the market, leading to

market saturation and intense competition for customer attention (Wei et al., 2020). Entrepreneurs must differentiate their offerings and build strong brand identities to stand out in a crowded marketplace. Another challenge is the dependency on the e-commerce platform's policies and infrastructure. Changes in platform algorithms, fee structures, or terms of service can have significant impacts on an entrepreneur's business. For instance, Tsunoda and Zenny (2021) discuss how platform information transparency affects third-party suppliers and offline retailers, highlighting the need for entrepreneurs to stay informed and adaptable to platform changes. Regulatory issues also pose challenges, particularly for those engaging in cross-border e-commerce (Tsunoda & Zenny, 2021). Entrepreneurs must navigate a complex web of international regulations, including taxation, customs duties, and compliance requirements. Singh et al. (2022) explore the role of government policy in platform-based internationalization of smaller firms, emphasizing the need for supportive regulatory environments that facilitate rather than hinder entrepreneurial activities (Singh et al., 2022).

Social commerce, which involves the use of social media platforms to facilitate online transactions, is another critical aspect of the e-commerce ecosystem. According to Sheikh et al. (2019), social commerce constructs and social support significantly influence social commerce intentions. For emerging entrepreneurs, leveraging social media platforms can enhance customer engagement, foster community building, and drive sales. The integration of e-commerce functionalities with social media allows entrepreneurs to tap into the vast user base of platforms like Facebook, Instagram, and Pinterest, thereby expanding their reach and visibility (Sheikh et al., 2019).

E-commerce platforms and third-party sellers can benefit mutually from each other's market entry. Tang (2023) posits that platforms gain from the diverse product offerings and innovation brought by new sellers, which attract a broader customer base and increase platform loyalty. Conversely, entrepreneurs benefit from the established customer base and technological infrastructure provided by the platform, which helps them reach new markets and streamline their operations (Tang, 2023).

The adoption of e-commerce technology significantly shapes entrepreneurial marketing strategies. Hong (2023) investigates how e-commerce technology influences marketing practices among Chinese pure-play e-retailers. The study reveals that technological advancements enable entrepreneurs to implement data-driven marketing strategies, personalize customer experiences, and optimize their sales funnels. These capabilities are essential for building customer relationships and driving long-term business growth (Hong, 2023).

The role of government policies in supporting the development of e-commerce platforms cannot be understated. Singh et al. (2022) highlight the importance of government interventions in creating a conducive environment for platform-based internationalization. Policies that promote digital literacy, provide financial incentives, and ensure fair competition are crucial for enabling entrepreneurs to leverage e-commerce platforms effectively (Singh et al., 2022).

E-commerce platforms play a pivotal role in facilitating market entry for emerging entrepreneurs by providing essential tools, resources, and access to global markets. These platforms reduce the barriers to entry, offer robust marketing support, and foster continuous learning and innovation. However, entrepreneurs must navigate challenges such as intense competition, platform dependency, and regulatory complexities. By understanding the dynamics of e-commerce platforms and leveraging their capabilities,

emerging entrepreneurs can overcome these challenges and achieve sustainable business growth. The mutual benefits for e-commerce platforms and entrepreneurs, the impact of e-commerce technology on marketing strategies, and the supportive role of government policies are critical areas for future research and policy development. Therefore, this study aims to explore the role of e-commerce platforms in facilitating market entry for emerging entrepreneurs, examining the benefits, challenges, and overall impact of these platforms.

Methods and Materials

This study employs a qualitative research design to explore the role of e-commerce platforms in facilitating market entry for emerging entrepreneurs. A qualitative approach was chosen due to its effectiveness in uncovering deep insights into participants' experiences, perceptions, and motivations. The research focuses on understanding the nuances of how e-commerce platforms support new entrepreneurs, making qualitative methods particularly suitable.

The primary data collection method for this study was semi-structured interviews. This approach allows for flexibility in probing deeper into specific areas of interest while maintaining a consistent framework across all interviews. The semi-structured format ensures that key topics are covered while allowing participants to express their thoughts freely and provide rich, detailed responses.

An interview guide was developed to ensure consistency across interviews and to cover the main areas of interest. The guide included questions related to:

1. **Background Information:** Participants' entrepreneurial journey and business details.
2. **E-commerce Platform Usage:** Reasons for choosing specific platforms, initial experiences, and ongoing usage.
3. **Support and Resources:** Types of support (technical, financial, educational) received from the platforms.
4. **Challenges and Barriers:** Difficulties encountered when using e-commerce platforms and strategies to overcome them.
5. **Outcomes and Impact:** Perceived impact of e-commerce platforms on business growth and market entry.

Participants were selected using purposive sampling to ensure a diverse representation of emerging entrepreneurs across various industries and e-commerce platforms. Criteria for inclusion were:

1. Entrepreneurs who have launched their business within the last five years.
2. Businesses that primarily use e-commerce platforms for sales and marketing.
3. Willingness to participate in a detailed interview.

A total of 25 participants were initially targeted. Recruitment continued until theoretical saturation was reached, meaning no new themes or insights were emerging from the interviews.

The concept of theoretical saturation guided the data collection process. Saturation occurs when additional data no longer contribute to new insights or understanding. Interviews were conducted until it was evident that further interviews would not yield new information, ensuring that the data collected was comprehensive and exhaustive.

Data from the semi-structured interviews were analyzed using NVivo software, a tool designed for qualitative data analysis. The process included:

1. **Transcription:** All interviews were transcribed verbatim to ensure accuracy.
2. **Coding:** Transcripts were imported into NVivo and coded thematically. Initial codes were generated based on the interview guide, with additional codes emerging from the data.
3. **Theme Development:** Coded data were analyzed to identify patterns and themes. These themes were then organized to address the research questions.
4. **Validation:** To ensure reliability, a second researcher reviewed a subset of the coded data and themes. Any discrepancies were discussed and resolved.

Findings

The study included a diverse group of 25 emerging entrepreneurs who were selected to represent a wide range of industries and e-commerce platform experiences. Among the participants, 60% (15 participants) were male, and 40% (10 participants) were female. The age distribution was varied, with 24% (6 participants) aged 20-29, 40% (10 participants) aged 30-39, 28% (7 participants) aged 40-49, and 8% (2 participants) aged 50-59. In terms of education, 32% (8 participants) held a bachelor’s degree, 48% (12 participants) had a master’s degree, and 20% (5 participants) had a high school diploma or equivalent. The participants represented a range of industries including retail (40%, 10 participants), services (32%, 8 participants), technology (16%, 4 participants), and manufacturing (12%, 3 participants). Additionally, 72% (18 participants) had been in business for 1-3 years, while 28% (7 participants) had been operating for 4-5 years.

Table 1

The Results of Thematic Analysis

Category	Subcategories	Concepts
1. E-commerce Platform Usage	1.1. Platform Selection	- Ease of use- Cost-effectiveness- Brand reputation
	1.2. Initial Setup	- Registration process- Website customization- Technical support
	1.3. Features and Tools	- Inventory management- Payment processing- Marketing tools
	1.4. User Experience	- Navigation- Customer support- Mobile compatibility
	1.5. Integration with Other Systems	- Accounting software- Social media- Shipping services
2. Support and Resources	2.1. Educational Resources	- Online tutorials- Webinars- Community forums
	2.2. Financial Support	- Grants- Loans- Payment terms
	2.3. Technical Assistance	- Customer service- Troubleshooting guides- Developer community
	2.4. Marketing Support	- Advertising credits- SEO tools- Social media promotions
	2.5. Networking Opportunities	- Entrepreneur meetups- Online networking events- Mentorship programs
3. Challenges and Barriers	3.1. Technical Issues	- Downtime- Software bugs- Limited customization
	3.2. Financial Barriers	- Transaction fees- Upfront costs- Cost of add-ons
	3.3. Competition	- Market saturation- Larger competitors- Price competition
	3.4. Regulatory Issues	- Compliance requirements- Taxation- Import/export regulations
4. Outcomes and Impact	4.1. Business Growth	- Sales increase- Market expansion- Customer base growth

5. Entrepreneurial Experience	4.2. Market Access	- International reach- Niche markets- Urban vs. rural access
	4.3. Brand Development	- Brand recognition- Customer loyalty- Online presence
	4.4. Revenue Streams	- Diversified income- Subscription models- Repeat customers
	5.1. Learning Curve	- Initial challenges- Skill development- Knowledge acquisition
	5.2. Work-Life Balance	- Time management- Stress levels- Personal sacrifices
	5.3. Community Support	- Family and friends- Entrepreneur networks- Local business organizations
	5.4. Motivation and Goals	- Personal aspirations- Financial goals- Social impact
	5.5. Adaptability	- Response to market changes- Innovation- Risk management

E-commerce Platform Usage

Platform Selection: Emerging entrepreneurs frequently choose e-commerce platforms based on ease of use, cost-effectiveness, and brand reputation. One participant highlighted, "I chose this platform because it was user-friendly and affordable compared to others." Another emphasized the importance of brand reputation, stating, "I trusted the platform's name; it has a good track record."

Initial Setup: The initial setup process is crucial for entrepreneurs. Key aspects include the registration process, website customization, and technical support. One interviewee mentioned, "The registration was straightforward, but customizing my website took some time." Another added, "Their technical support was essential in getting everything set up correctly."

Features and Tools: The features and tools provided by e-commerce platforms play a significant role in their utility. Entrepreneurs frequently use inventory management, payment processing, and marketing tools. "The inventory management tool helps me keep track of stock levels effortlessly," noted one participant. Another highlighted, "Their marketing tools are fantastic for promoting my products."

User Experience: The overall user experience, including navigation, customer support, and mobile compatibility, is vital. One entrepreneur shared, "Navigating the platform is easy, even for someone like me who's not very tech-savvy." Another pointed out, "Their customer support is responsive and helpful, which makes a big difference."

Integration with Other Systems: Integration capabilities with other systems like accounting software, social media, and shipping services are highly valued. "Linking my store to social media was seamless," one participant said. Another mentioned, "Integration with my accounting software saves me so much time on bookkeeping."

Support and Resources

Educational Resources: Educational resources such as online tutorials, webinars, and community forums are critical. An entrepreneur commented, "The tutorials helped me understand how to optimize my listings." Another shared, "Webinars are great for learning about new features and best practices."

Financial Support: Financial support in the form of grants, loans, and favorable payment terms is significant for emerging businesses. One interviewee stated, "The grant I received through the platform helped me scale my operations." Another mentioned, "Their flexible payment terms eased my cash flow issues."

Technical Assistance: Technical assistance, including customer service, troubleshooting guides, and access to a developer community, is highly appreciated. "Whenever I hit a snag, customer service is

just a call away," one entrepreneur noted. Another added, "The developer community is a goldmine for finding solutions to more complex problems."

Marketing Support: Marketing support, including advertising credits, SEO tools, and social media promotions, is crucial. One participant highlighted, "The advertising credits were a huge boost when I was just starting." Another said, "Their SEO tools have significantly improved my website traffic."

Networking Opportunities: Networking opportunities through entrepreneur meetups, online networking events, and mentorship programs are invaluable. "Meeting other entrepreneurs through their events has been inspiring," shared one interviewee. Another added, "The mentorship program provided me with insights I wouldn't have had otherwise."

Challenges and Barriers

Technical Issues: Entrepreneurs often face technical issues like downtime, software bugs, and limited customization. "Dealing with occasional downtime can be frustrating," one participant noted. Another mentioned, "Sometimes, the software has bugs that take a while to fix."

Financial Barriers: Financial barriers such as transaction fees, upfront costs, and the cost of add-ons can be significant. One entrepreneur stated, "The transaction fees eat into my profits." Another highlighted, "The upfront costs were a bit high, but necessary."

Competition: Competition, including market saturation, larger competitors, and price competition, is a common challenge. "It's hard to stand out in a saturated market," one interviewee said. Another added, "Competing with larger companies on price is tough."

Regulatory Issues: Regulatory issues, including compliance requirements, taxation, and import/export regulations, can be challenging. One participant shared, "Navigating compliance requirements is daunting." Another mentioned, "Taxation rules are complex and vary by location."

Outcomes and Impact

Business Growth: E-commerce platforms significantly contribute to business growth through sales increases, market expansion, and customer base growth. "My sales have doubled since I started using the platform," one entrepreneur shared. Another added, "I've been able to reach customers I never could have without it."

Market Access: Access to international markets, niche markets, and varied urban and rural areas is facilitated by e-commerce platforms. One participant stated, "Selling internationally has been a game-changer." Another mentioned, "The platform helps me target niche markets effectively."

Brand Development: Brand development through increased brand recognition, customer loyalty, and online presence is a notable impact. "My brand's online presence has grown tremendously," one interviewee noted. Another added, "Customer loyalty has improved since I started using the platform."

Revenue Streams: E-commerce platforms enable diversified income sources, including subscription models and repeat customers. One entrepreneur highlighted, "Subscription models have created a steady revenue stream." Another said, "Repeat customers are a big part of my revenue."

Entrepreneurial Experience

Learning Curve: The learning curve involves initial challenges, skill development, and knowledge acquisition. "The first few months were tough," one participant admitted. Another shared, "I've learned so much about e-commerce and business management."

Work-Life Balance: Work-life balance, including time management, stress levels, and personal sacrifices, is a significant concern. One entrepreneur stated, "Balancing work and personal life is a constant struggle." Another mentioned, "The stress can be overwhelming at times."

Community Support: Support from family and friends, entrepreneur networks, and local business organizations is crucial. "My family has been incredibly supportive," one interviewee said. Another added, "Being part of an entrepreneur network provides much-needed encouragement."

Motivation and Goals: Motivation and goals, including personal aspirations, financial objectives, and social impact, drive entrepreneurs. "My goal is to create a sustainable business," one participant shared. Another mentioned, "I want to make a positive social impact through my business."

Adaptability: Adaptability involves responding to market changes, innovation, and risk management. "Adapting to market trends is key," one entrepreneur noted. Another added, "Innovation keeps my business ahead of the competition."

Discussion and Conclusion

This study explored the role of e-commerce platforms in facilitating market entry for emerging entrepreneurs through semi-structured interviews with 25 participants. The findings highlight several key themes: the usage of e-commerce platforms, the support and resources provided, the challenges and barriers faced, and the outcomes and impact of using these platforms. Each of these themes provides insight into how e-commerce platforms serve as critical tools for new entrepreneurs to establish and grow their businesses in a highly competitive digital marketplace.

Participants frequently cited ease of use, cost-effectiveness, and brand reputation as primary factors in selecting e-commerce platforms. The importance of these factors aligns with previous research, which underscores that user-friendly interfaces and cost-related benefits are pivotal in attracting entrepreneurs to e-commerce platforms (Tang, 2023). Furthermore, the initial setup process, including registration and customization, was emphasized as a crucial phase. This finding is consistent with Hong (2023), who found that the simplicity of the initial setup significantly influences entrepreneurs' platform choice and continued use (Hong, 2023). The features and tools offered by e-commerce platforms, such as inventory management, payment processing, and marketing tools, were highly valued by participants. This supports Duan, Kotey, and Sandhu's (2021) assertion that comprehensive e-commerce tools are essential for facilitating cross-border digital entrepreneurship by simplifying complex business operations (Duan et al., 2021). Moreover, user experience aspects like navigation and mobile compatibility were highlighted, echoing Tsunoda and Zenny (2021), who emphasized the importance of platform transparency and usability in supporting third-party suppliers (Tsunoda & Zenny, 2021).

Educational resources, financial support, technical assistance, marketing support, and networking opportunities were identified as critical forms of support provided by e-commerce platforms. Participants appreciated online tutorials, webinars, and community forums, which facilitated their learning and skill development. This finding is in line with Kraus et al. (2018), who emphasized the role of continuous learning in digital entrepreneurship (Kraus et al., 2018). Financial support, including grants, loans, and flexible payment terms, was also significant. This aligns with Singh et al. (2022), who noted that supportive financial policies are crucial for the internationalization of smaller firms via e-commerce

platforms (Singh et al., 2022). Technical assistance through customer service and developer communities was essential for resolving issues, supporting the findings of Sheikh et al. (2019), who highlighted the importance of social support in enhancing social commerce intentions. Marketing support, such as advertising credits and SEO tools, helped entrepreneurs effectively reach their target audiences (Sheikh et al., 2019). This supports Wang and Kim (2018), who found that marketing factors significantly influence online browsing and sales (Wang & Kim, 2018). Networking opportunities provided by e-commerce platforms facilitated valuable connections and mentorships, reinforcing the findings of Duan, Kotey, and Sandhu (2021), who stressed the importance of networking in cross-border e-commerce entrepreneurship (Duan et al., 2021).

Participants faced several challenges, including technical issues, financial barriers, competition, and regulatory issues. Technical problems like downtime and software bugs were common, supporting Tsunoda and Zenny's (2021) findings on the impact of platform reliability on third-party suppliers (Tsunoda & Zenny, 2021). Financial barriers, such as transaction fees and upfront costs, were also significant, echoing Wei, Lu, and Wang (2020), who discussed the financial constraints faced by competitive e-tailers (Wei et al., 2020). Intense competition in the online marketplace was a major challenge, with participants struggling to differentiate themselves in a saturated market. This aligns with Tang (2023), who noted that market saturation can be a significant barrier to market entry for new entrepreneurs (Tang, 2023). Regulatory issues, including compliance and taxation, were also problematic, particularly for those engaging in cross-border e-commerce. This finding is consistent with Singh et al. (2022), who emphasized the complexities of navigating international regulations (Singh et al., 2022).

The study found that e-commerce platforms significantly contribute to business growth by enabling sales increases, market expansion, and customer base growth. Participants reported substantial growth in their businesses, consistent with Duan, Kotey, and Sandhu (2021), who found that cross-border e-commerce platforms facilitate rapid business scaling. Additionally, access to international and niche markets was a key benefit, supporting Hong (2023), who highlighted the role of e-commerce technology in expanding market reach (Duan et al., 2021; Hong, 2023). Brand development was another critical outcome, with participants noting increased brand recognition and customer loyalty. This finding supports Kraus et al. (2018), who emphasized the importance of building a strong online presence for digital entrepreneurs (Kraus et al., 2018). E-commerce platforms also enabled diversified revenue streams, such as subscription models and repeat customers, echoing Wang and Kim's (2018) findings on the impact of marketing factors on sales (Wang & Kim, 2018).

Participants' experiences underscored the importance of continuous learning, adaptability, and community support in navigating the challenges of digital entrepreneurship. The learning curve, including initial challenges and skill development, was significant, aligning with Kraus et al. (2018), who noted the crucial role of continuous learning in digital entrepreneurship. Work-life balance and stress management were also critical concerns, highlighting the personal sacrifices and time management skills required for entrepreneurial success (Kraus et al., 2018). Community support from family, friends, and entrepreneur networks was invaluable, supporting Sheikh et al. (2019), who emphasized the importance of social support in enhancing social commerce intentions (Sheikh et al., 2019). Participants' motivation and goals, including personal aspirations and social impact, drove their entrepreneurial efforts, echoing Duan, Kotey,

and Sandhu's (2021) findings on the motivations behind cross-border digital entrepreneurship (Duan et al., 2021). Finally, adaptability and innovation were essential for responding to market changes and managing risks, consistent with Hong (2023), who highlighted the role of e-commerce technology in fostering entrepreneurial innovation (Hong, 2023).

E-commerce platforms play a pivotal role in supporting emerging entrepreneurs by offering the necessary infrastructure, tools, and resources to enter and succeed in the market. These platforms lower the barriers to entry, enabling entrepreneurs to establish and grow their businesses with relatively limited resources. By providing comprehensive support in various aspects of business operations, e-commerce platforms help entrepreneurs navigate the complexities of the digital marketplace, fostering innovation and growth. However, the challenges associated with platform dependency, competition, and regulatory issues need to be addressed to maximize the benefits of these platforms.

While this study provides valuable insights into the role of e-commerce platforms in facilitating market entry for emerging entrepreneurs, it is not without limitations. The sample size of 25 participants, while sufficient for qualitative research, may not capture the full diversity of experiences among all emerging entrepreneurs. The study's reliance on self-reported data from interviews may also introduce biases, as participants may emphasize positive experiences or downplay challenges. Additionally, the focus on specific e-commerce platforms limits the generalizability of the findings to other platforms or different digital environments.

Future research should consider larger and more diverse samples to capture a broader range of entrepreneurial experiences with e-commerce platforms. Longitudinal studies could provide deeper insights into the long-term impacts of e-commerce platform usage on business sustainability and growth. Comparative studies across different regions and industries would help identify contextual factors that influence the effectiveness of e-commerce platforms. Additionally, exploring the interplay between e-commerce platforms and social commerce could provide valuable insights into optimizing digital entrepreneurial strategies, as social commerce continues to grow in importance.

For practitioners, understanding the key benefits and challenges associated with e-commerce platforms can help entrepreneurs make informed decisions about platform selection and utilization. Leveraging educational resources, marketing tools, and networking opportunities is crucial for business growth and sustainability. Policymakers should focus on creating a supportive regulatory environment that facilitates rather than hinders e-commerce activities. Policies that promote digital literacy, provide financial incentives, and ensure fair competition can significantly enhance the effectiveness of e-commerce platforms in supporting emerging entrepreneurs. These efforts will contribute to a thriving digital entrepreneurial ecosystem, enabling more individuals to successfully enter and compete in the global marketplace.

Authors' Contributions

Authors contributed equally to this article.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

The authors report no conflict of interest.

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Ethical Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were observed.

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