MARKETING THROUGH ECOMMERCE

PREETHIKA N , PRETHESHWARAN V

PRIYADHARSHINI B , PRIYADHARSHINI V

RAGHUL K

DEPARTMENT OF COMPUTER APPLICATIONS

SRI KRISHNA ARTS AND SCIENCE COLLEGE, KUNIYAMUTHUR, COIMBATORE- TAMILNADU, INDIA

preethikan24bcc141 @skasc. ac. in pretheshwaranv24bcc150 @skasc. ac. in
priyadharshinib24bcc150 @skasc. ac. in
priyadharshiniv24bcc150 @skasc. ac. in
raghul24bcc150 @skasc. ac. in

Abstract

E-commerce is deemed as the sale and purchase of goods and services through the internet in exchange for money and data transfer to complete the transactions. E-commerce is at the forefront of transforming marketing strategies, based on new technologies, and facilitates product information and improved decision-making. In this way, marketing strategy increasingly require large amounts of information to better understand client needs, which raises the question of choosing the right marketing strategy to better fit consumer expectations. This literature review aims to shed light on both the recent growth of e-commerce literature and its interplay with consumer marketing strategy. Extant research has examined this change in human interaction due to social network building, mostly through the themes of online marketing and social media marketing, also comprehending issues such as cost efficiency, information quality and trust development towards online shopping. Nevertheless, existing research has not shown in full all the research streams, how they interact with each other and its potential knowledge development. Thus, a literature review on consumer marketing strategy for e-commerce in the last decade is opportune. This paper aims to identify research trends in the field through a Systematic Bibliometric Literature Review (LRSB) of research on marketing strategy for e-commerce. The review includes 66 articles published in the Scopus® database, presenting up-to-date knowledge on the topic. The LRSB results were synthesized across current research subthemes. The following findings are presented: Amidst the current competitive global business environment, companies tend to respond with strategies for e-commerce and online businesses that resort to e-commerce platforms and social networking to better understand consumer needs, facilitate consumer marketing strategy and share innovative information. The originality of the paper relies on its LRSB method,

together with extant review of articles that have not been categorized so far.

Keywords:

Materials and Methods

This article intends to identify the key developments in e-commerce and the corresponding consequences on marketing strategies in its state-of-the-art literature. This goal is attempted through a Systematic Bibliometric Literature Review (LRSB), which involves 66 articles published in Scopus® database. The LRSB method provides originality to the paper, along with an existing review of articles that have not been reviewed up to date in order to synthesize representative data on e-commerce and consumer marketing strategy and develop insightful perspectives and frameworks. Torraco defines LRSB as a form of research that involves identifying an appropriate topic or problem, searching and retrieving relevant information sources to analyze and integrate literature to improve understanding. An article review is a fundamental method of knowledge development for both mature and emerging topics. Unlike other methodology, integrated reviews combine findings from multiple studies to place the study topic in context by summarizing knowledge and providing recommendations, as well as highlighting knowledge gaps for future studies.

1. Introduction

The digitalization of information and non-information products, due to technological developments and internet growth, has caused companies to rethink their marketing strategies. Competition has increased due to the creation of an internet-enabled marketplace that competes with the physical marketplace. Consequently, companies have integrated the electronic market in their strategies to increase visibility and access the global market, leading to the growth of electronic commerce (E-commerce). E-commerce refers to the sale and purchase of goods and services through the internet, with the transfer of money and data to complete the transactions. E-commerce platforms facilitate product information discovery that enables comparisons and decision-making. They aim to replicate consumer in-store experiences and interactions to influence purchasing decisions . Therefore, interactive marketing is significant in the internet-enabled market environment. Consumer marketing strategies, in this case, involve improved engagement and provision of information resources to build knowledge and understand individual needs. Given the rapid increase in and sharing of information in online environments, companies struggle with identifying the most effective engagement and marketing strategies that align with consumer expectations and knowledge levels . In this way, this piece of literature aims to analyze the growth of e-commerce in the last decade, and its interplay with consumer marketing strategy by evaluating the rapid changes and developments, as well as potential solutions.The ensuing results are synthesized by subthemes and findings are presented.

Publication Distribution

summarizes the published peer-reviewed literature on the study topic for the 2010–2021 period. The publications were categorized as follows: Proceedings of The International Conference On Electronic Business ICEB (6); Decision Support Systems (5); Journal of Retailing And Consumer Services (5); Asia Pacific Journal of Marketing And Logistics;

Contemporary Management Research (2); Electronic Commerce Research And Applications; International Journal of Recent Technology And Engineering (2); Proceedings of The International Conference On E Business And E Government ICEE 2010 (2); with the following categories containing only one publication: 2nd International Conference On E Business And Information System Security EBISS 2010; 2nd International Conference On Artificial Intelligence Management Science And Electronic Commerce AIMSEC 2011 Proceedings; International Conference On Computing Mathematics And Engineering Technologies Invent Innovate And Integrate For Socioeconomic Development ICOMET 2018 Proceedings; Academy Of Marketing Studies Journal; Asian Academy Of Management Journal; Business Horizons; Education Business And Society Contemporary Middle Eastern Issues; Emerald Emerging Markets Case Studies; Indian Journal of Marketing; Industrial Marketing Management; Information Resources Management Journal; Information Systems Research; International Journal of Business Information Systems; International Journal of Culture Tourism And Hospitality Research; International Journal of E Entrepreneurship And Innovation; International Journal of Information And Management Sciences; International Journal of Information System Modeling And Design Journal of Business Research; Journal of Cleaner Production; Journal of Direct Data And Digital Marketing Practice; Journal of Enterprise Information Management; Journal of International Consumer Marketing; Journal of Internet Banking And Commerce; Journal of Textile And Apparel Technology And Management; Journal of The Academy Of Marketing Science; Journal of Theoretical And Applied Electronic Commerce Research; Knowledge Based Systems; Lecture Notes In Business Information Processing; Managing Information Resources And Technology Emerging Applications And Theories

Discussion

E-commerce involves the use of digital technologies in business to facilitate online sales and transactions. Kabugumila et al. define e-commerce as the sale of goods and services using telecommunication and telecommunication-based technologies, such as the internet. Global technological trends and advancements have influenced consumers purchasing behaviors and intentions, encouraging online purchases and product information gathering due to perceived convenience and reduced costs . These changes create the need for companies to establish online stores alongside physical stores to satisfy consumers' shopping needs and expectations . In addition, the growth of e-commerce has further supported the development of retail platforms, such as Amazon and Alibaba. The variations in the nature of online business have led to categorizations that define e-commerce from various dimensions, including business-to-business (B2B), business-to-consumer (B2C), consumers-to-consumers (C2C), and government-to-business/consumer (G2B/C). The connectedness and ease of transactions promoted by modern technologies support these business activities, leading to local and international economic growth.

The Evolution of E-Commerce and Consumer Behavior

The E-commerce concept was initially coined to describe the processes of

undertaking business activities electronically using technologies based on electronic funds transfer (EFT) and electronic data interchange (EDI). These technologies were developed in the late 1970s to enable information sharing and electronic transaction execution between organizations through invoices electronic purchase orders . While these technologies laid the foundations for e-commerce, technological growth and the internet created online platforms that led to the development of the electronic business that combined data exchange and both monetary and non-monetary transactions. Ferrera and Kessedjian indicate that the term e-commerce was developed in the 1990s following the development of new software and technologies that transformed the internet into a commercial environment. Wu and Hsieh indicate that new technologies enabled organizations to share product and service information to influence consumer purchasing decisions. The interconnectedness promoted by the internet enables consumers to engage in various activities online, which creates a platform where companies offer awareness about themselves and their products. However, e-commerce has undergone evolutions as technology advances. Initially, companies used electronic technologies to facilitate transactions, such as sending documents after an order, while modern e-commerce involves purchasing and selling goods online

The Role of Websites in E-Commerce and Consumer Marketing

In e-commerce, the processes of buying and selling products and services occur online. Therefore, e-commerce websites are online portals where these transactions occur, enabling transfer of goods ownership and monetary and information transfer. They are online shops where consumers select products and services and follow guidelines to pay and checkout awaiting delivery. Hagag et al. indicate that companies should ensure that the web design and interface features, such as language, color, contrast, layout and positioning, size and shape, and texture, are appropriate for enhancing efficiency and user-friendliness. In addition, aesthetics, consistency, clarity, concision, and responsiveness can increase visitors' willingness to interact with the various products featured and spend more time on the platform.

E-commerce websites play a significant role in connecting small and medium-sized enterprises (SMEs) to global markets, increasing revenues and growth rate. Due to limited resources, SMEs are often limited to local markets while multinationals explore overseas opportunities. Fan explains that cross-border e-commerce (CBEC) enables online imports where consumers in a particular country purchase foreign goods at lower prices. With these technologies, SMEs can create websites or rent online storage space in e-commerce websites such as Amazon and Tmall to reach potential global customers. Ballestar et al. define e-commerce as a "new system with no rules" where large and small network communities create affiliates to obtain value. Global internet connectivity has no gatekeepers and operates at low costs, enabling small companies to market their products and services.

Consumer Behavior and Purchasing Decision in E-Commerce

Online shoppers' behaviors and intent to buy are influenced by the availability of product-related information and costs. The internet allows consumers to compare product prices, access consumer reviews

and recommendations, and search for products offering various products they need. E-commerce utilizes software technology to create consumer profiles by understanding their interest and preferences to provide appropriate product recommendations. These technologies enable first to overcome problems arising from the availability of excess information online, which can be frustrating and confusing to consumers searching for brand data for decision-making . The e-commerce platforms include design features that allow two-way communication with consumers to provide support and in-formation resources regarding products of interest . In addition, consumer data collection facilitates personalization by tracking browsing and consumption patterns and initiating consumer inputs for improved experiences and service quality. Some marketers use recommendation agents (RAs) to increase consumer interactions and guide consumers through information search and purchasing decision-making. In consumer marketing, customer input is essential in creating and implementing promotional campaigns .

The familiarity and popularity of online shops influence purchasing decisions and the growth of e-commerce platforms. According to Okamoto's research, online shoppers prioritize popular online stores and choose well-known ones. Various factors influence a store's popularity, including website quality, shopping experiences, and product and service quality. Given the uncertainties and risks involved in online businesses, consumers pay attention to a website's security, usability, and privacy features. Other attributes include delivery services, convenience, prices, trust, and product varieties. When these demands are met, consumer experiences and satisfaction will be higher, encouraging frequent purchases that build long-term relationships.

Okamoto indicates that consumers expect to acquire value and benefits from online shopping unavailable in traditional stores, such as better prices, varieties, and convenient shopping processes. Thus, e-commerce growth is significantly dependent on consumers' perceived value attained from completing certain online transactions . However, consumers prioritize different attributes when determining shopping experiences. The diversity requires companies and marketers to understand consumers' online behaviors and patterns to customize services and improve delivery . Therefore, incorporating modern data gathering and analysis technologies in e-commerce websites is critical. Quality and affordable services and products and trustable purchasing and delivery processes can help build brand reputation that leads to consumer advocacy and brand popularity.

Conclusions

Technological development has led to the digitalization of information and non-information products, encouraging firms to recreate their marketing and sales strategies. E-commerce is a significant development resulting from these technological changes that have significantly shifted commerce from traditional physical stores to internet-enabled marketplaces. Online businesses facilitate a consumer marketing strategy that is interaction and information-based to enhance efficiency, experiences, and satisfaction. For instance, e-commerce websites consist of design features that ensure responsiveness, clarity, consistency, and concision to enhance interactivity and engagement. They include colors, languages, navigation styles, and layouts that promote user-friendliness and match target consumers' expectations. E-

commerce websites and social networking sites are jointly used to increase connectivity and interactivity. While the websites provide various products and services, SNSs provide two-way communication channels that enable consumer-to-consumer and consumer-to-company interactions. The communication facilitates sharing informational resources and developing innovative ideas and product designs that accommodate consumer demands and needs. In addition, e-commerce platforms integrate IT and big data technologies to promote the personalization and customization of user experiences. Software technologies, such as recommendation agents (RA) and recommender systems (RS), increase consumer interactions and provide product or service suggestions. Data analytical tools enable companies and marketers to track and analyze consumer behaviors and patterns and their implications on purchasing decisions. In the current competitive global business environment, understanding consumer perspectives and needs is critical in ensuring the success of e-commerce businesses.

References

1. Varadarajan, R.; Yadav, M.S. Marketing strategy in an internet-enabled environment: A retrospective on the first ten years of JIM and a prospective on the next ten years. *J. Interact. Mark.* **2009**, *23*, 11–22. [**Google Scholar**] [**CrossRef**]

2. Tsagkias, M.; King, T.H.; Kallumadi, S.; Murdock, V.; de Rijke, M. Challenges and research opportunities in eCommerce search and recommendations. *ACM SIGIR Forum* **2020**, *54*, 1–23. [**Google Scholar**] [**CrossRef**]

3. Kong, X.T.; Zhong, R.Y.; Zhao, Z.; Shao, S.; Li, M.; Lin, P.; Chen, Y.; Wu, W.; Shen, L.; Yu, Y.; et al. Cyber physical ecommerce logistics system: An implementation case in Hong Kong. *Comput. Ind. Eng.* **2020**, *139*, 106170. [**Google Scholar**] [**CrossRef**]