

Literature Review: Sri Lanka's Sandal Industry

Overview of Research: There has been little research done on small-scale shoe companies, particularly in Sri Lanka. On the other hand, more general research on digital marketing, consumer behaviour, and e-commerce provides useful information for this situation. These studies highlight the significance of personalised experiences, efficient communication routes, and user-friendly interfaces.

Principal Findings:

User-Friendly Interfaces: Research emphasises how important it is for websites to have intuitive designs that make it simple for users to navigate and place orders.

Personalised Experiences: Providing options for customisation, like the ability to order uniquely fitting creative sandals, increases customer satisfaction and loyalty.

Good Communication: Having direct communication with the shoemaker can enhance customer satisfaction by fostering a sense of trust.

Advantages and Disadvantages of Earlier Studies:

Advantages:

insightful information on customer engagement tactics and best practices for e-commerce.

reputable models and theories about online marketing and user behaviour.

Disadvantages:

Absence of specialised research on Sri Lanka's small-scale footwear industry.

little emphasis on the distinctive features of consumer interaction in the manufacturing of artisanal footwear.

Limitations or Vacancies in the Present Knowledge Base:

Lack of research examining how direct customer-shoemaker interaction affects the success of businesses.

Very little research has been done on how niche markets' e-commerce can incorporate personalised customer experiences.

Filling in the Vapours and Adding to the Body of Knowledge:

By concentrating on a small-scale, artisanal footwear business in Sri Lanka and its online presence, this study closes a gap in the literature.

By highlighting the significance of direct customer-shoemaker interaction and personalised experiences in e-commerce, it approaches the topic from a fresh perspective.

The study makes recommendations for how to improve the customer's ability to order custom sandals and get in touch with the shoemaker directly by incorporating personalised experiences into the website design.

The research is guided by a theoretical framework that is based on relationship marketing theory and user experience (UX) design principles. Within this framework, terms like "personalisation," "user interface," and "direct communication" are defined. In addition, models like the "Customer Journey Map" are presented to show how customers interact with the shoemaker and the website, assisting in the creation of an online platform that is more effective and engaging.

Synopsis of the Research:

Numerous studies have been conducted on digital marketing and e-commerce in the footwear sector, with an emphasis on tactics for product promotion, improving customer satisfaction, and boosting revenue. Research has looked at how consumer behaviour and brand loyalty are affected by digital marketing tools like websites, social media, and mobile apps.

Main Conclusions:

In the footwear business, reaching a larger audience and boosting sales depend heavily on digital marketing.

Customised orders and targeted ads are two examples of personalised marketing techniques that work well for attracting customers and raising conversion rates.

For shoe retailers to grow their clientele and improve product accessibility, e-commerce platforms are a need.

Increased customer satisfaction and loyalty can result from direct customer-shoemaker interaction that fosters trust and improves the overall customer experience.

Advantages and Disadvantages of Earlier Studies:

Advantages:

insightful information about successful customer engagement and digital marketing tactics in the shoe sector.

reputable models and theories about e-commerce trends and consumer behaviour.

Disadvantages:

There is insufficient emphasis on incorporating customised customer experiences and direct communication with the shoemaker into digital marketing tactics.

inadequate investigation of the particular requirements and inclinations of clients in specialised markets, like the manufacture of artisanal footwear.

Shortcomings or Gaps in the Current Body of Knowledge

There is a dearth of research on how digital marketing tactics for small-scale shoe businesses might incorporate direct communication with the shoemaker and customised customer experiences.

Insufficient research has been done on how direct customer-shoemaker interaction affects customer retention and brand loyalty in the footwear sector.

There aren't many studies examining how influencer marketing and user-generated content can help promote footwear brands in niche markets.

Addressing Gaps and Contributing to the Body of Knowledge:

By offering a comprehensive digital marketing plan designed especially for small-scale shoe businesses that includes individualised customer experiences and direct communication with the shoemaker, this research closes a gap in the literature.

By highlighting the significance of direct customer-shoemaker interaction in boosting brand loyalty and customer satisfaction in the footwear industry, it approaches the topic from a fresh perspective.

The study offers solutions for incorporating direct communication with the shoemaker and customised customer experiences into digital marketing plans, offering doable advice for small-scale shoe companies trying to improve their online visibility and clientele.

Theoretical Framework:

User experience (UX) design principles and relationship marketing theory form the foundation of the theoretical framework that directs this study. This framework defines key terms like "customer engagement," "personalisation," and "direct interaction." In order to visualise the customer's interaction with the website and the shoemaker, models like the "Customer Journey Map" are also introduced. These models aid in the design of an online platform that is more effective and engaging.