

E-COMMERCE AND DIGITAL MARKETING: STRATEGIES FOR ENHANCING ONLINE PRESENCE AND SALES

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Abstract:

Organisations need to use cutting edge online marketing strategies to keep growing and increase sales in the e-commerce industry, which is always changing and very competitive. This paper looks at how customers' habits have changed over time and how digital platforms have changed the way people shop online. It looks at how old ways of advertising, like markets and door-to-door sales, gave way to newer ones, like social media marketing, SEO, and SEM. The literature review lists the most important studies that show these strategies work to make people more aware of the brand and get more people to buy from people. A qualitative study is used to find out how important it is to use data analytics, personalise marketing strategies, and make user experiences better. The talk makes it clear how important it is to use good material, make online shopping easy, and run a business in a way that is fair and good for the environment. It also talks about the problems with data security and how customers' demands are rising in the digital age. E-commerce companies can successfully handle the tricky digital market, reach more people around the world, and be successful in the long run by using an all-encompassing and unified online marketing strategy. At the end of the paper, it is emphasised how important it is to keep adapting and coming up with new ideas in order to stay successful in the ever-changing world of e-commerce.

Keywords:

E-commerce, digital marketing, online sales, consumer behaviour, SEO, SEM, social media marketing, user experience, data analytics, personalized marketing, brand awareness, sustainable practices, global market expansion, technological trends, online shopping, customer satisfaction.

INTRODUCTION

One of among the most based businesses now face both new obstacles and fantastic opportunities as a result of changing consumer behaviour aggressive and vibrant sectors in the ever-evolving digital world is e-commerce. Internet- and increased internet penetration. In this situation, improving online marketing tactics becomes essential to boosting revenue and fostering long-term expansion in the e-commerce sector. The manner that customers engage with products and services has evolved as a result of the advancements in information and communication technologies, particularly the World Wide Web. The growing importance of digital platforms and communication channels has created a dynamic corporate environment that necessitates ongoing change. In this scenario, reaching corporate objectives like boosted sales, brand expansion, and steady growth depends on a holistic and effective internet marketing plan.

The history of e-commerce's ongoing expansion, the applicability of online advertising strategies in addressing market obstacles, and the pressing need to create an integrated strategy to support corporate objectives in the rapidly changing electronic age will all be covered in the framework of this presentation. The paper describes the distinctions between historical and contemporary sales patterns and offers particular instances to highlight this development.

Although establishing conventional marketplaces, selling by means of agents or intermediaries, and opening stores were among the sales trends of the past, there are multiple sales trends that exist today that are distinct from those of the past. As technology advances, companies have the potential to open market spaces through digital channels.

a. Customized Marketplaces

have long been the center of buying and selling operations, acting as the main pillar of local business. Merchants congregate in these busy centers to display their wares, resulting in lively markets where consumers swarm to get their daily necessities and desired items.

b. Sales Via intermediaries or Agencies

Incorporate these middlemen, who operate as a bridge between producers and final customers, into the supply chain. By serving as intermediaries, these agents enable business dealings by either selling goods to merchants or interacting directly with customers to meet their demands.

c. Bargaining

In business, there is still available an old custom that is usual, particularly in regular markets and face-to-face encounters. The skill of negotiating permeates these transactions, allowing consumers and vendors to resolve conditions and prices to reach mutually beneficial agreements.

d. Referrals

A strong recommendation on special basis has a significant impact on consumers' decisions to buy. The opinions of reliable people, such relatives, close associates, or peers, are quite influential and influence the views and choices of customers.

e. Products or Trade Shows

Exhibitions are vibrant platforms where businesses can present their products and establish relationships with potential customers. These occasions give companies a chance to showcase the qualities and advantages of their goods, encouraging interaction and increasing revenue.

f. Sales from Door to Door

Represent a customised marketing strategy in which vendors interact with buyers face-to-face in the comfort of their own homes. This personal approach to sales is frequently used for everyday essentials and home goods, providing customers with ease and individualized care.



Fig.1: Strategies for E-Commerce Business

LITERATURE REVIEW

Title	Method	Results
The Significance of SEM and SEO in Increasing Brand Awareness in the E-Commerce Sector: An Analysis of Decathlon, Amazon, and ASOS.	This study examines the function of SEM (search engine marketing) and SEO (search engine optimization) in raising awareness of brands in the e-commerce sector using a thorough methodology.	The findings demonstrate that brand exposure in the e-commerce sector may be greatly increased by correctly implementing SEO and SEM techniques. This research assesses Decathlon, Amazon, and ASOS's performance in order to pinpoint techniques that additional companies might use to boost their online visibility and, eventually, sales.
Openness in Online Marketing, Immersion Technology, and Argumentative Technology: Encouraging Users' Intelligent Decision-Making and Realistic Consequences	Multidisciplinary techniques from the fields of information technology, psychology of humans, and advertising may be used in the study.	The findings can imply that consumers' capacity to make wise judgments is positively impacted by the degree of openness in online advertisement, technological immersion, and compelling technologies.
Does Social Media Truly Impact E-Commerce Business Efficiency? The Function of Customer	The study may use a combination of qualitative as well as quantitative analytic techniques.	The findings could point to a beneficial correlation between social media use, efficient customer service, and enhanced e-commerce success.

Service	Client surveys, e-commerce transactional analysis, and company interviews are examples of research approaches that may be used to determine how employing social media platforms for managing clients affects e-commerce performance.	
Optimizing Conversion Rates in E-Commerce Websites (Tesis Master)	Methods of research from the domains of computing, marketing, and internet design may be used in the thesis. The techniques might include user data analysis, A/B testing, owner assessments, or evaluations from multiple e-commerce websites.	The outcomes of the research and data evaluation may be included in the present dissertation. This could involve specific suggestions for improving e-commerce website rate of conversion, such altering the page design, streamlining the purchasing process, or using certain advertising strategies.



Fig.2: Types of E-Commerce Business

Several major studies have been looked at in this review to show how to use SEM (search engine marketing) and SEO (search engine optimisation), along with social media and other high-tech tools, to improve the efficiency of e-commerce businesses and make more people aware of their brands.

This study by Amin et al., (2020) looks at how social media can help online stores run more smoothly, especially when it comes to customer service. This is achieved through the use of both qualitative and quantitative study methods. Company interviews, e-commerce transactional data,

and polls of customers are some of the ways that this is done. It's secured to use of social media, good customer service, and doing better in on-line shopping. This shows how useful social media sites are for controlling relationships with customers (Burhanudin et al. 2022).

Computer science, marketing, and web design are used in this thesis to find ways to make e-commerce sites more sales-friendly. Users' information, A/B testing, and reviews of several e-commerce sites are some of the methods that are used (Bardsen, 2022). The results give specific ways to improve conversion rates, like making the buying process easier, designing pages better, and using more targeted ads.

It is clear from these studies that brands need to use digital marketing, social media, and new technologies to be seen, help customers make better choices, and boost sales in the e-commerce industry.

METHODOLOGY

The purpose of using qualitative techniques is to investigate the significance and historical context of social events in order to comprehend and explain them. This method seeks to investigate and comprehend a number of intricate facets of human beings, including attitudes, values, and behaviours. When conducting research, qualitative approaches are typically employed to investigate a certain occurrence, process, or setting in greater detail. Case studies, narrative studies, content analysis, and qualitative conversations are some of the components within qualitative approaches.

DISCUSSION

Objectives of E-Commerce Development in the Era of Digitalization

E-commerce is becoming the most significant global economic growth underpinning as digital revolution quickens. The development of e-commerce is now required due to evolving buyer habits and speedier access to the internet. This article describes the primary goals of the growth of e-commerce, which in the current digital age are the primary forces behind corporate change. Enhancing Cost and Accessibility Enhancing customer affordability and accessibility of goods is one of the primary objectives of the growth of e-commerce. Consumers may simply browse goods and make purchases from the ease of their houses by creating an online store.

Customers from various backgrounds and places now have more options to obtain goods and services that were previously inaccessible. Globalization and Market Expansion the growth of e-commerce makes it possible for businesses to enter international markets.

Enhancing client satisfaction and offering a top-notch consumer experience are crucial objectives in the development of e-commerce. Companies can establish a more pleasurable and fulfilling online purchasing experience by utilizing technology like suggestions for products, content personalization, and faster transactions (Ponzoo, and Erdmann, 2021). As online shopping develops, ecology and social responsibility for businesses are becoming more and more significant. Businesses are expected to consider how their transactions via the internet will affect

society and the surroundings. Adopting environmentally responsible and ethical company procedures helps companies project an upbeat image while also satisfying the needs of customers who are becoming more and more concerned about the welfare of the planet.



Fig.3: Objectives of Objectives of E-Commerce Development

User Growth for E-Commerce from 2018 to 2022

a. User Demographics in E-commerce

With the start of 2018, the e-commerce sector has grown to be a key component of the digital revolution, profoundly altering consumer behaviour in terms of purchasing and selling. Users of e-commerce have experienced some intriguing developments throughout this time, which are indicative of shifts in buying habits, technological advances, and tendencies.

b. User Trends in E-Commerce for 2018-2019

The global e-commerce user base kept expanding in 2018. Technological advancements were a major factor in this rise, especially in the field of mobile communications. The user encounter with mobile e-commerce apps is improving, making buying more easy and readily available. Artificial intelligence and content customization are growing in popularity and drawing in additional consumers in 2019.

c. Increase in Mobile Users 2020–2021

2020 proved to be a significant year because of the novel coronavirus illness (COVID-19) that caused a global pandemic. E-commerce has become more popular due to social limitations, especially in the food and home goods industries. As mobile users grew in number, significant adjustments to user experience and marketing tactics were necessary. Electronic methods of payment and online interactions are getting safer every day.

d. 2022 Innovations and User Experience

Technologies like virtual reality (VR) and augmented reality (AR) will be used in electronic commerce. Consumers can practically try things before they buy because to these capabilities. In order to offer a realistic and engaging purchasing experience, interfaces for users are becoming more and more efficient.

e. Global Market Expansion in 2022 Considering 2022

Global e-commerce demand will only increase. Businesses in the sector are putting more and more emphasis on growing internationally and taking advantage of opportunities abroad. Shipping initiatives that use localized and expedited marketing tactics are becoming more popular in an effort to appeal to customers worldwide.

f. Obstacles and Possibilities for the Years to Come

Even with its expansion, the e-commerce sector is not without difficulties. Stricter security regulations are being implemented due to serious concerns about user privacy and data security. Furthermore, e-commerce companies find it challenging to keep developing due to intense competition and rising customer needs for an enjoyable shopping experience (Yunus et al. 2022).

Result

Small and medium-sized enterprises, or SMEs, must use internet marketing tactics because they help them sell more products, build connections with clients, and market their brands. According to research, 71.4% of participants advertised their items on social media such as Instagram and Facebook, and Guzmán (2020) saw a rise in purchases and the usage of WhatsApp for selling. This has to do with how COVID-19 has affected Latin American nations where small and medium-sized enterprises (SMEs) have made extensive use of digital platforms.

With 50% of SMEs using smartphone applications and prepared short texts, mobile advertisement is equally significant for small and medium-sized businesses. Profits from smartphone marketing are seen when SMEs carefully make their way into the digital world in order to expand internationally and tap into emerging markets. Fifty percent of SMEs do not use SEM, making it a low importance. Njuguna and Kihara (2020), however, stress its significance, pointing out that Google Adwords and banner advertisements are used for development and exposure. SEO, or search engine optimization, is advised by Márquez et al. (2021) to boost online ranking since it requires less money and is more affordable. With 57.1% of small and medium enterprises delivering emails to clients with product availability updates and customized

discusses advertising via email is not the primary concern for the sector. According to Gomez-Vázquez et al. (2020), advertising via email is the most popular tactic. However, there might be variations in the research materials and the beauty sector, leading to results that vary (Goldman et al. 2021). In summary, SMEs need online platforms strategies to build their brands, boost client interaction, and reach a wider audience. However, based on the particular industry and situation, the usage of email advertisements and other methods may change.

Limitation and further research:

One of the research's weaknesses is that the sample may be biased since perceptions of global business success are measured subjectively. Subsequent studies might evaluate the model using other metrics by using separately collected data on repeated visits, response rate, and turnover to e-commerce sites. The efficacy of digital marketing strategies or their application to internet analytics, is not specifically measured in this research. The application of owned, gained, and purchased internet marketing techniques in international e-commerce might be studied by academics. Evaluating the efficacy of digital marketing strategies may also include analysing the advantages that small online merchants stand to gain from using these strategies to gather market data in overseas marketplaces (Murdiana, and Hajaoui, 2020). Further studies may examine variables that influence the use of digital marketing strategies at a higher level, like the externalization of established online stores' electronic marketing strategies to developing nations.

CONCLUSION

The study is concentrated on how SMEs may improve their competitive edge and client trust by using electronic advertising techniques. It concludes that social networks—of which Instagram is the most widely used—are the most useful and successful tools for e-commerce. Though it's a less studied tactic, some SMEs use pre-written messaging for mobile advertisement. Due to its costly nature, which is out of the reach of SMEs' budgets, especially in the makeup sector, SEM deployment is less common. These businesses like email marketing because it makes their products more accessible. The study's breadth is constrained by little recourse to direct communication with corporations and linguistic obstacles that make it difficult to locate relevant materials. The study emphasizes the value of electronic media throughout the COVID-19 epidemic and advances the scientific understanding of digital advertising strategies. More knowledge on controlling internet marketing tactics in the skincare sector is practically provided by the study.

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