

## THE EFFECTIVENESS OF MARKETING FOR E-BUSINESS PLATFORMS

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### ABSTRACT

As a direct consequence of the rapid rise of social media and E-Business, an increasing number of people are making their purchases online. This pattern has played a role in the creation and expansion of social businesses. The purpose of this study is to get an understanding of the characteristics of marketers, as well as their e-business platform behaviors and the reasons behind such actions, the quality of service that is offered by online marketing, and the factors that impact the adoption of online marketing. The idea that both customers and companies contribute to the value of a social company is known as the value co-creation hypothesis, and it plays an extremely significant role in the research conducted on social enterprises. Within the scope of this paper, we investigate the collaborative procedure of value co-creation and investigate the key factors. The study conduct Descriptive Analysis and then 333 valid questionnaires. The success of internet marketing, its elements and consequences, the reasons why services fail in this medium, and the projected level of service quality in this medium are all topics that will be covered in this discussion as well. Empirical research indicates that consumers' propensity to produce value is positively connected with the quality of a website, reciprocity, and altruism; however, incentive mechanisms have minimal influence on this behaviour. On the basis of this information, we provided the social enterprise with a few specific suggestions.

**Keywords:** E-business, e-business platform, Online marketing, Marketers.

### 1. INTRODUCTION

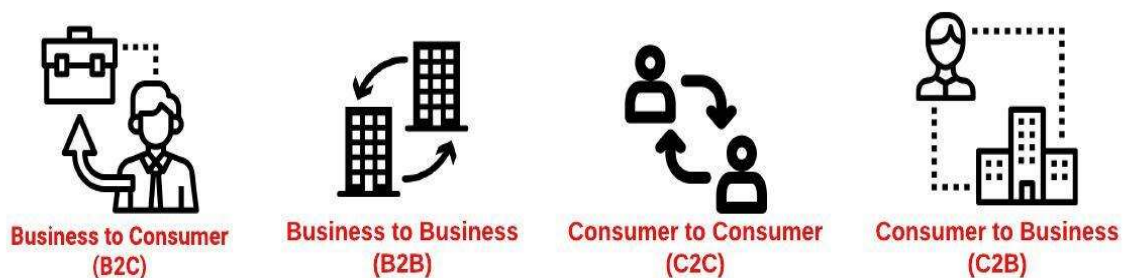
*E-business refers to the process of doing business activities online through the World Wide Web, the Internet, an extranet, or a combination of these three (electronic business) [1]. Some examples of these customer-, internal-, and management-focused business processes include the buying and selling of goods and services, providing customer service, processing payments, managing production and supply chains, collaborating with business partners, information sharing, operating automated employee services, and hiring personnel. Other examples include the operation of automated employee services and the hiring of personnel. E-business and e-commerce are intertwined, but e-business has a considerably broader scope than just doing transactions online [2]. The provision of functions and services may involve anything from the creation of intranets and extranets to the hiring of application service providers to supply online e-services. E-commerce allows companies to do research together, collaborate on marketing initiatives, and buy components and supplies from one another as well as from other firms [3].*

*Businesses are constantly rethinking and redefining their business models as a response to emerging technology, hybrid workforces, increased consumer expectations, and in particular the*

accessibility, reach, and ever-evolving capabilities of the internet. This is happening in response to a number of factors, including: Because of the rapid growth of e-business, new requirements for businesses have surfaced in recent years [4]. Consumers have come to anticipate that companies would provide them a variety of self-service options for the purpose of making purchases, as well as individualised interactions, rapid interactions, and secure interactions. New legislative restrictions and suggested processes have been developed in order to ensure that the confidentiality of electronic data is preserved [5]. Encryption, digital certificates, and multi-factor authentication are just a few examples of the stringent security procedures and technology that organisations have installed in order to protect themselves against cybercriminals, fraud, and theft. Cybersecurity has grown ingrained in e-business as a result of the installation of endpoint device security as well as sophisticated detection and response capabilities. Browsers come with security already built in, and a growing number of companies that provide solutions and technologies for cybersecurity are now selling digital certificates to consumers as well as corporations. E-business is developing at a consistent pace despite the fact that the security of online business transactions is still a primary issue for both consumers and enterprises [6].

### ***E-business model origins and evolution***

IBM was one of the first companies to adopt the phrase "e-business" when it started a theme campaign in October 1997 to address the uncertainty that many customers had about internet-based enterprises [7]. This campaign was intended to address the concerns that customers had about internet-based businesses. According to the website of the company, in order to demonstrate that IBM possessed the "talent, the services, and the products to help customers capture the benefits of this new way of doing business," the company invested approximately \$500 million in an advertising and marketing campaign. This was done to demonstrate the value of the e-business model and to demonstrate that IBM possessed these things. Sales in IBM's e-business climbed from more than \$64 billion in 1994 to more than \$88 billion in 2000, while the company's net income almost doubled during this time period [8].



**Figure1:** Types of E- Business

Let's look at the four types of e-commerce business models in brief:

- ❖ **Business to Consumer (B2C):** A firm selling its wares to end users on their own initiative is operating under the B2C business model. The business strategy known as "business-to-consumer" (B2C) is the cornerstone of internet retailers.
- ❖ **Business to Business (B2B):** A firm that uses the business model known as "business to business" (B2B) markets its goods and services to other businesses. This kind of business strategy is used by companies that engage in wholesale sales or those who provide SaaS (Software as a Service) to other businesses.
- ❖ **Consumer to Consumer (C2C):** Under this model, the transaction is carried out between two different customers. The notion of consumer to consumer (C2C) is shown when a user sells old items to other consumers.
- ❖ **Consumer to Business (C2B):** C2B e-commerce takes place whenever a customer delivers value to a business over the internet. The C2B business paradigm may be seen in action via the use of internet portals that provide freelance services.

## 2. REVIEW OF LITERATURE

The advancement of information technology and its benefits for organizations have made the field of e-business marketing competitive and successful although there have been failures as well. Failure happens due to the use of constant strategies while the e-business environment is dynamic and in such a context, strategy formulation and implementation is a challenge for e-business organization. In this research a questionnaire was designed by reviewing the literature and interviewing experts [9]. Analysing the collected data, the e-business key strategy factors such as technology, information systems, risk management and compliance were extracted. In the next stage, these key factors were presented as the e-business marketing strategy model. The results suggested that dissimilar dimensions of e-business strategy factors may not be equally conducive to different marketing strategies. In particular, risk management has an insignificant relationship with any of the marketing strategies; while high level of compliance is positively associated only with a focus strategy [10]. IT governance is positively associated with price leadership and differentiation strategies but linked negatively with focus strategy.

Stock markets have reacted favourably to firms who announced their implementation of E-business projects for commercial exploitation. Those that outsourced E-business projects in order to achieve swift execution also achieved abnormal positive returns. Contrary to expectations, outsourcing E-business projects with high task complexity also led to positive results. We analysed the process and found that these three factors explained more than 20% of the variance in abnormal returns [11]. The results were obtained from an event study of 96 E-business-related announcements, including those made by firms in the S&P500 index during 1999– 2002. This paper contains information that should therefore help firms identify E-business projects for outsourcing [12].

In the digital world, marketing communications is concerned with creating presence, creating relationships, and creating mutual value. The Internet as a marketing channel is interactive, accessible, ubiquitous, and integrates marketing communication with commercial transactions and

service delivery. As a channel, the Internet both sends content to an audience, and acts as a route to a group of customers. In order to build presence, e-merchants enter a world of new marketing concepts such as banner ads, click through, affiliate networks, URL's and portals. The role and value of brands takes on new dimensions. The potential for building relationships is inherent in every transaction and dialog. No longer does the marketer need to speculate about customer needs; they actually know customer-purchasing profiles. Customer service, customer profiles and customisation present important marketing opportunities. Value creation both requires and strengthens mutual dependence [13]. Communities, including customer communities and virtual business communities are important contexts through which mutual value can be created. By drawing a broad picture of marketing communication in an Internet world, this article seeks to establish a context for innovation, development and research [14].

By using Indonesian case studies, this research plan to fill the research gap in the theories of transaction cost economics, multi-attribute utility theory, agency theory and information-processing theory, through variable based modelling. For business and industry stakeholder point of view, this research is expected to be useful for Indonesian e-commerce platform ecosystem stakeholders especially regulators, to give insights towards dynamics within e-commerce platform ecosystem. This paper originality lies on proposing e-commerce conceptual model by using multidisciplinary approach through combining four main constructs, which consists of relative e-commerce platform performance, digital promotion capability, customer experience review rating and supply chain capabilities. The model also accommodates seasonal pricing and logistic outsourcing as intervening variables to examine model sensitivity. With sample size of 1288 people who have purchased items in at least two e-commerce platform, collected data is processed using Structural Equation Modeling (SEM) method by LISREL software [15].

### **3. E-Commerce Platform**

With a piece of software known as an e-commerce platform, businesses have the ability to set up and manage their own virtual stores for customers. The application provides access to all of the resources that are required to successfully market and sell the products. In addition to this, it gives store managers the ability to regulate inventory levels, determine pricing for items, and run promotions. E-commerce platforms, like any other kind of enterprise software, may either be installed locally or hosted in the cloud. The vast majority of small and medium-sized enterprises (SMEs) choose for a cloud-based e-commerce platform since it needs almost no initial financial investment and provides them with the flexibility to increase or decrease their use without fundamentally altering their business.

#### ***Top six E-Commerce Platforms***



**Figure2:** Types of E- Business

It may be helpful to investigate the six e-commerce platforms that are the most widely used. Due to the fact that each of these platforms offers a different collection of features, it is possible that not all of them are suitable for your business. Be sure that you have investigated each of these platforms before deciding which one to use.

❖ **Shopify**

Shopify is a software as a service (SaaS) e-commerce platform that caters to independent artists, small businesses, and boutique shops. Because of how user-friendly the e-commerce platform is, opening and running an online store can be accomplished in a very short amount of time. With Shopify, which also offers services such as social commerce and Facebook marketing as well as a POS system and other similar features, you are able to set up an online store for your business. Prices for the entry-level bundle start at \$29 per month and go up to \$299 per month. Shopify gives companies the ability to expand their online presence by providing them with Shopify Gold. Hobbyists who are interested in testing the waters may join up for their Lite plan, which costs \$9 per month.

❖ **WooCommerce**

WooCommerce is an open-source e-commerce plugin that may be added to websites that are powered by WordPress. It has characteristics that are typical of almost all basic e-commerce systems and gives proprietors of businesses complete command over the whole of the transaction process. Working with developers who are experienced with WordPress and WooCommerce is required in order to enhance the plugin's capabilities, despite the fact that it is used by a wide range of organisations.

❖ **BigCommerce**

BigCommerce offers two different product categories, and they are called Enterprise and Essentials respectively. BigCommerce, in a manner comparable to those of Shopify and WooCommerce, offers a comprehensive set of functionalities. The platform is interoperable with online marketplaces such as eBay and Amazon, as well as shopping platforms such as Google

Shopping and Square, and social networking sites such as Facebook and Instagram. Its complexity leads in a steep learning curve for those who are just starting out. The cost of the most basic BigCommerce package is around \$30 per month. BigCommerce provides a custom quote based on the requirements of the company.

❖ **Magento**

You can put Magento, an open-source platform that you run on your own servers, on your servers. The cloud hosts an open-source version of Magento 2 that can be used by anyone. Since Magento runs on your own servers, you have full control over your data. One downside is that you have to take care of any on-premise servers that need security updates or other maintenance.

❖ **WIX**

With the website builder WIX, you may set up online stores for your products. Building an online store using this platform is a breeze because to the intuitive drag-and-drop interface, which eliminates the need for hardly any coding at all. Despite the fact that WIX gives you the ability to administer the store and generate product pages, deals, and discounts Keep in mind that despite the fact that it opens a separate window and provides several payment methods, this website is not a fully functional e-commerce platform. WIX provides users with a free plan, and upgrading to the premium plan at a cost of \$29 a month is also available.

❖ **Squarespace**

Another e-commerce platform comparable to Wix is called Squarespace, and it is designed for users who do not want to go deeply into the technical parts of Magento and other complex systems. The ability to design aesthetically stunning websites is one of the benefits of using Squarespace; nevertheless, the platform's limited delivery options and support for just Apple Pay and Stripe are significant negatives. While the plan that is compatible with e-commerce costs just \$18 per month, it is recommended that you upgrade to the Commerce plan, which costs \$26 per month, in order to access the full feature set.

**4. RESEARCH METHODOLOGY**

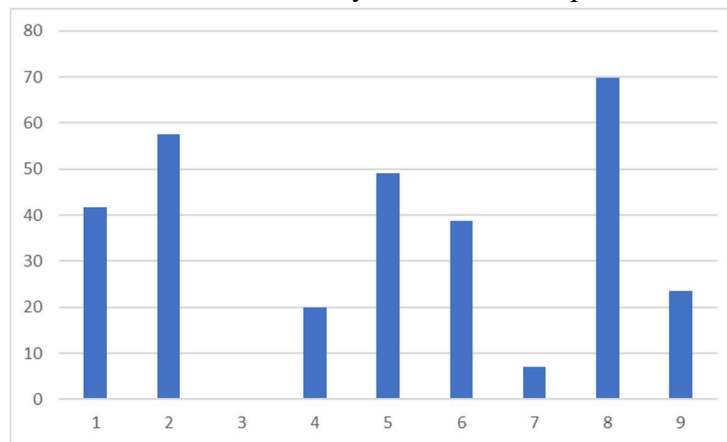
❖ *Descriptive Analysis*

It is necessary for us to settle on the subject of the study before we can begin distributing the questionnaire. Due to the fact that the research for this paper is centred on the business community, the research object for this study will be a social commerce website that is fairly typical. 351 questionnaires were retrieved through the use of an online survey; after eliminating those with consistent filling, answers, and checks, as well as those with paradoxical questions or questions that were not completely filled out, the effective rate was 333 valid questionnaires, and the figure was 94.8%. The results of the statistical analysis performed on this research based on gender, age, and educational background are shown in Table 1:

Index	Classification	Number	Population (%)
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Gender	Male	143	41.64
	female	190	57.56
Age	Less than 18	6	0.2
	18~25	63	19.92
	26~35	146	49.07
	more than 35	118	38.83
Education	high school	24	7.15
	undergraduate	231	69.87
	graduate	78	23.51

**Table 1:** The results of the survey based on a sample's characteristics



**Figure3:** The results of the survey based on a sample's characteristics

❖ **Reliability Analysis**

The degree to which the results from the measurements are consistent among themselves is referred to as the questionnaire reliability, which is also referred to as the dependability of the questionnaire survey. Cronbach's is the name of the reliability index, and it is used to determine whether or not each measurement item in each component has the same or equivalent characteristics. Second, we assess the reliability of the scales using SPSS. According to the findings, the consistency coefficients of the index variables are greater than 0.785, which indicates that they are above the 0.7 threshold. Furthermore, the total internal consistency coefficient of the questionnaire was 0.969, which indicates that the questionnaire has an extremely high degree of reliability. Cronbach's alpha may be seen in Table 2, which presents the specific value.

Variable	Cronbach's	Index number
Usability	0.816	4
Content	0.797	4
Security	0.956	4
Interactivity	0.685	4
Excitation mechanism	0.819	4
Reciprocity	0.872	5
Altruism	0.940	5
Value co-creation	0.785	5
Experience value	0.819	7

**Table 2:** Variable Reliability Analysis

## CONCLUSION

It is believed that online marketing may be useful in terms of productivity, sales, the satisfaction of customers, and interpersonal connections. The same may be said for the perceived capabilities of the supply chain, the customer experience, and the outsourcing of logistics, in addition to the perceived digital promotion competency and performance of the e-commerce platform. Strongly recommended that anybody who intends to employ internet marketing and have an online firm have strong decision-making talents in order to be prepared for both the benefits and the drawbacks of doing business online. Consumers place a high level of importance for e-commerce platforms are only made accessible in the event that the original choice does not measure up to the customers' expectations. If companies are successful at overcoming the hurdles that come with internet marketing, they will be able to take advantage of the higher market potential that it offers. Additional demonstrate how the influence of moderators, such as seasonal discount pricing in relation to perceived digital promotion arability and customer experience, results in results that are either not significant or significant in a negative way. In spite of the fact that hindrances are having a significant negative impact on the effectiveness of online marketing, service quality is having a significant positive impact. The result will have a significant effect on both of them even if there is no role for moderation among them.



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