

**Mohammad Uzzaman**

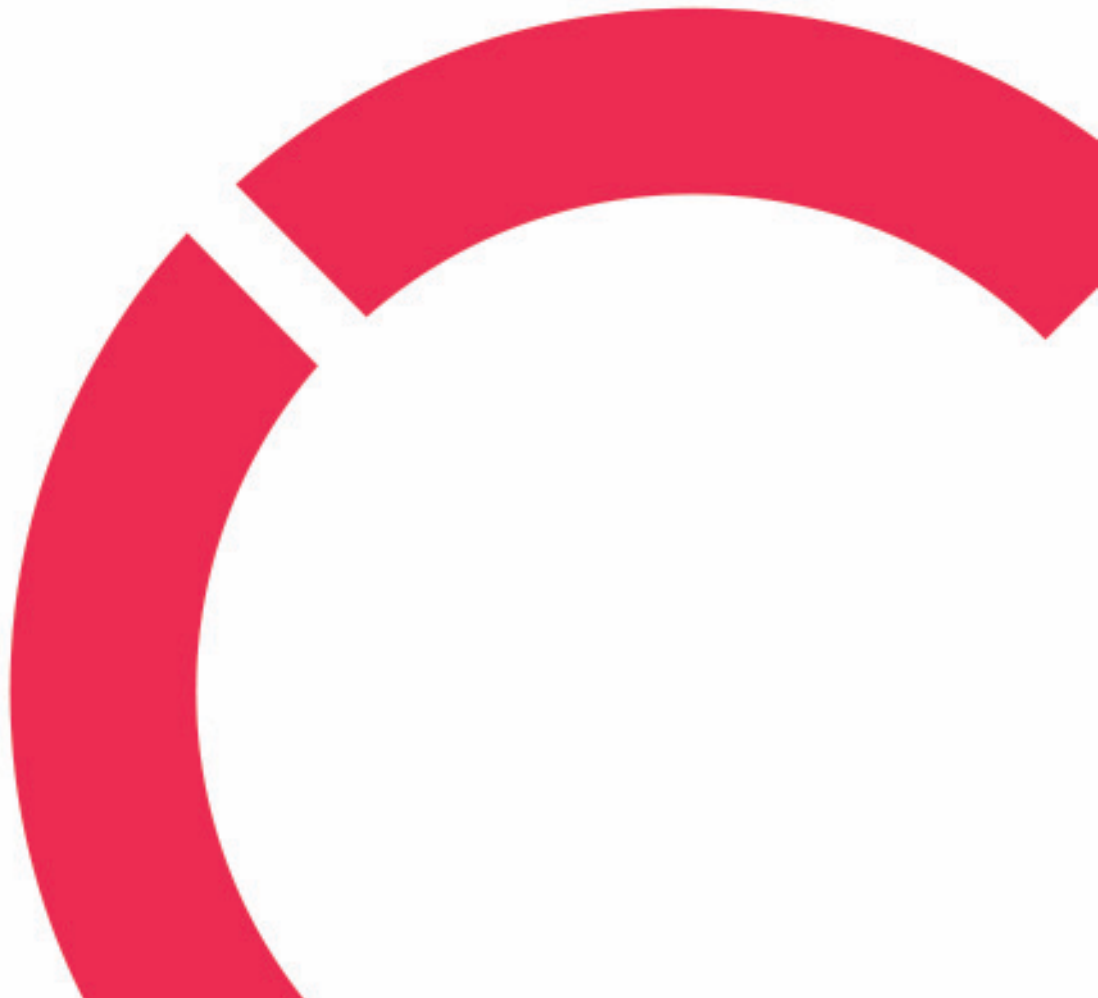
**THE BENEFITS OF SOCIAL MEDIA MARKETING IN  
E-COMMERCE**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**International Business**

**October 2023**



**ABSTRACT**

<b>Centria University of Applied Sciences</b>	<b>Date</b> October 2023	<b>Author</b> Mohammad Farid Uzzaman
<b>Degree programme</b> Bachelor of Business Administration, International Business		
<b>Name of thesis</b> THE BENEFITS OF SOCIAL MEDIA MARKETING IN ECOMMERCE		
<b>Centria supervisor</b> Katarina Broman		<b>Pages</b> 48
<b>Instructor representing commissioning institution or company.</b>		
<p>E-commerce is the world's largest cross-border market because it gives people on opposite sides of the world direct access to a global marketplace and facilitates easy and quick commercial transactions.</p> <p>The primary aim of this thesis was to examine how companies use social media to increase sales. The link between social media and e-commerce, as well as the advantages and disadvantages of e-commerce websites that offer goods and services through social media, were discussed in the following chapters. The objectives were to identify the factors that affect consumer satisfaction and dissatisfaction and analyse them, understanding the connection between satisfied consumers and loyalty as well as investigating sales.</p> <p>This study used a wide range of secondary data sources to give a full picture of the benefits of social media marketing in e-commerce. The ideas given here are not only useful for academic research, but they can also help people involved in e-commerce. As companies continue to figure out how to work in the digital world, integrating social media marketing strategies remains a key factor in their success. This investigation showed how important social media is to e-commerce's future. Theoretically relevant factors that affect how consumers see things and make decisions were found, and if they do, the data needed to understand the problem and write the report was gathered.</p>		

<p><b>Key words</b> Business performance, customer satisfaction, e-commerce, internet marketing, marketing strategy research, social media</p>
--

## **CONCEPT DEFINITIONS**

### **B2G**

Business to Governments

### **B2B**

Business to Business

### **B2C**

Business to Consumers

### **B2A**

Business to Administration

### **BTRC**

Bangladesh Telecommunication Regulatory Commission

### **C2C**

Consumers to Consumers

### **C2B**

Consumers to Businesses

### **C2A**

Consumer to Administration

### **COD**

Cash on delivery

### **E-Commerce**

Electronic commerce

### **MFS**

Mobile Financial Services

**ABSTRACT**

**CONCEPT DEFINITIONS**

**CONTENTS**

<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>2 E-COMMERCE .....</b>	<b>1</b>
<b>2.1 E-commerce classification .....</b>	<b>4</b>
<b>2.1.1 Business to business (B2B) .....</b>	<b>7</b>
<b>2.1.2 Business to consumer (B2C).....</b>	<b>7</b>
<b>2.1.3 Business to employees (B2E).....</b>	<b>8</b>
<b>2.1.4 Consumer to consumer (C2C) .....</b>	<b>8</b>
<b>2.1.5 E-government (G2B or G2C).....</b>	<b>9</b>
<b>2.2 E-Commerce evaluation procedure.....</b>	<b>10</b>
<b>2.3 Impact of COVID-19 on E-Commerce.....</b>	<b>11</b>
<b>2.3.1 Advantage of e-commerce .....</b>	<b>12</b>
<b>2.3.2 Disadvantage of e-commerce .....</b>	<b>16</b>
<b>3 RESEARCH METHODOLOGY .....</b>	<b>18</b>
<b>3.1 Objectives .....</b>	<b>18</b>
<b>3.2 Research methods and data collection.....</b>	<b>19</b>
<b>3.3 Reliability and validity .....</b>	<b>20</b>
<b>4 INTERNET MARKETING .....</b>	<b>21</b>
<b>4.1 Social media.....</b>	<b>21</b>
<b>4.2 Email marketing .....</b>	<b>23</b>
<b>4.2 Content marketing.....</b>	<b>24</b>
<b>4.3 Mobile marketing.....</b>	<b>25</b>
<b>4.4 Search engine optimization (SEO) .....</b>	<b>25</b>
<b>4.5 Influence of social media on E-Commerce .....</b>	<b>26</b>
<b>4.6 Security problems e-commerce .....</b>	<b>27</b>
<b>5 DEFINITION OF CUSTOMER SATISFACTION.....</b>	<b>29</b>
<b>5.1 Importance of customer satisfaction in business .....</b>	<b>29</b>
<b>5.2 Identify customer needs and preference.....</b>	<b>31</b>
<b>5.3 Key performance indicators (KPIs) for customer satisfaction.....</b>	<b>31</b>
<b>5.4 Quality of products or services.....</b>	<b>32</b>
<b>5.5 Providing excellent customer service .....</b>	<b>33</b>
<b>5.6 Personalization and customization.....</b>	<b>34</b>
<b>5.7 Engaging customers through effective communication .....</b>	<b>35</b>
<b>5.8 Training employees for customer service excellence.....</b>	<b>36</b>
<b>6 CONCLUSIONS AND DISCUSSION .....</b>	<b>38</b>
<b>REFERENCES.....</b>	<b>37</b>
<b>APPENDICES</b>	

## **FIGURES**

FIGURE 1. A framework for electronic commerce.....	5
FIGURE 2. Categories of transition in e-commerce .....	6
FIGURE 3. The e-commerce websites workflow for purchasing goods .....	11
FIGURE 4. The foundation of social commerce .....	22
FIGURE 5. Major E-Commerce security management concern .....	27
FIGURE 6. Important factor that affects customer satisfaction.....	30

## **TABLES**

TABLE 1. Benefits of e-commerce .....	15
TABLE 2. Items and results concerning service quality .....	33

## 1 INTRODUCTION

The main goals of this thesis are to look at the different benefits of social media marketing in e-commerce, find the best ways to use it, and give businesses tips on how to make the most of these benefits. Social media sites are more than just a way to keep in touch with friends and family in today's hyper-connected digital age. They have become strong tools that change the way businesses work, especially in the area of online shopping. The exchange of products and services through the internet is known as electronic commerce, or e-commerce. It includes a wide range of things, like shopping online, banking online, and buying tickets online. E-commerce has changed the way businesses work by letting them reach customers all over the world and letting people buy goods and services without leaving their homes. E-commerce has grown in popularity throughout time as a result of the development of the internet and technological improvements. It has opened new opportunities for businesses to reach a wider audience and sell products and services online.

The aim of this thesis is to find and fully understand the main benefits that social media marketing offers to e-commerce companies. The first section describes how using social media marketing tactics affects different parts of e-commerce business, such as sales, customer engagement, and brand awareness. The second section looks into social media marketing practices in e-commerce and the objective is to figure out what strategies and tactics work best for getting the results someone wants. In the context of e-commerce, the aim is to evaluate the different effects and benefits of the different social media sites and whether there are e-commerce sites that work better for certain kinds of businesses. Based on real-world proof and case studies, the thesis also looks at how social media may help companies and customers have more meaningful connections. Companies may establish relationships with their audience and resolve consumer complaints by directly engaging with them on social media channels. The investigation of consumer interaction via social media marketing in e-commerce includes talks about the many approaches used, the difficulties encountered, and the effect on customer loyalty and satisfaction. In the digital age, social media platforms are effective means of building brand recognition and identification. Businesses have realized that they must have a strong online presence as consumers are using social media more and more to find products and suggestions. In the highly competitive world of e-commerce, this study explores the ways that social media marketing helps to increase brand awareness, build trust, and promote loyalty.

In this thesis, chapter two discusses e-commerce classification, and the focus is on classifying different aspects of e-commerce. It discussed various types of e-commerce, such as B2B (business-to-business), B2C (business-to-consumer), C2C (consumer-to-consumer), etc. This chapter also explores the impact of the COVID-19 pandemic on e-commerce, including how it affected consumer behaviour, supply chains, and online business. This chapter presents a discussion of the advantages and disadvantages of e-commerce, which will be based on information gathered from different sources. This chapter presents a discussion of the advantages and disadvantages of e-commerce, which will be based on information gathered from different sources. The researcher makes clear recommendations that could be used in the future, either by an entrepreneur or any individual willing to undertake further studies on the topic. It helps establish the research's credibility and transparency.

Chapter 3 talks about the research methods used in this study, with a focus on gathering extra material. This approach describes the plans and methods that were used to look into the advantages of e-commerce social media marketing. When using secondary data sources, it is important to know what the study goals are, how the data is collected, and how dependability and validity are ensured. For the most part, secondary data will be used. This means that knowledge and data have already been gathered by other experts or groups for different reasons. This type of data comes from many written sources, such as scholarly papers, government reports, business records, and more. Examining the advantages of social media marketing in the context of e-commerce is the main goal of this thesis. This study aims to give a comprehensive understanding of how social media marketing impacts e-commerce enterprises' performance through examples and secondary data. The thesis states that social media marketing has had a significant impact on how e-commerce businesses interact with their target audience and promote their goods. Secondary data is one strategy used in this article's research techniques section. To provide more comprehensive and varied results and guarantee their legitimacy, this approach has been utilized to evaluate cases and data collected from several perspectives.

This part of the thesis talks about how e-commerce businesses can use social media sites such as Facebook, Instagram, Twitter, and LinkedIn as powerful marketing tools in chapter 4. It will look at how e-commerce businesses use social media to promote their brands, connect with customers, and make sales. The use of social media ads, celebrity marketing, and social shopping features on sites such as Instagram Shopping are some of the things that are talked about what part email marketing plays in e-commerce and how to build and keep email lists, make effective email campaigns, and look at email marketing metrics. This part of the thesis talks about how online stores can make their websites better, so they show up higher in search results. Keyword study and the role of SEO in boosting organic traffic and sales are

some of the things that could be talked about. The following section provides discussion about the different security issues and risks that online stores face.



## 2 E-COMMERCE

The simplest definitions of e-commerce are "commercial transactions conducted via the internet" and "internet commerce." Nevertheless, there are numerous more ways to define it. Some people think that the term "commerce" only refers to the exchange of products and services between businesses. If this idea of business were to be employed, the term "electronic commerce" would be highly particular. E-business is hence often employed. In addition to the conventional buying and selling of goods and services, the term "e-business" refers to a broader definition of electronic commerce (EC), which encompasses all online business activities like client servicing, collaborating with business partners, delivering e-learning, and carrying out electronic transactions within organizations. Others, however, contend that e-business merely refers to corporate collaboration and internal processes that do not include online buying or selling; in this sense, it is an addition to e-commerce as it is currently defined. When used in its strictest meaning, e-business can be viewed as a subset of e-commerce. (Turban, Whiteside, King, Lee, Liang & Outland 2017, 9.)

### 2.1 E-commerce classification

As a general term, "e-commerce" can be used to describe a wide range of business activities that take place online. Still, e-commerce can be put into many different groups based on the types of transactions and the people involved. The most typical e-commerce categorizations are as follows:

The e-commerce area has a wide range of activities, organizational structures, and technological advancements. Thus, a framework that lists its components may be helpful. One such structure is introduced in figure 1. Numerous e-commerce applications exist, as seen in the companies, and they must be implemented with the proper infrastructure, infrastructure support, and support services. Figure 1 shows how infrastructure and the five categories of help below benefit e-commerce applications:

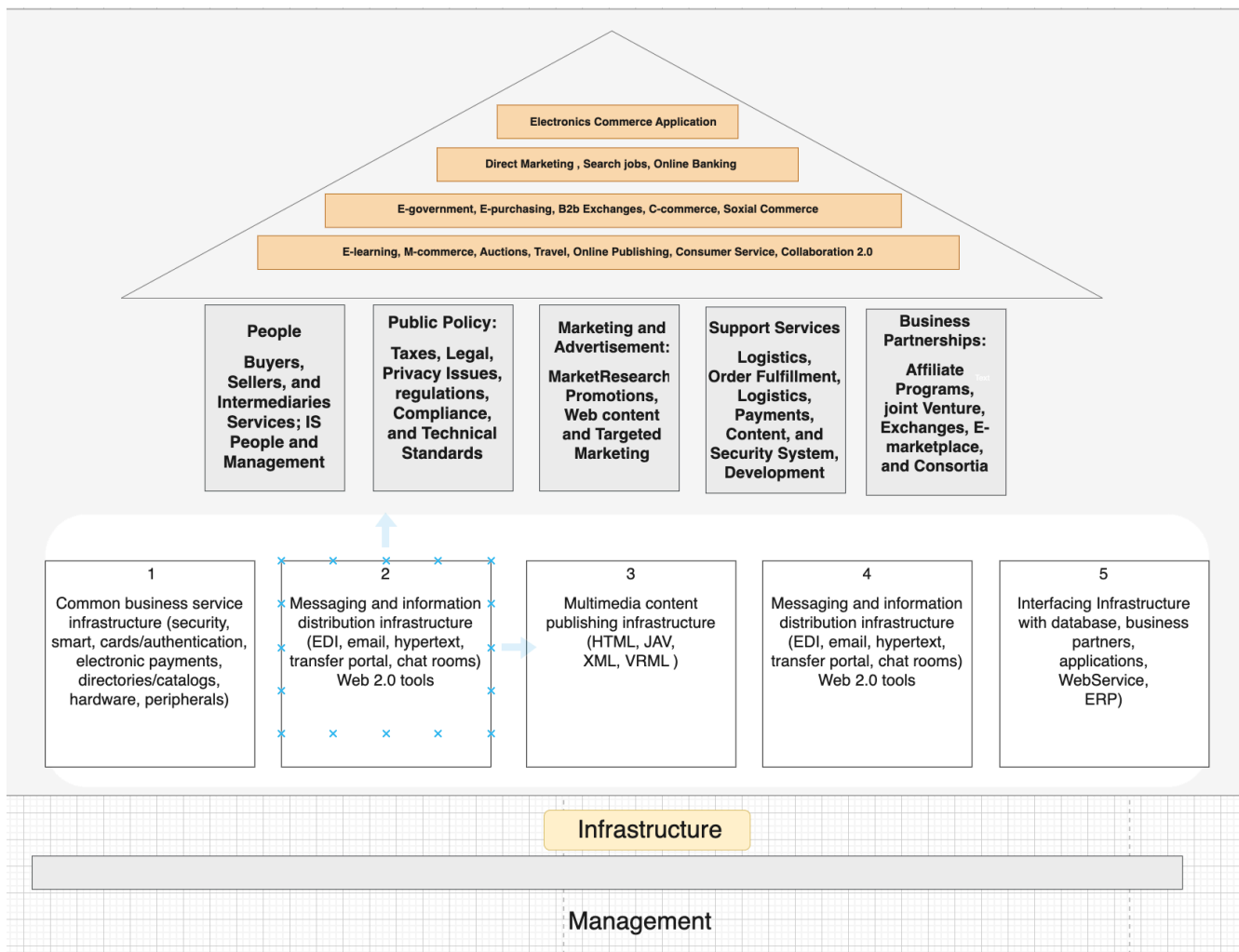


FIGURE 1. A framework for electronic commerce (adapted from Turban et al. 2017, 9)

Figure 1 shows a framework that shows how e-commerce is a broad field with many different activities, organizational groups, and tools. As shown at the top of the figure, there are many ways to use e-commerce. So, a context that explains what's in it can be helpful. Companies need the right knowledge, technology, and support services to do these things. the figure 1 shows that infrastructure and the following five support areas (shown as pillars in the figure) help e-commerce apps work.

1. People: Human, sellers, customers, middlemen, experts in information systems and technology, other workers, and anyone else who takes part

2. Public policy: Laws and rules governments are in charge of making laws, policies, and rules about things like taxes and protecting people's privacy. Standards and compliance on the technical side are included.

3. Marketing and advertising: Like any other business, EC needs promotion and ads to help it grow. This is especially important in business-to-consumer (B2C) online deals, where buyers and sellers often don't know each other.

4. Support services: Services to help EC needs a lot of different services. These include making material, taking funds, and delivering orders.

5. Business partnerships: Working together in business. There are many different kinds of joint projects, exchanges, and business relationships in the EC. These happen often in the supply chain, which is the way a company works with its providers, buyers, and other partners.

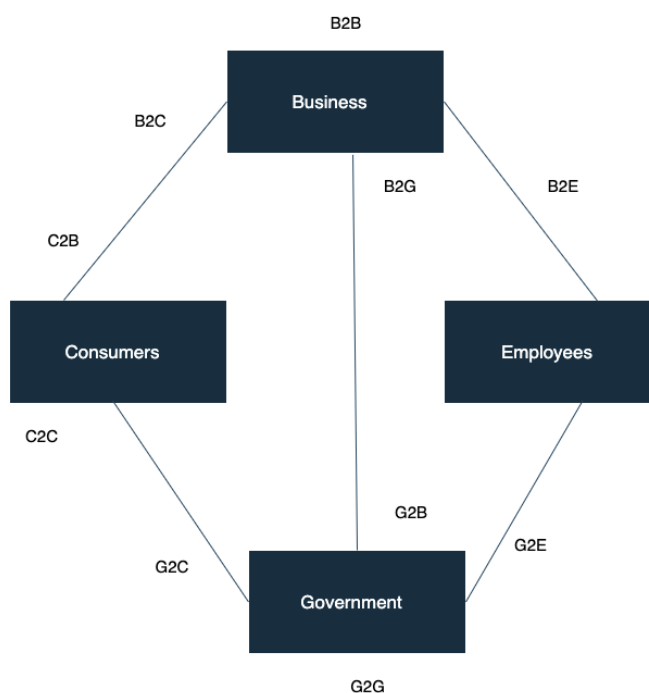


FIGURE 2. Categories of transition in e-commerce (adapted from Turban et al. 2017, 10)

The numerous kinds of e-commerce transactions are broken down into categories, which are seen in figure 2. The categories will be discussed in the following subchapters.

### **2.1.1 Business to business (B2B)**

Business-to-business, or B2B, refers to transactions between two businesses. This is different from business-to-consumer, or B2C, transactions, which are between a business and a single consumer. B2B transactions can include the sale of goods or services as well as business partnerships and joint ventures. B2B transactions can occur both online and offline, and can involve a variety of industries, including manufacturing, technology, finance, and healthcare. Most of the time, the B2B buying process is more complicated than the B2C buying process because it may involve negotiations between more than one party and require more research and due diligence. Business-to-business (B2B) transactions can also involve long-term relationships between businesses, which is not always the case with business-to-consumer (B2C) transactions. B2B transactions include a manufacturer buying raw materials from a supplier, a technology company hiring an IT consulting firm, or a healthcare provider working with a medical device manufacturer to develop new products. (Manzoor 2010, 5.)

### **2.1.2 Business to consumer (B2C)**

Business-to-consumer (B2C) refers to transactions between a business and a single consumer. This is different from business-to-business (B2B) transactions, which happen between two businesses. B2C transactions can involve the sale of goods or services directly to consumers and can occur both online and offline. When it comes to buying, B2C transactions are often easier than B2B transactions because a single consumer makes a purchase decision based on their own needs and preferences. B2C transactions may also involve a greater emphasis on marketing and advertising, as businesses seek to reach and attract individual consumers.

A customer buying clothes from a store, a person ordering food from a restaurant, or a person signing up for a streaming service like Netflix or Hulu are all examples of B2C transactions. B2C deals can happen in many different fields, such as retail, food and drink, entertainment, and e-commerce. (Manzoor 2010, 5.) Business-to-consumer refers to the operations of companies that provide goods and/or services to final customers. Before purchasing a goods, people check out a company's website. They click on a buying link, which takes them straight to a list of hundreds of the most well-known online

retailers. It's as though they went straight to the retailer while making the transaction. The referral organization receives a commission for each sale and ships the item to the customer. Businesses have a system that enables them to refer customers to merchants and profit from the commission payments made by the latter. This is known as business-to-consumer e-commerce. (Kumar & Raheja 2012, 448.)

### **2.1.3 Business to employees (B2E)**

Business-to-employees (B2E) refers to transactions, services, or communication that occur between a business and its employees. B2E transactions can include a wide range of activities, such as providing employee benefits, training and development programs, internal communications, and employee discounts. B2E transactions can benefit both the business and its employees. For example, a business may provide its employees with health insurance or retirement plans as part of a B2E transaction, which can help attract and retain top talent. On the other hand, employees may benefit from B2E discounts on company products or services or from training and development programs that enhance their skills and career prospects. B2E transactions are becoming more and more important as companies try to engage and keep their employees in a job market that is becoming more and more competitive. B2E transactions can also help create a good work culture and make employees happier, which can lead to more productivity and better business results. (Manzoor 2010, 5.)

### **2.1.4 Consumer to consumer (C2C)**

Consumer-to-consumer (C2C) refers to transactions between individual consumers, which are often made possible by a third-party marketplace or platform. C2C transactions can involve the buying and selling of goods or services, or the exchange of information, such as through social media or online forums. As online marketplaces and peer-to-peer platforms have grown, so has the number of C2C transactions. People from all over the world can connect and do business with each other through these platforms. Examples of C2C platforms include eBay, Craigslist, and Airbnb. C2C transactions can be beneficial for both buyers and sellers, as they can enable individuals to find unique or hard-to-find items, or to earn extra income by selling goods or services they no longer need. However, C2C transactions can also carry risks, such as fraud or misrepresentation, and may require individuals to take extra precautions when conducting transactions with strangers online. (Manzoor 2010, 7.)

Institution-based trust is the conviction that there are structural factors in place that boost the probability of a successful action. Institution-based trust is therefore dependent on structural assurance and context normalcy. The notion of situational normalcy holds that success will arise from the environment being in order, whereas structural assurance holds that structures assure laws, covenants, pledges, and legal remedies. For consumers to secure mutual security on the Web, institution-based trust might be crucial. Trusting beliefs are faith in the trustee (the buyer or seller, for example). Trusting beliefs are based on competence (the capacity to do the required action), kindness (the desire and concern to perform the required action), and integrity (honesty). The readiness to rely on the trustee and act in a trustworthy manner are both examples of trusting intentions. Trusting intents are defined as the willingness and likelihood to depend on the buyer or seller, respectively. (Jones & Leonard 2008, 88.)

### **2.1.5 E-government (G2B or G2C)**

E-government, often abbreviated G2B or G2C can signify several things. Some commentators describe e-government in terms of behaviours, including utilizing a government kiosk to get employment information, applying online for social Security benefits, or building common databases for several agencies. More broadly, automating the provision of government services is how other observers describe e-government. Despite the great range of opinions about e-government, several recurring elements that reflect its developmental character may be found. E-government is the practice of enhancing the delivery of public services to individuals, organizations, and other governmental entities via the use of information technology, particularly the Internet. It has the capacity to provide a more direct line of communication between the federal government and its constituents, which presents both new opportunities and problems. With the use of e-government, individuals may be able to communicate with and obtain services from the federal government (or state and municipal governments) at any time. Those who follow e-government programs believe that services may soon be more dependable, affordable, and convenient. (Seifert 2003, 2.)

In the context of e-government, a state administrative body can do business electronically with companies (G2B) or with people (G2C). This could mean buying or selling goods, services, or information through online marketplaces or other electronic channels. The goal is to improve the effectiveness and efficiency of government services and make it easier for people and businesses to use these services. Online permit and license applications, online tax filing and payment systems, and other e-government G2B and G2C e-commerce projects are only a few examples. (Turban et al. 2017, 10.)

## 2.2 E-Commerce evaluation procedure

In 1969, the US government launched the first version of the Internet as an experiment. The majority of the early adopters were university scholars and scientists. Some individuals began posting personal ads in online classifieds. big accomplishment The World Wide Web's (the "Web") launch in the early 1990s played a role in the growth of EC. This made it possible for businesses to create a text- and image-rich online presence. The phrase "electronic commerce" was first used in the early 1990s, when the Internet started to be used for business purposes and people started to swarm to utilize the World Wide Web. Applications for EC grew quickly. Also, a significant number of so-called dotcoms, or Internet start-ups, emerged. Nowadays, every business in emerging nations has a website. Tens of thousands of pages and links may be found on several of these websites. The focus of EC changed from B2C to B2B in 1999, and then from B2B to B2E in 2001, encompassing m-commerce, e-government, and e-learning. Social networks, m-commerce, and cellular apps all saw a significant increase in attention in 2005. EC added social commerce channels in 2009. (Turban et al. 2017, 10.)

A potential consumer has an interest in a specific category of goods. The client then visits an online store. First, the consumer scans the whole catalogue for the items they need, looks them up, contrasts them, and selects the one that best suits their requirements. Second, the consumer contacts the salesperson via the internet, selecting the one who can provide them a superior pricing. The salesman then verifies the product's status. Third, the consumer completes a registration form to guarantee that the products are delivered to the correct address. Customers' privacy must be protected by both the salesperson and the website. Finally, the buyer selects their preferred method of payment. Customers need to keep track of the delivery details. The website comprises the salesman and the customer service agent. The entire purchasing procedure should be simple for the clients, and they should be happy. (Li & Li 2011, 15.)

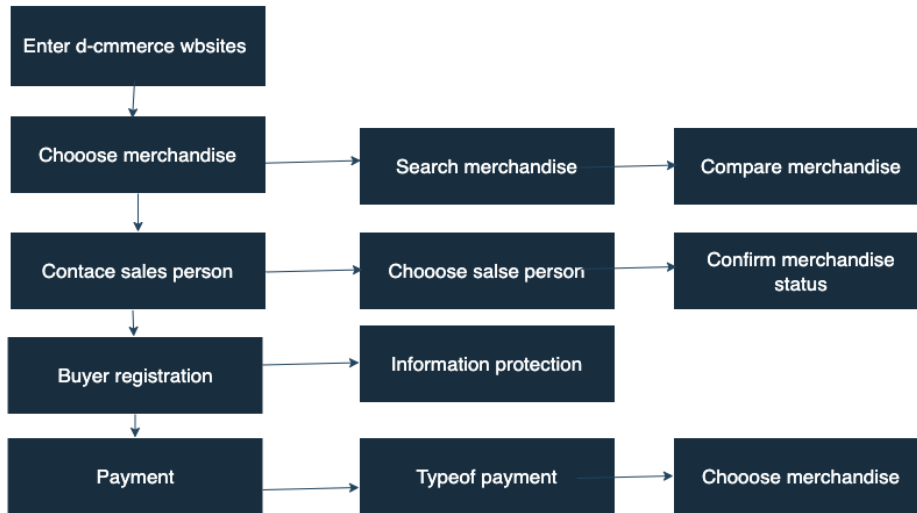


FIGURE 3. The e-commerce websites' workflow for purchasing goods (adapted from Li & Li. 2011, 9)

As shown in Figure 3, an E-commerce workflow is a sequence of workflows that depicts various processes of an e-commerce website, beginning with the purchase of a product and placing an order and continuing through the completion of a payment, the tracking of a shipment, and the submission of a request for customer service after the product has been received. By going through the list of assessment criteria and assigning a value to each item, evaluation statistics for a specific Web site are obtained. How effectively the Web site complies with the criterion will be shown by this value. Then, a unique score is generated for each group based on the total of all the individual values for each of the criteria in that group. A scale of criterion category scores is created by adding the group scores for each category, which shows how well a Web site performs in each of the categories. When this approach is used to analyse many sites, the results can be shown in tabular format. With criterion categories as the column variable and several Web sites from the same industry as the row vector, the outcome is a matrix of values attained. The outcomes for several Web sites within a same industry are thus contained in a specific matrix. According to the assessment criteria, the values in the matrix's cells indicate each site's score for a certain category of criteria. (Merwe & Bekker 2003, 13.)

### 2.3 Impact of COVID-19 on E-Commerce

The COVID-19 epidemic has not stopped the spread of e-commerce. Shop promotions raise curiosity, conventional advertising catches attention, and free delivery motivates customers to make larger purchases. These are the findings from Kantar TNS's Posti's Grand eCom Study 2022. (Posti 2022.) This



year's survey, which was conducted for the sixth time, concentrated on Finnish internet retailers and active online customers. Even if e-commerce is expanding, well-known sectors continue to lead. The slowing of the COVID-19 epidemic, in the opinion of Posti's Vice President for eCommerce and Delivery Services, Tommi Kässi, has not affected the appeal of e-commerce—quite the contrary. "E-commerce continues to expand. In the last six months, 37% of consumers have increased their internet buying. Shops are hopeful about growth as well; they estimate an increase in the proportion of online sales to overall revenue during the next six months. Now, 44% of retailers generate more than 70% of their sales online "says vice president Kässi. (Posti 2022.)

The biggest rises in online shopping can be seen in several emerging nations. Online purchases made by United Arab Emirates internet users climbed from 27% in 2019 to 63% in 2020. It rose from 4% in Uzbekistan to 11% in 2020, and it quadrupled in Bahrain to reach 45% in the same year. Due to a 16 percentage-point increase in 2020, Thailand, which already had a high uptake of internet users before the outbreak, saw more over half of its internet users (56%) participate in online shopping for the first time. The developed countries with the largest gains were Greece (up 18 percentage points), Ireland, Hungary, and Romania (each up 15 percentage points). Out of the 66 countries examined, El Salvador (1% of internet users), Azerbaijan (5%), Uzbekistan (11%), and Colombia (17%) still have the lowest rates of online buying. (UNCTAD 2022)

### **2.3.1 Advantage of e-commerce**

The percentage of internet buying has clearly increased recently. This proportion has been rising over time as more customers have entered the market. E-commerce offers several advantages to consumers, businesses, and society. As an example, back when traditional marketing strategies were the norm, customers wasted a lot of time and energy traveling to the actual stores to do their usual business. Customers no longer need to make the tedious journey to the store to get the necessary items thanks to the arrival of e-marketing. Shopping is significantly simpler with web-enabled desktops, laptops, or portable electronics. Customers may buy worldwide while relaxing in their homes thanks to this innovative method of shopping (Aonerank 2019). The topic is still open: why do we see such a demand for online transactions? The rise in interest in internet buying has a number of explanations. The most typical is that shoppers and merchants alike like their shopping experiences. When both sides get advantages, it is referred to be a win-win situation. (Taher 2021, 160.)

The percentage of internet purchases has significantly increased recently. This proportion has been rising over time as there are more consumers. Customers, businesses, and society as a whole are all benefiting greatly from e-commerce. For instance, people used to waste a lot of time and effort traveling to actual stores to conduct traditional shopping in the past, when traditional marketing strategies were in use. Customers can forego the customary laborious journey to the supermarket to buy the needed items thanks to the development of e-marketing. Shopping is significantly simpler with web-enabled PCs, laptops, or mobile devices. (Taher 2021, 153-165.)

By incorporating Internet technology, businesses can provide above-average profits, although first-mover advantages could be threatened by the Internet's general accessibility. On the one hand, the Internet offers fresh chances for strategic success. A select few business models—those that make use of Internet-specific features like eBay's online auction system—appear to deliver significant, long-lasting benefits. For businesses like Cisco Systems and Sun Microsystems, Inc. that provide the components required to enable Internet infrastructure, other applications have opened new prospects. By managing software applications and online order fulfilment, businesses like Juniper Networks and SAP have discovered long-term benefits. However, the cycle of dot.com disasters that started in March 2000 implies that the Internet boom was just momentary and that the quick expansion of new businesses and business prospects is based on an unsustainable foundation. Most commentators concur that neglecting company principles and essential financial criteria was a major factor in the slump. A nice illustration is Boo.com. (Lumpkin, Droege & Dess 2002, 332.)

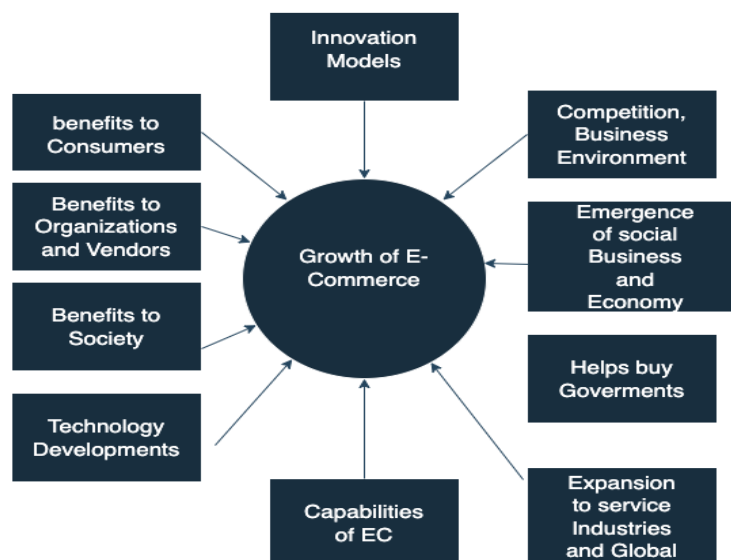


FIGURE 4. The main factors that make e-commerce grow (adapted from Turban et al. 2017, 13)

Figure 4 illustrates the main factors that make e-commerce grow. Let's look more closely at each of these groups, e-commerce has many advantages, and they keep getting better as time goes on. I decided to put them into three groups: e-commerce is good for businesses, their users, and society as a whole. Table 1 lists all these advantages. One of the best things about e-commerce is that it makes it possible to start a business in unusual ways. The new business models make it possible for people with little money and little experience to start their own businesses and grow them quickly. There are a lot of business owners who make a lot of money online. The business-model framework is what we get from this combination. The parts of a business model are the people who take part in it and the goods (like information) and services (like handling information) that they offer. Transaction components may refer to activities from broken value chains that are rebuilt and made better by information processes. They are the steps that add value and, when put together in a business model, make it possible to meet customer needs. The parts of a deal are like the puzzle pieces, and the building configuration is the picture of the puzzle when it is all put together. (Amit & Zott 2017, 9.) Government agencies can make their online operations more successful and meet users' needs at a fair cost by using social media tools, new business models, social networks, and user participation. These kinds of projects are called "Web 2.0. Government departments all over the world are now playing with social media tools and their own pages and profiles on public social network sites. Most of the time, governments use Web 2.0 tools to work together, share knowledge, teach people online, and get people involved. (Turban et al. 2017, 14.)

TABLE 1. Benefits of e-commerce (adapted from Turban et al. 2017, 14)

Benefit	Description
<i>Benefits to organizations</i>	
Global reach	Quickly locating customers and/or suppliers at reasonable cost worldwide
Cost reduction	Lower cost of information processing, storage, and distribution
Facilitate problem solving	Solve complex problems that have remained unsolved
Supply chain improvements	Reduce delays, inventories, and cost
Business always open	Open 24/7/365; no overtime or other costs
Customization/personalization	Make order for customer preference
Ability to innovate, use new business models	Facilitate innovation and enable unique business models
Lower communication costs	The Internet is cheaper than VAN private lines
Efficient procurement	Saves time and reduces costs by enabling e-procurement
Improved customer service and relationship	Direct interaction with customers, better CRM
Help SMEs to compete	EC may help small companies to compete against large ones by using special business
Lower inventories	Using customization inventories can be minimized
Lower cost of distributing digitizable product	Delivery online can be 90% cheaper
Provide competitive advantage	Lower prices, better service
<i>Benefits to consumers</i>	
Availability	Huge selection to choose from (vendor, products, styles)
Ubiquity	Can shop any time from any place
Self-configuration	Can self-customize products
Find bargains	Use comparison engine
Real-time delivery	Download digital products
No sales tax	Sometimes; changing
Enable telecommuting	Can work or study at home or any place
Social interaction and engagement	In social networks
Find unique items	Using online auctions, collectible items can be found
Comfortable shopping	Shop at your leisure without pushy sales clerks bothering you
<i>Benefits to society</i>	
Enable telecommuting	Facilitate work at home; less traffic, pollution
More and better public services	Provided by e-government
Improved homeland security	Facilitate domestic security
Increased standard of living	Can buy more and cheaper goods/services
Close the digital divide	Allow people in rural areas and developing countries to use more services and purchase what they really like

Online businesses can grow faster than traditional businesses because they don't have to spend as much in real infrastructure. Subscription-based e-commerce services give businesses a steady way to make money and keep customers coming back. Online markets bring together customers and sellers and have a lot of goods and services in one place. When social media platforms are integrated, users can find goods and buy them through their social networks. E-commerce has given people jobs in transportation, technology, and customer service, among other fields. E-commerce can cut down on the need to travel and the amount of carbon dioxide that comes with standard shopping. E-commerce can bring goods and services to places that don't have many shops or are hard to reach. Governments can help by putting in place rules and customer protections to make sure that internet transactions are safe and secure. E-commerce can grow with the help of investments in digital infrastructure, like efficient internet access and safe payment systems. Governments can change tax policies and trade deals to make it easier for people to do business online across borders and to pay fair taxes. These groups show how complicated the growth of e-commerce is. It's not just about new technologies and business strategies; it's also about

social and government issues. As e-commerce continues to change, these factors will be very important to how it grows in the future.

### **2.3.2 Disadvantages of e-commerce**

When a business uses e-commerce, there are advantages and disadvantages, so it's important to know about the possible problems as well. People who know little about computers and technology might find it hard to run an e-commerce website. Here's what buyers need to know about what could go wrong with online shopping. One of the biggest problems with e-commerce is that it can be hard to trust and feel safe when it is not set up well. The other reason is user resistance. Most people don't feel safe buying something without trying it first or feeling it.

Hacks by thieves and hackers have put online sites in the news a lot. It is a very important problem because a customer's account could be hacked because of carelessness and their money could be stolen. This is a hard truth about e-commerce sites, and a website can't guarantee that the financial information on its platform won't be stolen. The owner of the website needs to take important steps to change the password so that data hacks don't happen. It is important to stay aware and take action to protect the website and, in the end, the information about customers. Since the beginning, security has been a worry, and this is seen as one of the biggest problems with e-commerce. (Bhasin 2202.) There are still a lot of people who don't do business online or shop online. Some people just can't believe that completely impersonal business deals are real. Some customers worry about their personal information being given out without their permission, which is a security risk. Also, many e-commerce companies are often criticized for their trustworthiness and validity. E-commerce also has the problem that it can't be used for goods that go bad quickly, like food. Most of the time, people buy these things in the same way. E-Commerce isn't usually a good fit for these businesses. One of the biggest problems with online shopping is that customers often can't choose the products they want, even if they have a lot of information about them. Because of this, it's important to give customers as much thorough and complete information about the product as possible, as well as to be honest in business and make the store look good. It is a well-known fact that a customer is more likely to do business with a reliable store if payment is made right away. The biggest problem is that there is already a lot of competition, which makes it hard to open a shop that does well. Still, the fact that a project can be started without a lot of money should be considered. After looking at the pros and cons of e-commerce, it is possible to say that its promise is better than its flaws. Using the right method and building trust in the system can change the current situation

and help e-commerce adapt to the changing needs of foreign markets by solving certain technological problems. (Goncharenko 2016.)

### 3 RESEARCH METHODOLOGY

When discussing qualitative methods, it is necessary to discuss a complex and multifaceted study setting. Some of these include different types of observation, interviews with differing degrees of structure (such as open-ended, unstructured interviews, partly or semi structured interviews, guided, or narrative interviews), and the collection of documents or archival material. At the same time, several distinct ways of breaking down data are used, each with its own theoretical underpinnings and approach to analysis. Phlebotomy, ethnomethodology, constructivism, and the sociology of knowledge are just a few of the most well-known approaches to the study of knowledge. Despite their differences, these approaches do have certain similarities, since advocates of the "interpretive paradigm" hold similar views on how social reality is constructed. (Hollstein 2011, 404–416.)

First, social reality is not only something that exists. Consider the famous Thomas axiom, which states that "if men define situations as real, they are real in their consequences." The second is that social meaning shapes social reality. Social reality refers to a framework of activity in which actors (deliberately) organize action and is always a meaningful reality since it represents meaning. Third, as social location constantly depends on a certain point of view or viewpoint, social reality is always influenced by it. Finally, because social reality is negotiated, it is always changing and evolving. These characteristics can be used to identify a common foundation for many methodological stances such as symbolic interactionism, ethnomethodology, or phenomenology. (Fetterman 1988, 405.)

This thesis is solely based on secondary data. The research methodology assists in creating specific and tightly focused research questions or hypotheses that are consistent with the objectives of the investigation. To acquire precise and reliable data, the research methodology specifies the use of a variety of techniques, including surveys, interviews, observations, and experiments. The purpose of this chapter is to increase understanding of information gathering and processing techniques. A paragraph that evaluates the accuracy and dependability of the information gathered follows at the conclusion.

#### 3.1 Objectives

This thesis' major objective is to examine social media marketing's benefits in the context of e-commerce. Using secondary data and examples, this research attempts to provide a thorough knowledge of

how social media marketing affects the performance of e-commerce businesses. According to the thesis, social media marketing has drastically changed how e-commerce companies engage with their target market and advertise their products. Integrating social media marketing into e-commerce operations has several significant advantages, including giving these firms worldwide platforms and a stage on which to present their goods, services, and brand identities.

### **3.2 Research methods and data collection**

Participant observation, in-depth interviews, and focus groups are the three most used qualitative methods, and each is extensively addressed in its own section. Participant observation is suitable for capturing data on regularly occurring activities in their customary environments. In-depth interviews are the best method for learning about people's backgrounds, perspectives, and experiences, especially when sensitive topics are being discussed. Focus groups are helpful for learning about the cultural norms of a group and for developing thorough summaries of topics that are significant to the represented cultural groups or subgroups. (Mack & Woodsong 2005, 2.)

The research methods component of this thesis uses just one approach, namely qualitative analysis. To provide more complete and varied findings and to make sure that they are reliable and authentic, this technique assesses instances and data that have been acquired from numerous perspectives. Research methodologies known as qualitative methods use correlation and experimentation to identify, account for, and forecast occurrences that take the form of immeasurable variables. As opposed to secondary data collection, which is the acquisition of various data specifically for the project, qualitative research focuses on evaluating already-existing non-numerical data to gain insights and knowledge. Secondary data collection uses information that has already been gathered for other purposes. Numerous data points have also been gathered in a variety of sectors because of research that has been done in those areas. As a result, the previously gathered data enables researchers to quickly review earlier data. Secondary data are organized to enable comparisons between different types of data, projections for the future, and historical patterns. Most secondary data is likewise relatively simple to get, and much of it is also free for academics to use. Secondary data collection was chosen for this thesis because it is simple and quick to access, requires little money and effort, is simple to compare, has a high degree of quality, and can be tested. To this thesis, the I has gathered secondary data from several sources, including local online stores like Verkkokauppa, social media sites like Facebook Market and Instagram, newspapers, documents, and websites. The results from the most important sources will serve as the foundation for all the



material provided. In this study, secondary data analysis will be used. A summary of the advantages of social media marketing will be provided in relation to the case study, along with information on its e-commerce classification, Internet-marketing, and customer satisfactions.

### **3.3 Reliability and validity**

Reliability and validity, which are widely employed in quantitative research, are currently being given a second look within the qualitative research paradigm. Since reliability and validity have positivist roots, they should be reinterpreted for usage in a naturalistic approach. Some techniques for enhancing the reliability and validity of a qualitative study can be revealed by examining how triangulation is used in quantitative research to assess reliability and validity. In a similar vein, the usage of reliability and validity in quantitative research may be utilized as a starting point for evaluating the meanings of these concepts in the qualitative research paradigm. As a result, in order for reliability, validity, and triangulation to be useful research ideas, particularly from a qualitative standpoint, they must be reformulated to take into account the diverse ways of establishing truth. (Golafshani 2003, 1.)

Regarding the research's data source, all the information was gathered from publications and reports that were released by relevant authorities, websites, and the Internet. Because all the information was correctly provided, the study is legitimate. Genuine sources, such as websites, governing publications, and international organizations, have been employed as secondary sources of data to obtain accurate information.

There can be no validity without reliability. This dictum was taught to those of us who create and utilize educational assessments as a basic tenet of reliable measurement. (Moss 1994, 2.) The reliability of the source from which the data were gathered is crucial for the study. Even though several studies have been conducted throughout a variety of historical periods, the source and data from the study are trustworthy. The outcomes of various research could, however, slightly vary because of human nature and circumstances.

## 4 INTERNET MARKETING

The term "internet marketing," sometimes known as "online marketing" or "e-marketing," refers to any marketing activity carried out online using internet technology. It includes various forms of online activity, such as email and social networking, in addition to advertising that is displayed on websites. Every part of using the internet is digital, which means that it involves the transmission of electronic information via a computer or other comparable device. Of course, it can also involve traditional offline advertising and sales. (Trengove 2021, 3.)

Using electronic communication technologies including the internet, e-mail, eBooks, databases, and mobile phones, or what is known as "e-marketing," marketing objectives are achieved. It is a more inclusive word than "online marketing," which refers only to the application of internet technology to the accomplishment of marketing goals. E-marketing, according to Dave Chaffey's definition of relationship marketing, is the utilization of digital technologies through internet channels web, email, databases, social media, and mobile. to support marketing initiatives that achieve profitable customer acquisition and retention within a multi-channel buying process and customer lifecycle. Through improving your comprehension of your clients their profile, behaviour, value, and loyalty drivers. (Sfetcu 2014, 108.) A company can use a variety of internet marketing techniques. The most well-known and widely used types of internet marketing are affiliate marketing, video marketing, social media marketing, email marketing, and mobile marketing.

### 4.1 Social media

Professors Tom Truscott and Jim Ellis of Duke University created Usenet, a global bulletin board that allowed Internet users to post free conversations, in 1979. However, the establishment of "Open Diary," a ground-breaking social networking site that brought various online diary authors into one community, surely marked the beginning of the era of social media as we know it today. The term "weblog" was initially used at the same time and shortened as "blog" a year later, when one blogger jocularly altered the word into the phrase "we blog". The notion became increasingly popular as high-speed Internet connection became more widely available, which prompted the development of social networking websites like Myspace (in 2003) and Facebook (in 2004). This led to the creation of the phrase "social media" and to its current significance. The most recent development in this bewildering genre is what is known as "virtual worlds," which are computer-based simulations of real-world environments populated by

three-dimensional avatars. Second Life, created by Linden Lab, is arguably the most well-known virtual environment (Kaplan & Haenlein 2009, 565).

Using different social media platforms to reach our target audience and strengthen our brand's overall online presence is known as social media marketing. This kind of marketing may also be used to improve website traffic and sales. Facebook, YouTube, Instagram, Twitter, LinkedIn, and Pinterest are the social media sites that are most frequently utilized for online marketing. (Copypress 2022)

In other orders, social commerce (SC), which is also called "social business," is e-commerce that is done through social media. Social commerce is considered a subset of e-commerce by some. More specifically, it is a combination of e-commerce, e-marketing, the supporting technologies, and social media content. This definition is illustrated in figure 4. The figure shows that social commerce is created from the integration of e-commerce and e-marketing using Web 2.0/social media applications. The integration is supported by theories such as social capital, social psychology, consumer behaviour, and online collaboration, resulting in a set of useful applications that drive social commerce. (Turban et al. 2017, 16.)

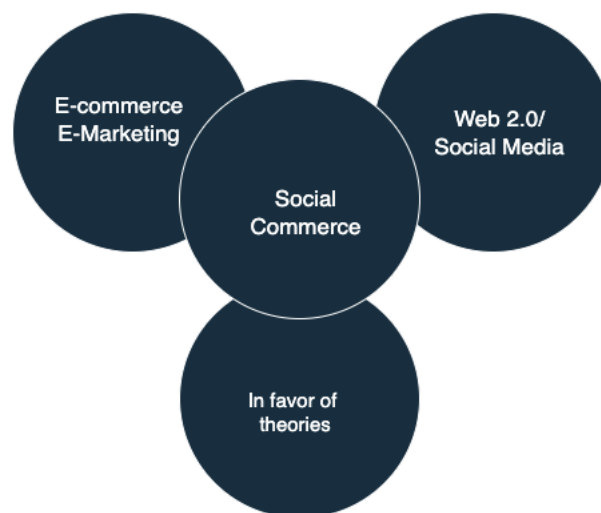


FIGURE 4. The foundation of social commerce (adapted from Turban et al. 2017, 16)

Social commerce, which is also called "social business," is e-commerce that is done through social media. Some people think of social trade as a part of e-commerce. More specifically, it is a mix of e-commerce, e-marketing, tools that help, and material from social media. Figure 4 shows how this term is used. The figure shows that social commerce is made when Web 2.0 and social media apps are used to combine e-commerce and e-marketing. Theories like social capital, social psychology, customer behaviour, and online teamwork are used to back up the combination. This leads to a set of useful applications that drive social commerce.

Dell Computer reports that by selling computers on Twitter, it has generated \$6.5 million in just two years. Additionally, Dell uses its Idea Storm website to collect suggestions from the public. When consumers are near real Pepsi product retailers (grocery shops, restaurants, and petrol stations), PepsiCo provides real-time alerts. The clients then receive coupons and information about discounts from PepsiCo. (Turban et al. 2017, 16.)

## 4.2 Email marketing

Email marketing is broadcasting commercial messages to a group of people using email. Currently, email marketing is consistently delivering a relatively high return on investment (ROI) in the marketing field. However, collecting subscriber information and sending the email only to interested consumers is a major research issue in email marketing. The model consists of two main components: collecting subscriber activity data and clustering and segmenting subscribers. performed a marketing experiment based on a model and analyze subscriber activity data. Using the model, the overall performance of subscriber activity was improved after sending out email campaigns to segmented groups of subscribers based on their individual interests. In the past fifteen years, email marketing has gotten a lot of attention from marketing experts, writers, and businesses. To give customers the best value, marketing tactics and technology have gotten a lot better. To improve the user experience and bring in more money, many different methods and tests have been tried. With email marketing software, you can send a lot of emails to your users and get useful information from them at the same time. Based on what users have done in the past, marketers can now easily keep track of and improve their efforts. This part talks about the history of email marketing and shows study that has been done on it. (Bawm & Nath 2014, 250.)

Several personalization engines can run in the customer interface part of the design (Ansari, Kohavi, Mason & Zheng 2001). Users who work in marketing can set rules that can be used to offer visitors discounts or show certain goods or material to a certain type of visitor. Because emails are better for the earth than paper, the marketing process doesn't use paper, which helps lower the warming effect of heat. To get better results, the process has become more complex. Users can send and receive electronic messages, and the length of each message is shown in the list. The World Wide Web and the information technology revolution in general have given businesses the freedom to choose how they connect with their users (Winer 2001). Online businesses can get to know their customers better than they could in the real world before the web. In order to make a base and a list of names, they need a collection of

information about the people they want to sell to. They look at their list of current customers and how well-established their relationship is with each one. They should also know what their customers want up to the point where they provide the tech goods they need. It must also know about the most recent changes to the company and its goods in order for the promotion and marketing process to go smoothly. It was possible to create groups of messages, improve them, build better relationships with customers quickly and well while keeping an eye on the results, and meet their wants and needs through email marketing. (Sabbagh 2021, 34.)

## **4.2 Content marketing**

Content marketing is "a strategic marketing approach focused on developing and delivering useful, relevant, and consistent information to attract and maintain a clearly defined audience—and, eventually, to generate lucrative consumer action," according to our definition from this year. The revised definition, which was developed by the Content Marketing Institute at the beginning of 2014, more accurately captures the evolution of content marketing from the simple "production and distribution" of content to a recognized business discipline. 2015 Benchmark Budget and Trend Report, page 8 Using digital information sent via electronic means, a business identifies, analyses, and meets customer demand to enhance profitability, according to Rowley's (2008) definition of content marketing as a management process. Information is essential to marketing. Consumer behaviour and marketing research are closely connected areas. They acquire data about present and potential consumers in order to improve the value of the market exchange for the clients and, ultimately, the business. Customers operate as the cornerstone of marketing initiatives. (Rahimnia & Hassanzadeh 2013).

In the market, organizations and consumers are interconnected. Companies must and desire to carry out marketing initiatives to meet customer demands. Customers demand real and practical information to aid them in making decisions in this information-driven age. The art and science of content marketing are sharing. useful information with the intended audience. Modern consumers are sophisticated and intelligent. They are aware that they have the freedom to decide what information they receive, how it is presented, and whether or not to trust it. (Hipwell & Reeves 2013).

### **4.3 Mobile marketing**

Mobile commerce, often known as "m-commerce" or "m-business," refers to online shopping done using a mobile device. Wi-Fi networks, B2C, B2B, m-government, CRM, and m-learning transactions are among the activities, along with the exchange of data and funds. M-commerce, like conventional EC apps, entails electronic transactions carried out utilizing mobile devices. Via business intranets, personal lines of communication, wireless networks, or the Internet. M-commerce includes things like using an iPhone to pay taxes or purchasing something from a vending machine. Mobile commerce offers the ability to anytime, anyplace provide new services to existing clients and attract new ones. Originally, the consumer-usefulness was constrained by the tiny screen size and sluggish bandwidth. Nevertheless, the growing usage of smartphones and tablet computers is causing this scenario to change quickly. Also, customers are warming up to the culture of mobile gadgets. In addition, the growth of 4G networks is hastening the adoption of mobile commerce (and soon 5G). Lastly, the availability of free Wi-Fi in many places is beneficial (Turban et al. 2017, 208.)

Even though there is a lot written about mobile marketing, no one can agree on what it means (Varnali & Toker, 2010; Leppäniemi, Sinisalo, & Karjaluoto, 2006) The Mobile Marketing Association (MMA, 2008) defines mobile marketing as "a set of practices that allow organizations to communicate and interact with their audience in a relevant and interactive way through any mobile device or network." But other experts have a clearer idea of what it means. Mobile marketing is defined as "using a wireless medium to provide consumers with personalized information that is time- and location-sensitive and promotes goods, services, and ideas, which is good for everyone." (Scharl, Dickinger & Murphy 2005, 165.) People sometimes use four different terms to talk about marketing with mobile media: mobile marketing, mobile advertising, wireless marketing, and wireless advertising (Leppäniemi & Karjaluoto 2008, 51).

### **4.4 Search engine optimization (SEO)**

Search engine optimization (SEO) is a method that raises a business or brand's visibility on the search engine results page. The top five to ten results on the first page are ideal. Either businesses employ search engine optimizers, or they try to optimize themselves. Because SEO may improve website traffic, businesses are prepared to pay for it. Many kinds of internet searches, such as video searches, social network searches, and picture searches, use SEO. The keywords they select "need to match the words or phrases

people use or should be connected to the content of the websites customers visit," according to Google AdWords, "to get your advertising to display when people search for their product or service." (Turban et al. 2017, 208.)

The phrase "search engine optimization" refers to a broad variety of procedures that may be used to enhance the quantity of targeted search engine visitors that come to our website. This includes any modifications we make to the HTML code and text on our website. Moreover, it entails contacting search engines directly using language or documents that have been specifically structured or seeking other traffic sources by building listings or acquiring links. The SEO package also includes tracking, research, and an assessment of the competition. (Grappone & Couzin, 2011, 4.)

#### **4.5 Influence of social media on E-Commerce**

The goal of social commerce is to make it easier for customers to purchase in an environment where people are already communicating and connecting. Posting shoppable content and uploading a product catalogue are not sufficient. Engage with present and future audience to improve the digital purchasing experience. Users of social media adore new app features and the businesses who employ them in creative ways. Using Instagram polls, reels, stories, and questions, brands can simply communicate with fans to capture and engage followers. These are entertaining strategies for encouraging followers to engage with material while also obtaining customer feedback on goods. Another intriguing brand-new feature for social commerce sites like Instagram, Facebook, Pinterest, and TikTok is livestream shopping. (Brzezicki 2021.)

Social media raises brand exposure and aids in encouraging people to make purchases. In other words, any companies that can win over customers' confidence may profit from viral marketing (also known as word-of-mouth marketing) by increasing the number of people who support them and are prepared to buy their products and stay updated on their efforts. Because of this, companies view customer service as a key component of social media marketing. In fact, this feature aims to help consumers both before and after the purchasing process to increase customer loyalty and dispel their optimism. However, it is important to note that social media marketing contains disadvantages as well as benefits that companies must address. These online platforms must be constantly monitored to reply to comments and deliver information quickly in accordance with user requirements. As a result, it takes a sizable time commitment; otherwise, organizations will struggle to successfully compete. Additionally, the use of social

media for marketing and sales raises several challenges with concerns of trust, privacy, and data security. Getting clients to become loyal is not always simple to do. Customers may also openly express how satisfied they are with the quality of the goods and services they have purchased, putting e-sellers under positive or negative pressure. Because disgruntled consumers are more likely to discourage friends, family, and other people from purchasing a particular brand, bad postings or ratings can hurt a marketing effort. This can result in a negative word-of-mouth process that might be harmful to a company's reputation and profits. (Singh & Singh 2018, 5.)

#### 4.6 Security problems e-commerce

Keeping data, networks, software, hardware, and other elements of computerized information systems secure is the overall goal of computer security. Because to the variety of assault and defence strategies, the field is incredibly vast. Attacks on computers and their defences can have an impact on specific people, groups, nations, or the whole Internet. The goal of computer security is to stop, fix, or at the very least reduce assault. (Turban et al. 2017, 294.)



FIGURE 5. Major E-Commerce security management concern (adapted from Turban et al. 2017, 295)



Figure 6 shows the main information security topics that different studies say are the most important. The term "underground economy" on the Internet describes the vast network of websites that serve as e-marketplaces for the sale of stolen data, including passwords, credit card numbers, social security numbers, email addresses, bank account numbers, and a variety of other items. For as little as a \$1 or as much as several hundred dollars per, stolen data are sold to spammers or criminals. The individuals who purchase them use them to transmit spam, carry out nefarious financial operations, such as transferring funds from one person's account to another or paying the credit card bills of the spammers, or both. According to estimates, credit cards that have been stolen are used in around 30% of all transactions on the black market. According to Symantec, the combined potential value of the credit cards and financial information for sale is around \$1 billion each year. The United States accounts for 41% of the underground economy, while Romania accounts for 13%. (Turban et al. 2017, 298.)

## 5 DEFINITION OF CUSTOMER SATISFACTION

Ensure client happiness any more than constant victory in sports can be guaranteed despite a good managers can only create strategies that they hope will be successful. But by adopting a behavioural emphasis, managers could be able to "see" how consumers think and be better equipped to please them. Beginning with an evolutionary explanation of contentment, this introduction goes on to discuss how satisfaction was first thought of as simple satiation before evolving into more current dimensions because of the enhanced significance of products and services in industrialized economies. Since "merely satisfying" the customer may no longer give a competitive advantage, consumers are now referred to as seeking greater "satisfaction from their satisfaction". In the marketplaces of today, businesses must battle to explain what this means in the context of their sector. (Oliver 2014, 4.)

### 5.1 Importance of customer satisfaction in business

According to modern business theory, a company's focus should be on its customers, and the application of the fundamentals of continuous improvement supports the significance of measuring and assessing customer satisfaction. Customer happiness is, in a nutshell, seen by many firms as the benchmark for excellence in performance and quality. In addition, it aids in the discovery of future market prospects. (Evangelos & Yannis 2009, 1-2.)

The goal of everything we do is to serve our customers, and we rely heavily on them rather than the other way around. Customers are not the cause of a problem; thus, we shouldn't maybe hope that they "should go away" because doing so could jeopardize our future and our security. (Zairi 2000) But the idea of consumer happiness is nothing new. Early in the 1980s, when some studies believed that the best indicator of loyalty was customer pleasure, it began to affect the commercial world. Additionally, they discovered that it is directly related to market share, ROI (return on investment), and corporate profitability. Due to emotional attachment and a fear of believing in the quality of alternatives, satisfied consumers hesitate to move to alternatives or do so only after thinking it through numerous times. (Oliver 2014, 1-2.)

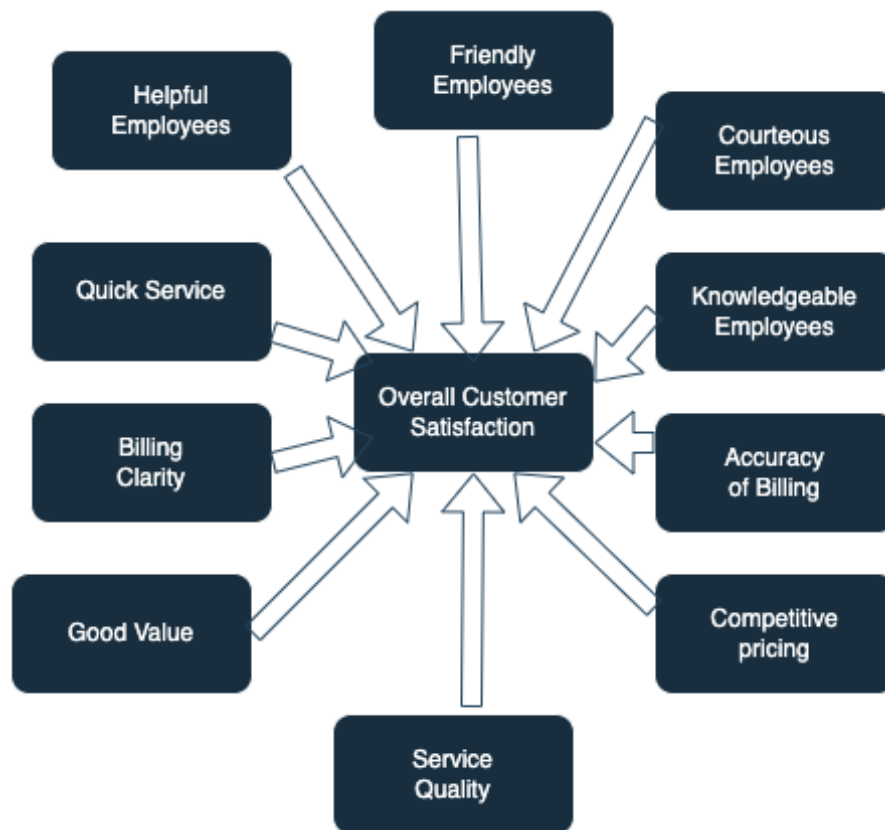


FIGURE 6. Important factor that Affects Customer Satisfaction (adapted from Singh. May 2006, 2)

Employers need to think about some important things based on the satisfaction of their customers. Figure 7 shows the most common key factors, like friendly employees, helpful employees, and quick service, that make a good customer service setting and have a big effect on customer satisfaction. Customers who are happy are more likely to buy from you again, and they may also become brand advocates by telling others about their good experiences. Businesses that put these parts of customer service first are more likely to do well and grow in markets where competition is high. On the other hand, customer happiness is linked to service quality, competitive price, and clear billing. Businesses that offer high-quality goods or services at reasonable prices and keep their payment practices clear are more likely to attract and keep customers who are happy with their purchases. In turn, happy customers can lead to more repeat business, good word-of-mouth marketing, and steady business growth.

## **5.2 Identify customer needs and preference**

Understanding the customer's experience thoroughly is necessary for identifying their wants in context. Experiential interviews and focus groups are two examples of traditional tactics that rely on human interaction with clients. Traditional approaches, on the other hand, cost money and take a long time, frequently causing delays in time to market. Some businesses employ heuristics, including management judgment or a study of web-based product comparisons, to avoid the costs and delays. Such heuristic approaches frequently fail to account for client wants that are not satisfied by currently available products, though. (Timoshenko, Artem & John 2019, 4.)

The study of consumer behaviour, sometimes referred to as consumer behaviour research, has been a focus of study in the psychology marketing field for several decades. The focus of conventional consumer behaviour studies has been on describing consumer behaviour with the aim of forecasting general trends. However, the emphasis must change from passive to proactive analysis in a situation of customization and personalization. To provide consumers advice on how to locate what they want and support them in exploring their preferences via informed choices, designers and customers must both have a thorough understanding of individual consumers. This is especially true for capital goods that contain complex technological components, such as power sources. (Du, Jiao & Tseng 2003, 388.)

## **5.3 Key performance indicators (KPIs) for customer satisfaction**

It is simpler to set and monitor organizational goals with key performance indicators (KPIs), which are crucial for any ongoing operations as well as the success or sustainability of any firm. KPIs are essential for companies looking to implement a performance management system based on quantifiable aspects of organizational activity. KPIs may improve operational effectiveness and increase business revenues by influencing behaviour and producing a variety of outcomes. KPIs help to maintain performance metric consistency, which leads to a better way to manage the business. Parmenter (2015) claims that by determining an organization's key success factors and the corresponding performance measurements, the following three benefits may be attained: (1) A clear sense of purpose that results from aligning staff actions with the organization's essential success determinants; (2) Improving performance using fewer, more relevant metrics; and (3) Fostering more ownership, empowerment, and fulfilment at all organizational levels. The adoption of Key Performance Indicators (KPI), the driving force behind a social system, an economy, and an organization, may have normative repercussions that alter organizational be-

haviour and have an influence on crucial decisions. To create long-term objectives, policies, and behaviours to achieve the intended outcomes, stakeholders' KPIs (such as suppliers) are included in performance management systems. A multidisciplinary approach combining experience from various process domains, information technology, people, and pertinent scientific techniques is required for a dynamic performance measurement system to ensure that the KPIs are in line with company objectives. (Asih, Purba, Sitorus, & Sitorus 2020, 142-155.)

#### **5.4 Quality of products or services**

In terms of services, these findings would imply that functional quality is more crucial to the perceived service than technical quality, at least if the latter quality component is at a reasonable level. This is particularly crucial in these service-based businesses because it can be challenging to distinguish between competing companies based on their technical competence alone. As far as we are aware, this is true for a huge variety of services. In 1981, a sample of Swedish service industry executives was used to test the theory. A questionnaire was sent to the respondents on average six months following the session to a group made up of people who had attended a series of service marketing seminars. The responders include senior management, marketers, and representatives of various company areas, including internal training and human resources.

The sample also includes a wide range of service sectors, such as banks, insurance companies, hotels, restaurants, shipping, airline companies, cleaning and maintenance, car rental agencies, travel agencies, engineering consultants, architects, business consultants, advertising agencies, and various public sector organizations. Only few of the complete questionnaire's elements are related to service excellence and corporate image. Only around 60% of the surveys were returned. That comes to 219 responses. The performance of the people participating in the buyer-seller interactions—the contact personnel—was utilized to operationalize the functional quality dimension since most service sectors are highly labour-intensive and are anticipated to remain so in the relevant future. Contact persons, technical quality, and functional quality were concepts that the respondents were familiar with. Table 2 presents the items utilized as well as the outcomes. According to a Likert-type scale, the responses ranged from "agree strongly" (five) to "disagree strongly," one, on a scale of five. The scales were examined independently, and the outcomes are presented independently.

The results are shown in the table for each respondent. The image remained the same when the data were segmented based on the background factors that were employed, such as industry, size, responder position, and customer type. The five initial questions are strongly or somewhat agreed with by a very substantial percentage of responders, as seen in table 2. It is believed that the buyer-seller relationship, where functional quality manifests itself, is a more crucial aspect of marketing than conventional marketing operations. The idea that the buyer-seller contact is of highest significance to service marketing is emphasized by this. (Grönroos 1984, 42.)

TABLE 2. Items and results concerning service quality (adapted from Grönroos 1984, 42)

Item	Proportion agreeing strongly partly(%)	(2) n	(3) No answer
In most cases, the everyday contact with customers (the buyer-seller interaction) is a more important part of marketing than traditional marketing activities, such as advertising, mass communication, etc.	94,1	218	1
The corporate image is more the result of the customer's contacts with the company (the buyer-seller interaction) the result of traditional marketing activities	88.8	216	3
Traditional marketing activities are of marginal importance only to the view of the corporate image of the customers the firm has today	74.0	218	1
Word-of-mouth communication has a more substantial impact on potential customers than traditional marketing activities	83.5	216	3
The contact personnel's way of handling the contacts with the customers, if it is customer-oriented and service-minded, will compensate for temporary problems with the technical quality of the service	94,3	219	0
The contact personnel's way of handling the contacts with the customers, if it is customer-oriented and service-minded, will compensate for an overall lower technical quality level	37.9	217	2

The proportions in column 1 are significantly larger than 50 per cent on any significance level, except for the last item. The frequency distribution is U-shaped for this item. Consequently, no statistical tests have been applied on the total data material.

## 5.5 Providing excellent customer service

Since it increases sales and customer loyalty, which in turn increases profitability, achieving high levels of customer satisfaction is essential for all firms. Given that most organizations require some amount of direct interaction (for example, face-to-face or voice-to-voice) between workers (particularly those working at the consumer interface), managing customer experiences across customer-employee touch-points plays a vital role in achieving this. But providing excellent and efficient customer service is not a

simple or simple process to manage. Customer-employee interactions have a strong emotional component that frequently throws off training plans. Much less is known about the emotional impact on individuals in charge of providing that service, even though it is widely accepted that good customer service leads to better marketing outcomes. (Calvert, Pathak, Ching, Trufil & Fulcher 2019, 2.)

As an alternative, customer service refers to a group of supportive procedures and practices that businesses offer to their clients. These procedures may comprise assisting clients in assessing the company's goods or services, assisting them in making informed selections, and assisting them in resolving any post-purchase concerns. client service focuses on doable actions that staff members may take to enhance the client experience, such as providing product returns or lessons. The whole customer experience of a business is impacted by both customer service and customer care. The promptness and helpfulness of customer service may be valued by both potential and current customers. These clients could also value exceptional one-on-one encounters and empathy-based treatment from your brand ambassadors. All this influences how customers interact with the business and their experiences. Customer journeys, or the phases that consumers go through before, during, and after completing a purchase, may both be significantly impacted by customer care methods and customer services. Customers can get support from customer service experts in determining which products or services would best satisfy their needs, getting answers to frequent inquiries regarding them, and getting assistance with problems that may emerge after a purchase, such exchanging things or buying add-on features. To guarantee that customers receive individualized care, employees might employ customer care procedures at all stages of the purchasing process. (Herrity 2023.)

## **5.6 Personalization and customization**

Customization and personalization are now seen as crucial components of Web apps. The phrases often relate to leveraging data about a user (whether a client, a website visitor, an individual, or a group) to create goods and services that are better suited to that person. By explaining its application and implementation, customization may be defined in one manner or another. An end-user experience is designed using a toolbox of technologies and application characteristics called personalization. According to Kramer et al. (2000), features that are categorized as personalization span a wide range, from the straightforward display of the end-user's name on a web page to intricate catalogue navigation and product customisation based on deep models of users' requirements and behaviours. The customization Consortium, a global advocacy organization created to encourage the creation and application of customization

technologies on the Web, provides the following definition: Personalization is the process of "tailoring electronic commerce interactions between a business and each individual customer by combining technology and customer information." To present the appropriate material in the user's chosen format and style, personalization typically entails collecting, keeping, and analysing information about website users. By creating a one-to-one connection between a website's visitor and it, personalization fosters client loyalty, boosts customer happiness, and increases sales by offering goods and services that are suited to each customer's specific requirements. By anticipating the consumer's wants, tailoring services, and products, and building a lasting connection that entices the customer to make more purchases, customization aims to better serve the customer. (Braynov 2003, 4.)

### **5.7 Engaging customers through effective communication**

Fundamental rules that specify how a business should treat its consumers are organizational policies. Companies must have strategies and policies that promote engagement campaigns and explicitly define the customer's participation throughout the whole service delivery and feedback process if they want to co-create values with their customers. Customers are shown through a feedback or solicitation survey by a business how much they are valued and cared about. When consumers are inspired, they are more open to participating in value creation activities and contributing more to service cooperation. Customers are driven by financial (like cash back) and non-financial (like frequent flyer miles) incentives to participate online, according to the analysis of crucial episodes in value co-creation. (Zhang, Lu, Chen, & Torres 2018)

Online consumer participation is made possible by technology, which serves as both a platform and a tool. Numerous studies have demonstrated that the uptake and diffusion of technology have a favourable impact on customer engagement with brands in online environments, where values are co-created. More than 80% of respondents, according to the CIT responses, used multiple digital platforms to communicate with companies and co-create values. The seamless interactive links among multiple platforms are a key motivation for people to actively participate in value co-creation through online channels. Service design includes several improvements, such as quick service delivery, effective recovery procedures, and high-quality service. Public opinion values service providers' attempts to use internet technologies to enhance client experiences. The respondents reported various aspects of service design benefits emerging from online interactions with firms, indicating that the goal of value co-creation was ultimately achieved. In most service industries, customers seek reduced wait times, which inspires providers to develop new products and streamline their designs to deliver services more quickly. When customers



obtain timely service because of their online contact, values are co-created and customer happiness increases. (Zhang et al 2018)

Sort the messages into appropriate groups. Create an effective marketing message that highlights a USP and is customized to the target market's demands and interests. Set the strategy into action by choosing a communication channel, selecting the methods that will best reach the target audience while considering both conventional and digital possibilities, and ensuring that the messages are consistent across all marketing communication channels. Results must be monitored and assessed. Our marketing communications efforts should be evaluated using key performance indicators (KPIs), and data and insights should be used to adjust the plan as needed. Companies need to have a thorough grasp of marketing communication to create a cohesive and effective marketing plan. By leveraging the many marketing communication components and following the process, businesses may develop strong relationships with their target audience, differentiate themselves from competitors, and increase sales and profits. (Kurum 2023, 12.)

### **5.8 Training employees for customer service excellence**

Many people are interested in the procedure and that business owners are seeing the importance of providing exceptional customer service in the creation of several favourable situations, including streamlined operations, staff loyalty, and customer loyalty. Two essential components for ensuring your company's financial security and prosperity are the loyalty of both your employees and your clientele. Unfortunately, few businesses are prepared to commit the time and money necessary to make the adjustments needed to achieve these long-lasting, desired, and lucrative benefits. In other words, while service excellence does need some initial investment, it quickly pays for itself. It takes more than just sending staff members to a one- to two-hour typical customer service session to teach them how to smile and be polite to improve service in any firm. And, regrettably, it is all that most the customer service courses can provide. Unquestionably, enhancing front-line service necessitates a more thorough strategy for fixing systemic workplace problems and cannot be accomplished without complete support and dedication. It takes more than just sending staff members to a one- to two-hour typical customer service session to teach them how to smile and be polite to improve service in any firm. And, regrettably, it is all that most of the customer service courses can provide. Unquestionably, enhancing front-line service necessitates a more thorough strategy for fixing systemic workplace problems and cannot be accomplished without complete support and dedication. Their personnel have the freedom to delight consumers and fix any

difficulties, concerns, or challenges that may come from using their products and services in an efficient and error-free manner. Everything is open to them. I have often seen that leaders who are truly committed may foster an environment where a culture of service excellence can flourish. According to the model below, leadership involvement directly affects the quality of the services provided and, as a result, profitability. (Gilbert-Jamison 2005, xi.)

## 6 CONCLUSIONS AND DISCUSSION

The aim of this thesis was to show how social media can help e-commerce in different ways. The customer and the buyer both get what they want. The thesis found that social media plays a big part in the e-commerce market and helps to get more people to shop online. As it says in Chapter 3, the thesis mostly used secondary data that came from a variety of good sources. The thesis tried to be about how to sell on the internet. The study also found that people, especially those in rural places, could use social media to connect to the internet. People in business who use social media a lot can reach more of their target customers and build better relationships with them.

In addition, the study found that the social media marketing has a lot of benefits for e-commerce, and it will continue to be a key part of the growth of online businesses. Using platforms like Facebook, Instagram, Twitter, and more, e-commerce businesses can connect with their target audience on a human level, increase brand popularity, and drive sales. Businesses can build loyal customers, build trust and honesty, and learn a lot about how customers act by using social media marketing well. Also, adapting content and ads to specific groups and hobbies makes marketing strategies more effective and increases the return on investment.

Every day, billions of people all over the world use social media. Social media is becoming more than just a place to share information; it is becoming a big shop where everyone can find almost anything. Think of social networks as a way to make online business more competitive. People don't have to move to buy or sell something, except when it's being delivered. If the deal calls for home delivery, this is often the case. Some e-merchants also send things to the places listed above. Then, business is done on the Internet through different platforms, such as computers, smartphones, tablets, or TVs that are linked to the Internet. In e-commerce, it is becoming more normal to use social networks and other forms of social media as part of a business plan. Using a current marketing approach also costs a lot less than it used to. But the result is better than it would have been with the old approach. So, the return on investment can be measured at every step of what is done. This is very helpful because it makes it possible to fix mistakes or make the most of what has been learned.

When it comes to e-commerce, social media marketing is a big part of making brands more visible. When ads are successful, they get a lot of attention and credit, which helps the target audience remember the brand. E-commerce businesses can get more involved with their customers by being active on social

media sites. A customer group that is more engaged and loyal is one that has direct interactions, feedback loops, and personalized material. A big part of getting e-commerce customers to trust and stick with a business is social media marketing. Honesty, open communication, and putting the person first all help to build lasting partnerships. These studies show that using social media for marketing has a good effect on online shopping. Through in-depth analyses and real-life case studies, it backs up the theoretical views with real-life examples. The thesis gives a fair look at the problems that come with using social media for marketing in online stores. By pointing out possible problems, like worries about privacy and bad feedback, it gives a full picture that goes beyond the happy talk that is often linked to this marketing strategy.

In simple terms, social commerce is an atmosphere of trust in which potential customers make purchasing decisions based on the recommendations of a network of friends and family, as opposed to the recommendations of strangers whom they do not know or trust (Linda & Sau-Ling 2010, 2).

## REFERENCES

Amit, R. & Zott, C. 2017. *Value drivers of e-commerce business models*. Creating value: Winners in the new business environment, pp.13-43. Available at:

[https://www.researchgate.net/profile/Christoph-Zott/publication/228556588\\_Value\\_drivers\\_of\\_e-commerce\\_business\\_models/links/02e7e5290785bedbf0000000/Value-drivers-of-e-commerce-business-models.pdf](https://www.researchgate.net/profile/Christoph-Zott/publication/228556588_Value_drivers_of_e-commerce_business_models/links/02e7e5290785bedbf0000000/Value-drivers-of-e-commerce-business-models.pdf) Accessed 17.01.2023.

Aonerank. 2019. *Benefits of e-commerce for customers and digital marketing learning*, Available at:

<https://www.aonerank.com/digital-marketing-learning/benefits-ecommerce-customers/> Accessed 17.01.2023.

Ansari, S., Kohavi, R., Mason, L. and Zheng, Z., 2001, November. Integrating e-commerce and data mining: Architecture and challenges. In *Proceedings 2001 IEEE International Conference on Data Mining* (pp. 27-34). IEEE. Available at:

<https://arxiv.org/pdf/cs/0007026.pdf> Accessed 05.12.2023.

Asih, I., Purba, H. P. & Sitorus, T. M. 2020. *Key Performance Indicators: A Systematic Literature Review*, Journal of Strategy and Performance Management, 8 (4), 142-155 Available at:

[https://www.researchgate.net/profile/Humiras-Purba/publication/344493860\\_KEY\\_PERFORMANCE\\_INDICATORS\\_A\\_SYSTEMATIC\\_LITERATURE\\_REVIEW/links/5f7c6d69458515b7cf6a4c39/KEY-PERFORMANCE-INDICATORS-A-SYSTEMATIC-LITERATURE-REVIEW.pdf](https://www.researchgate.net/profile/Humiras-Purba/publication/344493860_KEY_PERFORMANCE_INDICATORS_A_SYSTEMATIC_LITERATURE_REVIEW/links/5f7c6d69458515b7cf6a4c39/KEY-PERFORMANCE-INDICATORS-A-SYSTEMATIC-LITERATURE-REVIEW.pdf) Accessed 11.01.2023.

Bawm, Z.L. & Nath, R.P.D. 2014. December. A Conceptual Model for effective email marketing. In *2014 17th International Conference on Computer and Information Technology (ICCIT)* (pp. 250-256). IEEE. Available at:

[https://www.researchgate.net/profile/Rudra-Nath-2/publication/269994301\\_A\\_Conceptual\\_Model\\_for\\_effective\\_email\\_marketing/links/5f7b102092851c14bcaee7db/A-Conceptual-Model-for-effective-email-marketing.pdf](https://www.researchgate.net/profile/Rudra-Nath-2/publication/269994301_A_Conceptual_Model_for_effective_email_marketing/links/5f7b102092851c14bcaee7db/A-Conceptual-Model-for-effective-email-marketing.pdf) Accessed 05.12.2023.

Bhasin, H. 2023. *16 Disadvantages of e-commerce- Problems with e-commerce*. Available at:

<https://www.marketing91.com/disadvantages-of-e-commerce/#:~:text=One%20of%20the%20most%20important,or%20physically%20touching%20the%20product.> Accessed 18.01.2023.

Brzezicki, A. August 10, 2021 “Commerce: A shopping renaissance” | Global Content Marketing Manager, Available at:

<https://www.bazaarvoice.com/blog/social-commerce-a-shopping-renaissance/>.  
Accessed 17.01.2023.

Braynov, S. 2003. *Department of Computer Science and Engineering, State University of New York at Buffalo, Buffalo, NY 14260, Personalization, and customization technologies.*

Available at:

<https://citeserx.ist.psu.edu/document?repid=rep1&type=pdf&doi=ef02ef7b3db459b127d439c94915413c46bff2ce> Accessed 16.01.2023.

Calvert, G.A., Pathak, A., Ching, L.E.A., Trufil, G. & Fulcher, E.P. 2019. *Providing excellent customer service is therapeutic: Insights from an implicit association neuromarketing study.* Behavioral Sciences, 9(10), p.109. Available at: <https://www.mdpi.com/2076-328X/9/10/109> Accessed 20.01.2023.

CopyPress. 2022. Content Marketing Agency | Content Marketing Services by CopyPress. Available at:

<https://www.copypress.com/kb/marketing-channels/guide-to-online-marketing-types-of-online-marketing-and-examples/> Accessed 25.01.2023.

Du, X., Jiao, J. & Tseng, M.M., 2003. *Identifying customer need patterns for customization and personalization.* Integrated manufacturing systems, 14(5), pp.387-396. Available at:

<https://repository.hkust.edu.hk/ir/bitstream/1783.1-472/1/p387.pdf> Accessed 28.01.2023.

Fetterman, D.M. 2011. Qualitative approaches to evaluating education. Educational Researcher, 17(8), pp. 17-23. Available at:

[https://www.researchgate.net/profile/Betina-Hollstein/publication/283601014\\_Qualitative\\_Approaches/links/5ea0d723458515ec3aff147c/Qualitative-Approaches.pdf](https://www.researchgate.net/profile/Betina-Hollstein/publication/283601014_Qualitative_Approaches/links/5ea0d723458515ec3aff147c/Qualitative-Approaches.pdf) Accessed 12.02.2023.

Gilbert-Jamison, T, 2005. *The Six Principles of Service Excellence: A Proven Strategy for Driving World-Class Employee Performance and Elevating the Customer Experience from Average to Extraordinary.* United States: AuthorHouse. Available at:

[https://www.google.fi/books/edition/The\\_Six\\_Principles\\_of\\_Service\\_Excellence/\\_pg-cRvduOoC?hl=en&gbpv=1](https://www.google.fi/books/edition/The_Six_Principles_of_Service_Excellence/_pg-cRvduOoC?hl=en&gbpv=1) Accessed 24.02.2023.

Golafshani, N. 2003. Understanding reliability and validity in qualitative research. The qualitative report, 8(4), pp.597-607. Available at:

<https://core.ac.uk/download/pdf/51087041.pdf> Accessed 24.02.2023.

Goncharenko, I.M. 2016. *E-commerce: benefits and disadvantages for business. In Modernization of socio-economic system: The new economic conditions.* Baltija Publishing. Available at:

[https://er.knutd.edu.ua/bitstream/123456789/2907/1/20161102\\_409.pdf](https://er.knutd.edu.ua/bitstream/123456789/2907/1/20161102_409.pdf) Accessed 24.02.2023.

Grappone, J. & Couzin, G. 2011. *Search Engine Optimization (SEO): An Hour a Day*. John Wiley & Sons 3<sup>rd</sup> ed Available at:

[https://scholar.google.fi/scholar?hl=en&as\\_sdt=0%2C5&as\\_vis=1&q=SEO&btnG=#d=gs\\_cit&t=1679737575121&u=%2Fscholar%3Fq%3Dinfo%3AxjXIDcj88\\_oJ%3Ascholar.google.com%2F%26out-put%3Dcite%26scirp%3D7%26hl%3Den](https://scholar.google.fi/scholar?hl=en&as_sdt=0%2C5&as_vis=1&q=SEO&btnG=#d=gs_cit&t=1679737575121&u=%2Fscholar%3Fq%3Dinfo%3AxjXIDcj88_oJ%3Ascholar.google.com%2F%26out-put%3Dcite%26scirp%3D7%26hl%3Den) Accessed 18.02.2023.

Grigoroudis, E. & Siskos, Y. 2009. *Customer satisfaction evaluation: Methods for measuring and implementing service quality (Vol. 139)*. Springer Science & Business Media. Available at:

[https://books.google.fi/books?hl=en&lr=&id=WsFigUeZO1YC&oi=fnd&pg=PA1&dq=Evangelos+and+Yannis&ots=bj1Pu7XKzv&sig=0R4wh0Tyw6UAnHF-LmyIZ7adOBc&re\\_dir\\_esc=y#v=onepage&q=Evangelos%20and%20Yannis&f=false](https://books.google.fi/books?hl=en&lr=&id=WsFigUeZO1YC&oi=fnd&pg=PA1&dq=Evangelos+and+Yannis&ots=bj1Pu7XKzv&sig=0R4wh0Tyw6UAnHF-LmyIZ7adOBc&re_dir_esc=y#v=onepage&q=Evangelos%20and%20Yannis&f=false) Accessed 27.02.2023.

Grönroos, C. 1984. *A service quality model and its marketing implications*. European Journal of marketing, 18(4), pp.36-44. Available at:

[https://www.researchgate.net/profile/Christian-Groenroos/publication/233522386\\_A\\_Service\\_Quality\\_Model\\_and\\_Its\\_Marketing\\_Implications/links/0c96052a58f958eccc000000/A-Service-Quality-Model-and-Its-Marketing-Implications.pdf?\\_sg%5B0%5D=started\\_experiment\\_milestone&origin=journalDetail&\\_rtd=e30%3D](https://www.researchgate.net/profile/Christian-Groenroos/publication/233522386_A_Service_Quality_Model_and_Its_Marketing_Implications/links/0c96052a58f958eccc000000/A-Service-Quality-Model-and-Its-Marketing-Implications.pdf?_sg%5B0%5D=started_experiment_milestone&origin=journalDetail&_rtd=e30%3D) Accessed 24.02.2023.

Herrity. J. 2023, *8 Reasons Why Customer Service is important and a Priority*. Available at:

[https://www.indeed.com/career-advice/career-development/why-is-customer-service-important?utm\\_campaign=earnedsocial%3Acareerguide%3Asharedirectshare%3AUS&utm\\_content=8%20Reasons%20Why%20Customer%20Service%20Is%20Important%20and%20a%20Priority&utm\\_medium=social&utm\\_source=directshare](https://www.indeed.com/career-advice/career-development/why-is-customer-service-important?utm_campaign=earnedsocial%3Acareerguide%3Asharedirectshare%3AUS&utm_content=8%20Reasons%20Why%20Customer%20Service%20Is%20Important%20and%20a%20Priority&utm_medium=social&utm_source=directshare) Accessed 24.02.2023.

Hollstein, B. 2011. Qualitative approaches. *The SAGE handbook of social network analysis*, pp.404-416. Available at:

[https://www.researchgate.net/profile/Betina-Hollstein/publication/283601014\\_Qualitative\\_Approaches/links/5ea0d723458515ec3aff147c/Qualitative-Approaches.pdf](https://www.researchgate.net/profile/Betina-Hollstein/publication/283601014_Qualitative_Approaches/links/5ea0d723458515ec3aff147c/Qualitative-Approaches.pdf) Accessed 24.02.2023.

Illiashenko, S.M. & Shypulina, Y.S. 2013. *A role and task marketing of knowledge on the modern stage of economic development*. Available at:

[https://essuir.sumdu.edu.ua/bitstream-download/123456789/31552/1/Marketing\\_of\\_%20knowledge\\_Ilyashenko.pdf](https://essuir.sumdu.edu.ua/bitstream-download/123456789/31552/1/Marketing_of_%20knowledge_Ilyashenko.pdf) Accessed 15.03.2023.

Jones, K. & Leonard, L.N., 2008. Trust in consumer-to-consumer electronic commerce. *Information & management*, 45(2), pp.88-95. Available at:

[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=Consumer+to+Consumer+%28C2C%29&btnG=](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Consumer+to+Consumer+%28C2C%29&btnG=) Accessed 24.02.2023.

Joe, A, 2015. *Content Marketing Institute: Benchmarks, Budgets, and Trends* –Available at:

[https://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015\\_B2B\\_Research.pdf](https://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf) Accessed 28.01.2023.

Kaplan, A. M. & Haenlein, M. 2009. Consumer use and business potential of virtual worlds: The case of Second Life. *The International Journal on Media Management* 11(3-4). Available at:

[https://www.researchgate.net/profile/Andreas-Kaplan/publication/223462643\\_The\\_fairyland\\_of\\_Second\\_Life\\_Virtual\\_social\\_worlds\\_and\\_how\\_to\\_use\\_them/links/5a2c2aa50f7e9b63e53adcac/The-fairyland-of-Second-Life-Virtual-social-worlds-and-how-to-use-them.pdf](https://www.researchgate.net/profile/Andreas-Kaplan/publication/223462643_The_fairyland_of_Second_Life_Virtual_social_worlds_and_how_to_use_them/links/5a2c2aa50f7e9b63e53adcac/The-fairyland-of-Second-Life-Virtual-social-worlds-and-how-to-use-them.pdf) Accessed 24.02.2023.

Kee, A.W.A. & Yazdanifard, R., 2015. *The review of content marketing as a new trend in marketing practices*. *International journal of management, accounting, and economics*, 2(9), pp.1055-1064. Available at:

[https://www.researchgate.net/profile/Assoc-Prof-Dr-Rashad-Yazdanifard/publication/284009397\\_The\\_Review\\_of\\_Content\\_Marketing\\_as\\_a\\_New\\_Trend\\_in\\_Marketing\\_Practices/links/564ad04e08ae9cd9c826e93c/The-Review-of-Content-Marketing-as-a-New-Trend-in-Marketing-Practices.pdf](https://www.researchgate.net/profile/Assoc-Prof-Dr-Rashad-Yazdanifard/publication/284009397_The_Review_of_Content_Marketing_as_a_New_Trend_in_Marketing_Practices/links/564ad04e08ae9cd9c826e93c/The-Review-of-Content-Marketing-as-a-New-Trend-in-Marketing-Practices.pdf) Accessed 24.02.2023.

Kurum. B, March 15, 2023, *Marketing Communication Essentials: From Zero to Hero*. Publisher: Bora Kurum. Available at:

[https://www.google.fi/books/edition/Marketing\\_Communication\\_Essentials\\_From/LHW3EAAAQBAJ?hl=en&gbpv=1](https://www.google.fi/books/edition/Marketing_Communication_Essentials_From/LHW3EAAAQBAJ?hl=en&gbpv=1) Accessed 24.02.2023.

Kumar, V. & Raheja, G. 2012. Business to business (b2b) and business to consumer (b2c) management. *International Journal of Computers & Technology*, 3(3), pp.447-451. Available at:

<https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=ac36aa8328563f01ea924b45966691c46602062c> Accessed 24.02.2023.

LaBarbera, P. A. & Mazursky, D. 1983, A Longitudinal Assessment of Consumer Satisfaction, Dissatisfaction: The Dynamic. Available at:

<http://bschool-8-21.huji.ac.il/.upload/hujibusiness/Mazursky/A%20Longitudinal%20Assessment%20of%20Consumer%20Satisfaction-Dissatisfaction.pdf> Accessed 24.02.2023.

Leppäniemi, M. & Karjaluo, H., 2008. *Mobile marketing: From marketing strategy to mobile marketing campaign implementation*. *International Journal of Mobile Marketing*, 3(1). Available at:

[https://www.researchgate.net/profile/Heikki-Karjaluo/publication/252113084\\_Mobile\\_Marketing\\_From\\_Marketing\\_Strategy\\_to\\_Mobile\\_Marketing\\_Campaign\\_Implementation/links/567148a008ae2b1f87aee230/Mobile-Marketing-From-Marketing-Strategy-to-Mobile-Marketing-Campaign-Implementation.pdf](https://www.researchgate.net/profile/Heikki-Karjaluo/publication/252113084_Mobile_Marketing_From_Marketing_Strategy_to_Mobile_Marketing_Campaign_Implementation/links/567148a008ae2b1f87aee230/Mobile-Marketing-From-Marketing-Strategy-to-Mobile-Marketing-Campaign-Implementation.pdf) Accessed 24.02.2023.

Leppäniemi, M., Sinisalo, J. & Karjaluo, H. 2006. *A review of mobile marketing research*. *International Journal of Mobile Marketing*, 1(1), pp.30-40. Available at:



[https://www.researchgate.net/profile/Heikki-Karjaluoto/publication/278023200\\_A\\_Review\\_of\\_Mobile\\_Marketing\\_Research/links/56714be708ae5252e6f3e6d8/A-Review-of-Mobile-Marketing-Research.pdf](https://www.researchgate.net/profile/Heikki-Karjaluoto/publication/278023200_A_Review_of_Mobile_Marketing_Research/links/56714be708ae5252e6f3e6d8/A-Review-of-Mobile-Marketing-Research.pdf)

Accessed 24.02.2023.

Linda, Sau-ling L.A.I., 2010. Social commerce–e-commerce in social media context. *World Academy of Science Engineering and Technology*, 72, pp.39-44. Available at:

<https://citeserx.ist.psu.edu/document?repid=rep1&type=pdf&doi=c65bce2a0b22b808f23cb2e60f8f919a134a6bc0> Accessed 24.02.2023.

Li, F. & Li, Y. 2011. Usability evaluation of e-commerce on B2C websites in China. *Procedia Engineering*, 15, pp.5299-5304. Available at:

[https://www.sciencedirect.com/science/article/pii/S1877705811024830/pdf?md5=385502cc042a1767cd155d0561fe7ecb&pid=1-s2.0-S1877705811024830-main.pdf&\\_valck=1](https://www.sciencedirect.com/science/article/pii/S1877705811024830/pdf?md5=385502cc042a1767cd155d0561fe7ecb&pid=1-s2.0-S1877705811024830-main.pdf&_valck=1) Accessed 24.02.2023.

Lina, R. 2022. *Improving Product Quality and Satisfaction as Fundamental Strategies in Strengthening Customer Loyalty*. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 19-26. Available at:

<https://ojs.pseb.or.id/index.php/jmeb/article/view/245> Accessed 24.02.2023.

Lumpkin, G.T., Droege, S.B. & Dess, G.G., 2002. E-commerce strategies: achieving sustainable competitive advantage and avoiding pitfalls. *Organizational Dynamics*, 30(4), pp.325-340. Available at:

[https://personal.utdallas.edu/~gdess/2002\\_eCommerce%20Strategies.pdf](https://personal.utdallas.edu/~gdess/2002_eCommerce%20Strategies.pdf) Accessed 24.02.2023.

Manzoor, A. 2010. *E-commerce: An Introduction*. Publishing place: Lap Lambert Academic Publishing GmbH & Co. KG. Available at:

[https://books.google.com/books/about/E\\_commerce.html?id=MwEB8LuK0P0C](https://books.google.com/books/about/E_commerce.html?id=MwEB8LuK0P0C) Accessed 15.03.2023.

Mack, N. & Woodsong, C. 2005. *Qualitative research methods*. Available at:

<https://ds.amu.edu.et/xmlui/bitstream/handle/123456789/18189/Qualitative%20Research%20Methods.pdf?sequence=1&isAllowed=y> Accessed 15.03.2023.

Moss, P.A. 1994. Can there be validity without reliability? *Educational researcher*, 23(2), pp.5-12. Available at:

<https://citeserx.ist.psu.edu/document?repid=rep1&type=pdf&doi=1dc82a0ab26d3fa6ec73a6325212b7ee93f7402b> Accessed 15.03.2023.

Muallim, M. Identify key performance Indicators (Kpis), M M Infocare, Available at:

[https://books.google.fi/books?id=DcTAEAAAQBAJ&new-bks=0&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.fi/books?id=DcTAEAAAQBAJ&new-bks=0&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)  
Accessed 15.03.2023.

Oliver, R.L. 2000. Customer satisfaction with service. *Handbook of services marketing and management*, 247254, pp.339-354. Available at:

[https://books.google.fi/books?hl=en&lr=&id=ITY5DQAAQBAJ&oi=fnd&pg=PA247&dq=Oliver,+R.L.,+2000.+Customer+satisfaction+with+service&ots=V-Uyuh-GIWR&sig=ewGg6TPUtm02B4uvq15ohgj5wjM&redir\\_esc=y#v=onepage&q&f=false](https://books.google.fi/books?hl=en&lr=&id=ITY5DQAAQBAJ&oi=fnd&pg=PA247&dq=Oliver,+R.L.,+2000.+Customer+satisfaction+with+service&ots=V-Uyuh-GIWR&sig=ewGg6TPUtm02B4uvq15ohgj5wjM&redir_esc=y#v=onepage&q&f=false) Accessed 15.03.2023.

Paliotta, A. R. 2001. Beyond the Maginot-Line Mentality: *A Total-Process View of Information Security Risk Management*: Based on COSO principles and supplemented by other control models and the author's experience. *Information systems security*, 10(3), pp.1-30. Available at:

<https://www.tandfonline.com/doi/abs/10.1201/1086/43316.10.3.20010701/31726.5>. Accessed: 11.01.2023.

Posti, A. 2022. Helsinki Times. Posti's survey: *E-commerce is growing after the pandemic*. Available at:

<https://www.helsinkitimes.fi/business/22174-posti-s-survey-e-commerce-is-growing-after-the-pandemic.html> Accessed 18.01.2023.

Rahimnia, F., & Hassanzadeh, J. F. 2013. *The impact of website content dimension and e-trust on e-marketing effectiveness*: The case of Iranian commercial saffron corporations. *Information & Management*, 50(5), 240-247. doi:10.1016/j.im.2013.04.003. Available at:

[https://www.researchgate.net/profile/F-Rahimnia/publication/257222453\\_The\\_impact\\_of\\_website\\_content\\_dimension\\_and\\_e-trust\\_on\\_e-marketing\\_effectiveness\\_The\\_case\\_of\\_Iranian\\_commercial\\_saffron\\_corporations/links/5b1f8f0faca272277fa77e0b/The-impact-of-website-content-dimension-and-e-trust-on-e-marketing-effectiveness-The-case-of-Iranian-commercial-saffron-corporations.pdf](https://www.researchgate.net/profile/F-Rahimnia/publication/257222453_The_impact_of_website_content_dimension_and_e-trust_on_e-marketing_effectiveness_The_case_of_Iranian_commercial_saffron_corporations/links/5b1f8f0faca272277fa77e0b/The-impact-of-website-content-dimension-and-e-trust-on-e-marketing-effectiveness-The-case-of-Iranian-commercial-saffron-corporations.pdf) Accessed 27.05.2023.

Rowley, J. 2008. *Understanding digital content marketing*. *Journal of Marketing Management*, 24(5/6), 517-540. doi: 10.1362/026725708X325977. Available at:

<https://www.academia.edu/download/87550305/understanding-digital-content-marketing.pdf> Accessed 27.05.2023.

Sabbagh, F. 2021. Email Marketing: The Most Important Advantages and Disadvantages. *Journal of Economics and Technology Research*, 2, p.p14.

<https://www.ijdcn.latticescipub.com/wp-content/uploads/papers/v1i3/B5005021221.pdf> Accessed 05.12.2023.

Scharl, A., Dickinger, A. & Murphy, J. 2005. *Diffusion and success factors of mobile marketing*. *Electronic commerce research and applications*, 4(2), pp.159-173. Available at:

<https://eprints.webyzard.com/101/1/ecra-2005-mobile-marketing.pdf> Accessed 21.05.2023.

Sfetcu, N. 2014. *Internet Marketing, SEO & Advertising*. MultiMedia Publishing. Available at:

[https://books.google.fi/books?hl=en&lr=&id=6Iev-LpIxpSC&oi=fnd&pg=PA1&dq=Sfetcu+2014+internet+marketing&ots=44KdQcyv1N&sig=Z4-bCkoBcYnZZkDdwJcoUTQBTgY&redir\\_esc=y#v=onepage&q=Sfetcu%202014%20internet%20marketing&f=false](https://books.google.fi/books?hl=en&lr=&id=6Iev-LpIxpSC&oi=fnd&pg=PA1&dq=Sfetcu+2014+internet+marketing&ots=44KdQcyv1N&sig=Z4-bCkoBcYnZZkDdwJcoUTQBTgY&redir_esc=y#v=onepage&q=Sfetcu%202014%20internet%20marketing&f=false) Accessed 21.05.2023.

Seifert, J.W. 2003. *A primer on e-government: Sectors, stages, opportunities, and challenges of online governance*. Library of Congress Washington DC Congressional Research Service. Available at:

<https://apps.dtic.mil/sti/pdfs/ADA445492.pdf> Accessed 22.05.2023.

Singh, H. May 2006. *The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention*. Asia Pacific University College of Technology & Innovation Technology Park Malaysia. Available at:

<https://www.van-haaften.nl/images/documents/pdf/The%20Importance%20of%20Customer%20Satisfaction%20in%20Relation%20to%20Customer%20Loyalty%20and%20Retention.pdf> Accessed 29.04.2023.

Singh, M. & Singh, G. 2018. Impact of social media on e-commerce. *International Journal of Engineering & Technology*, 7(2.30), pp.21-26. Available at:

<https://www.econstor.eu/bitstream/10419/194865/1/19106-78062-1-10-20190316.pdf> Accessed 19.05.2023.

Oliver, R.L., 2014. *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer*. Routledge. Available at:

[https://books.google.fi/books?hl=en&lr=&id=TzrfBQAAQBAJ&oi=fnd&pg=PP1&dq=Oliver,+R.+L.+\(2010\).+Satisfaction:+A+Behavioral+Perspective+on+the+Consumer.+Routledge.&ots=LqTAdWZbQv&sig=D8YAJNivBAk7KwhZxmIKy7DSgE4&redir\\_esc=y#v=onepage&q&f=false](https://books.google.fi/books?hl=en&lr=&id=TzrfBQAAQBAJ&oi=fnd&pg=PP1&dq=Oliver,+R.+L.+(2010).+Satisfaction:+A+Behavioral+Perspective+on+the+Consumer.+Routledge.&ots=LqTAdWZbQv&sig=D8YAJNivBAk7KwhZxmIKy7DSgE4&redir_esc=y#v=onepage&q&f=false) Accessed 2.05.2023.

Taher, G. 2021. E-Commerce: Advantage and limitations. *International Journal of Academic research in Accounting Finance and Management Science*, 11(1), 153-165. Publishing place: Published by human Resource management Academic Research Society. Available at:

[https://www.researchgate.net/profile/Alhamzah-Alnoor-2/publication/350235862\\_E-Commerce\\_Advantages\\_and\\_Limitations/links/6056ef5a299bf17367594d02/E-Commerce-Advantages-and-Limitations.pdf](https://www.researchgate.net/profile/Alhamzah-Alnoor-2/publication/350235862_E-Commerce_Advantages_and_Limitations/links/6056ef5a299bf17367594d02/E-Commerce-Advantages-and-Limitations.pdf) Accessed 17.05.2023.

Timoshenko, A. & Hauser, J. R. 2019. *Identifying Customer Needs from User-Generated Content.* *Marketing Science* 38, 1. Institute for Operations Research and the Management Sciences (INFORMS). Available at:

[https://dspace.mit.edu/bitstream/handle/1721.1/124203/Timoshenko\\_Hauser%20Customer%20Needs%20from%20UGC%20June%202018.pdf?sequence=2&isAllowed=y](https://dspace.mit.edu/bitstream/handle/1721.1/124203/Timoshenko_Hauser%20Customer%20Needs%20from%20UGC%20June%202018.pdf?sequence=2&isAllowed=y) Accessed 24.06.2023.

Trengove, J., Maiczyk, A. & Beneke, J. June 2021. *Internet Marketing*. Publishing place: A G Printing & Publishing. Available at:

[https://books.google.fi/books?id=qrgyEAAAQBAJ&printsec=frontcover&dq=online+marketing&hl=en&sa=X&redir\\_esc=y#v=onepage&q=online%20marketing&f=false](https://books.google.fi/books?id=qrgyEAAAQBAJ&printsec=frontcover&dq=online+marketing&hl=en&sa=X&redir_esc=y#v=onepage&q=online%20marketing&f=false) Accessed 26.06.2023.

Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.P. and Turban, D.C., 2018. *Electronic commerce 2018: a managerial and social networks perspective* (Vol. 2017). Cham: Springer. Available at:

<https://www.pdfdrive.com/electronic-commerce-2018-a-managerial-and-social-networks-perspective-e182168603.html> Accessed 2.05.2023.

UNCTAD. 25 April 2022. *Covid-19 boost to e-commerce sustained into 2021, new UNCTAD figures show*. Available at:

<https://unctad.org/news/covid-19-boost-e-commerce-sustained-2021-new-unctad-figures-show> Accessed 29.06.2023.

Winer, R.S. 2001. A framework for customer relationship management. *California management review*, 43(4), pp.89-105. Available at:

[https://www.academia.edu/download/45035873/CRM\\_Framework.pdf](https://www.academia.edu/download/45035873/CRM_Framework.pdf) Accessed 05.12.2023.

Varnali, K. & Toker, A. 2010. Mobile marketing research: *The-state-of-the-art*. *international journal of information management*, 30(2), pp.144-151. Available at:

[https://www.academia.edu/download/28916944/mobile\\_marketing\\_research\\_the-state-of-the-art.pdf](https://www.academia.edu/download/28916944/mobile_marketing_research_the-state-of-the-art.pdf) Accessed 16.06.2023.

Merwe, R. van der & Bekker, J. 2003. A framework and methodology for evaluating e-commerce web sites. *Internet Research*, 13(5), pp.330-341. Available at:

[https://www.researchgate.net/profile/James-Bekker/publication/220146898\\_A\\_framework\\_and\\_methodology\\_for\\_evaluating\\_e-commerce\\_Web\\_sites/links/55686d9008aeab77721f4fc0/A-framework-and-methodology-for-evaluating-e-commerce-Web-sites.pdf](https://www.researchgate.net/profile/James-Bekker/publication/220146898_A_framework_and_methodology_for_evaluating_e-commerce_Web_sites/links/55686d9008aeab77721f4fc0/A-framework-and-methodology-for-evaluating-e-commerce-Web-sites.pdf) Accessed 16.06.2023.

Zairi, M, 2000. Managing customer satisfaction: *A best practice perspective*. *The TQM Magazine*. 12. 389-394. 10.1108/09544780010351670. Available at:

[https://www.researchgate.net/publication/235312815\\_Managing\\_customer\\_satisfaction\\_A\\_best\\_practice\\_perspective](https://www.researchgate.net/publication/235312815_Managing_customer_satisfaction_A_best_practice_perspective) Accessed 17.06.2023.

Zhang, T., Lu, C., Torres, E. & Chen, P.J. 2018. *Engaging customers in value co-creation or co-destruction online*. Journal of Services Marketing. Available at:

[https://www.researchgate.net/profile/Tingting-Zhang-37/publication/322368414\\_Engaging\\_customers\\_in\\_value\\_co-creation\\_or\\_co-destruction\\_online/links/5a5e3de2aca272d4a3dfbb13/Engaging-customers-in-value-co-creation-or-co-destruction-online.pdf](https://www.researchgate.net/profile/Tingting-Zhang-37/publication/322368414_Engaging_customers_in_value_co-creation_or_co-destruction_online/links/5a5e3de2aca272d4a3dfbb13/Engaging-customers-in-value-co-creation-or-co-destruction-online.pdf) Accessed 17.06.2023.