

A STUDY ON EVOLUTION OF E-COMMERCE MARKETING STRATEGIES

Sanjay. B

Department of Commerce, Rathinam College of Arts and Science

Santhosh. A

Department of Commerce, Rathinam College of Arts and Science

Girija. P

Assistant Professor, Department of Commerce, Rathinam College of Arts and Science,
Coimbatore. Tamil Nadu

ABSTRACT

This study explores the evolution of e-commerce marketing strategies, tracing their development from early online advertising to the sophisticated, data-driven techniques prevalent today. It aims to identify key trends and practices that have emerged over time, including the use of search engine optimization, social media marketing, and personalized customer experiences facilitated by artificial intelligence and data analytics. The research also examines geographical and industry-specific variations in marketing strategies, highlighting how cultural, economic, and regulatory factors influence practices across different regions.

Keywords: *E-commerce, marketing strategies, consumer behaviour, artificial intelligence, data analytics, search engine optimization, social media marketing, personalization, digital marketplace.*

INTRODUCTION

The rise of e-commerce has revolutionized the way businesses operate and interact with consumers, fundamentally altering the landscape of global trade and commerce. What began as a novel concept in the late 20th century has rapidly evolved into a dominant force that influences nearly every aspect of modern life. The proliferation of the internet and the advent of digital technologies have not only expanded the reach of businesses but have also redefined consumer expectations and behaviours. As a result, e-commerce has become a critical component of business strategy, demanding continuous innovation in marketing approaches to remain competitive in an increasingly digital world.

This study delves into the evolution of e-commerce marketing strategies, tracing their development from the early days of online retail to the sophisticated, data-driven techniques used today.

STATEMENT OF THE PROBLEM

The rapid growth of e-commerce has significantly transformed the way businesses approach marketing, yet many organizations struggle to adapt their strategies effectively in an increasingly competitive and digitally driven environment. Traditional marketing methods are no longer sufficient to attract and retain customers who demand personalized, seamless, and engaging online experiences. With the continuous evolution of technology, consumer expectations, and digital platforms, e-commerce businesses face the challenge of keeping pace with emerging trends while ensuring cost-effectiveness and brand relevance. This study

seeks to address the problem of how e-commerce marketing strategies have evolved over time, what factors have driven these changes, and how businesses can effectively leverage modern marketing techniques to stay competitive and meet consumer demands in a dynamic digital marketplace.

OBJECTIVES OF THE STUDY

This study aims to explore the evolution of e-commerce marketing strategies from their inception to the present day.

1. The study seeks to identify and evaluate the most effective e-commerce marketing strategies used by businesses today.
2. This includes an examination of the potential impact of technologies such as artificial intelligence, augmented reality, and virtual reality on e-commerce marketing strategies, as well as the anticipated challenges and opportunities for businesses in the evolving digital marketplace.

SCOPE OF THE STUDY

This study aims to explore the evolution of marketing strategies within the e-commerce industry, focusing on how these strategies have transformed over time in response to technological advancements, changing consumer behaviours, and increasing competition. It covers the progression from traditional online marketing methods, such as email campaigns and banner advertisements, to more sophisticated and data-driven approaches like social media marketing, influencer collaborations, personalized advertising, and AI-powered tools. The study also examines the role of mobile commerce, content marketing, SEO, and Omni channel strategies in shaping modern e-commerce marketing. Additionally, it includes case studies of leading e-commerce platforms to understand how they have adapted to shifting market dynamics. While the research provides a global perspective, it also touches upon region-specific trends where relevant. Ultimately, the study seeks to highlight both the current landscape and future direction of e-commerce marketing in a digital-first world

REVIEW OF LITERATURE

Chaffey, D. (2007)¹. "E-business and E-commerce Management: Strategy, Implementation, and Practice.": This book discusses the early stages of e-commerce marketing, focusing on the foundational strategies that businesses employed to establish an online presence and the experimental nature of initial marketing efforts.

Kumar, V., & Reinartz, W. (2016)². "Creating Enduring Customer Value.": This study highlights how advancements in data analytics and artificial intelligence have transformed e-commerce marketing strategies, enabling businesses to create personalized shopping experiences and optimize their marketing efforts based on consumer data.

Lemon, K. N., & Verhoef, P. C. (2016)³. "Understanding Customer Experience Throughout the Customer Journey.": This research explores how the evolution of e-commerce marketing has influenced consumer behaviour, indicating that as strategies have become more sophisticated, consumer expectations for personalized and engaging experiences have also increased.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2017)⁴. "From Multi-Channel Retailing to Omnichannel Retailing: Introduction to the Special Issue on Omnichannel Retailing.": This article emphasizes the importance of integrating multiple marketing channels to create a seamless customer experience, noting that businesses adopting omnichannel strategies are better positioned to meet consumer needs.

Brynjolfsson, E., Hu, Y. J., & Smith, M. D. (2013). "From Niches to Riches: The Impact of Information Technology on the Long Tail of Sales." This study addresses the challenges faced by businesses in adapting to the rapidly changing e-commerce landscape, including data privacy concerns and increased competition, while suggesting future research directions on the impact of emerging technologies.

ANALYSIS AND INTERPRETATION

Simple percentage for the demographic profile of the respondents the table depicts the demographic profile wise classification of the respondents by means of simple percentage is used to convert qualitative and quantitative data.

| DEMOGRAPHIC PROFILE | GROUP | NO. OF RESPONDENTS | PERCENTAGE |
|--|-------------------|--------------------|------------|
| Gender | Male | 30 | 38 |
| | Female | 70 | 62 |
| | Total | 100 | 100 |
| Age | 18 to 20 | 44 | 54 |
| | 21 to 28 | 29 | 30 |
| | Above 28 | 27 | 16 |
| | Total | 100 | 100 |
| Occupation | Student | 62 | 60 |
| | Business Owner | 34 | 32 |
| | Home maker | 4 | 8 |
| | Total | 100 | 100 |
| Location | Urban | 56 | 62 |
| | Semi-Urban | 33 | 26 |
| | Rural | 11 | 12 |
| | Total | 100 | 100 |
| Which e-commerce platform do you use most often | Amazon | 2 | 4 |
| | Flipkart | 70 | 72 |
| | Myntra | 28 | 16 |
| | Total | 100 | 100 |
| How long have you been using e-commerce platforms | Less than 1 year | 56 | 62 |
| | 1-3 years | 33 | 26 |
| | 4-5 years | 11 | 12 |
| | Total | 100 | 100 |
| Which payment method do you prefer | Credit/Debit card | 2 | 4 |
| | Cash on delivery | 28 | 16 |
| | UPI | 70 | 72 |
| | Total | 100 | 100 |

FINDINGS OF THE STUDY

1. The table shows that among the total respondents taken for the study, so the 70% are female respondents compared to male respondents. The male is 30% only.
2. The table shows that among the total respondents taken for the study, then the 54% of the age group are under the 18-20,30% of age group are under the 21-28 and 16% of age group are under the above 28.
3. The table shows that among the total respondents taken for the study, the highest respondents are students as 60% and the least respondents are others as 8%.

4. The table shows that among the total respondents taken for the study, the questionnaire about which e-com platform they engage most. And one of the most chosen categories is Flipkart as 72%.

SUGGESTIONS

1. Business should be evaluated for their usage of e-commerce platform to improve their marketing strategies and performance quality.
2. Examine how consumer review with the platform affects both perception and choices of the consumers.
3. Research evaluates the effect of focusing marketing towards specific groups with audience demographics.

CONCLUSION

In conclusion, the study on the evolution of e-commerce marketing strategies underscores the transformative impact of digital technologies on how businesses engage with consumers. From its early experimental phases to the sophisticated, data-driven techniques employed today, e-commerce marketing has continually adapted to meet changing consumer expectations and market dynamics. The findings highlight the importance of leveraging emerging technologies, such as artificial intelligence and augmented reality, to create personalized and engaging shopping experiences. Additionally, the research emphasizes the need for businesses to consider geographical and cultural variations in their marketing approaches to effectively connect with diverse consumer bases.

REFERENCES

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2. This textbook provides a detailed look at how digital marketing, including e-commerce, has evolved and presents strategies for businesses in the digital space.
3. Hollensen, S. (2015). *Global Marketing: A Decision-Oriented Approach*. Pearson Education.
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7. Kotler, P., & Keller, K. L. (2015). *Marketing Management* (15th ed.). Pearson.