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E-Commerce Marketing Communication Strategies on Consumer Buying Interest

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Abstract. This research aims to find out how marketing communications strategy conducted by the entrepreneur or company that provides e-commerce services. The methods used to support the research is descriptive and analysis methods. The results of the research, namely the existence of a strategy of marketing communications in the form of a promotion by making use of the internet can also make the appeal of the giver. The research was done by discussing the form of promotion of e-commerce companies do include advertising, sales promotion, direct marketing, public relations, also carried out through social media. Of course the success of the applied marketing communications strategy will make consumers want to buy products that are on offer by the e-commerce service provider.

1. Introduction

In digital era, E-commerce is becoming a growing business. Businesses buy and sell join impact by technology that is increasingly growing rapidly so that businesses can now utilize the internet sale. The Internet has increased rapidly over the past decade and have changed the behavior of consumers in shopping patterns from conventional to digital market as e-commerce. As internet usage has spread rapidly, consumers are shifting from passive to active and informed consumers. Electronic media, such as an online discussion forum, bulletin board systems and electronic news group, is an important source of information that facilitates the exchange of information among influential consumers [2]. E-commerce or electronic commerce is a concept that explain the series of purchase, sale and exchange of products, services and information via computer networks, namely internet (Turban, 2002). E-Commerce can create a potential market against Telecom World visually through the homepage of the website or the world wide web (www) that was first developed by ARPA net (Advanced Research Projects Network) [1].

Previous research regarding E-Commerce mentions that people seem to be ready with the slow transition from traditional to online shopping shopping and if this happens then it is like a kind of transition is better for the community. This is a good step toward cashless transactions and to avoid the involvement of third parties do not have to increase the cost of the product [3]. Internet use has been proven to increase transactions on business use of information technology (E-Commerce). With increased business transactions, profits also increased, by making use of Social Media in the marketing of the product is very efficient and easy for customers in search of a catalog of products they want. Through the application of e-commerce in the world of online business transaction creates an effective and more efficient, and help the consumer in the selection of the quality and warranty of the online store [4]. The role of technology in the business world is supported by the internet, especially in the



field of marketing has been proven to improve the quality of its own marketing and creating benefits for the company without the need to spend quite a lot. E-Commerce is also more effective and efficient. However, the use of technology and the Internet itself should be balanced with good management, particularly the need to pay attention to a business to consumer relationship [5]. The presence of e-commerce, according to Ahmed made easy and innovations in human life [6]. According to Sfenrianto et al, in the last few years, e-commerce sites have sprung up recently. In fact, based on the Agency's website ranking, Alexa.com, 5 of the 20 best-selling in Indonesia site is e-commerce sites. factors that influence the decision to buy in e-commerce is usability and trust online. Buyers purchase products in e-commerce is easy, as it is easy to search, easy to afford, easy to release, etc. Trusted e-commerce channels, as it can detect the historical record buyer, use a secure path for transaction, etc. [7].

In the mobile internet era, with an increase in consumption, the demands consumers have changed significantly. As e-commerce companies, they have to adjust marketing strategies to adapt to consumer demand continuously [8]. Consumers will gather as much information as possible in receiving new information to make sure that innovation is stable and proven its benefits [9]. In order for a product or service can be known, understood, elusive, and frowned upon by society or consumer product or service need to be marketed [10].

This research was done using descriptive method and anailisis regarding some flatform of e-commerce in Indonesia. The purpose of this research is to find out how marketing communication strategy undertaken by the employers that provide e-commerce services especially in doing promotions to entice consumers to buy the products offered.

2. Method

In this study the methods used by researchers is a descriptive research methods and analysis on marketing communications strategy in doing by some e-commerce companies in Indonesia which researchers choose is Shopee and Zalora Indonesia and based on previous research regarding e-commerce to find out how marketing communications strategy conducted by the entrepreneur in the field of e-commerce in attracting customers. Will thus be known communication strategy that can give effect on the interest to buy.

3. Results and Discussion

In Indonesia, e-commerce is getting a lot done. The growing e-commerce sector in the year 2017 caused many investors who invested in this sector in the year 2018. It showed that e-commerce into one of the sectors that are strategic to do amid growing technology in the digital age.

Peta E-Commerce Indonesia sort e-commers company based on data collected in July 2018. The results obtained are based on the average website visitor at every quarter, ranking the applications, the amount of followers on social media, as well as the number of employees. Order of 10 major players in e-commerce based on data from iPrice (Figure 1).

Verified by Merchant | IEMA Award Winners

Merchant	Monthly Visits	AppStore Rank	PlayStore Rank	Twitter	Instagram	Facebook	Number of Employees
1 Tokopedia	153.639.700	#2	#4	174.800	903.260	5.892.100	1.917
2 Bukalapak	95.932.100	#3	#3	139.150	365.480	2.377.600	1.853
3 Shopee	38.882.000	#1	#1	41.120	1.101.070	13.246.900	1.717
4 Lazada	36.405.200	#4	#2	361.530	803.360	27.220.200	1.704
5 Blibli	31.303.500	#6	#5	473.710	339.970	7.956.800	998
6 JD ID	11.401.500	#5	#7	18.490	262.750	776.900	709
7 Sale Stock Indonesia	4.333.000	#8	#8	14.520	550.470	4.356.600	535
8 Elevenia	4.001.800	#13	#11	122.000	120.370	1.196.700	310
9 Bhinneka	3.725.600	#25	#19	71.790	20.420	1.037.500	509
10 Zalora	3.505.300	#7	#9	67.090	294.630	7.647.200	428

Figure 1. Ranking E-commerce in Indonesia
 This figure was adopted from iPrice.co.id at 10 April 2019

Based on Figure 1, first rank of e-commerce in Indonesia on appstore and play store is Shopee. A growing number of new entrepreneurs in the field of e-commerce sites have sprung up, making competition in the e-commerce sector increasing. In order to attract consumers to buy then in need of strategy so that the public know and are interested in purchasing or using a product or service that we offer (Figure 2).



Figure 2. The Survey Result by DailySocial
 This figure was adopted from dailysocial.id at 10 April 2019

Based on Figure 2 a survey conducted by the DailySocial in collaboration with JakPat about e-commerce service to 2026 respondents around the country, showed that the reason respondents liked the e-commerce services by reason of low prices and affordable (31.03%), promos and discounts (25.84%), the number of product options (19.38%), free shipping (14.80%), fast shipping (6.13%) and other options (6.13%).

So that the public are interested in what we have to offer then required the existence of a marketing strategy in which we can communicate to the wider community. Through the marketing communication, the seller or the company providing information and influencing people to buy products that are sold by the company. In addition, to provide branding of products are also an image of the company. Marketing communication strategy closely related to the promotion of a product. One of the strategies is done in marketing communications, namely with the promotion.

In the field of e-commerce is a means of communication used in doing the promotion marketing communications strategies into diantaranya include advertising, sales promotion, direct marketing, the relationship the Community (public relations), are also carried out through social media.

3.1 Advertising

Nonpersonal communication is done in an effort to promote the product is with the manufacture and installation of advertising in newspapers, radio or television. For companies e-commerce then serve ads about companies and products that they offer through the medium of television is that it can be done, however, to e-commerce company that recently began a pioneering, then serve ads on television is pretty difficult given the need for a huge cost to produce and serve ads on television media.

Television is still considered to be the media's dissemination of effective advertising walalupun cost. Radio and newspapers can become an advertising with select radio or newspapers that right in accordance with the desired market segmentation by company. The ads will be highly effective when packaged with a very interesting and unique concept to the attention of the community may pose or target markets we want to be so influential in asking to buy the products sold.

3.2 Sales Promotion

Companies doing a lot of e-commerce sales promotional efforts such as the granting of discounts, give shopping voucher that can be used if buyers do shopping transactions with a minimum nominal appropriate terms and conditions. E-commerce service providers such as fare shopee provides services and other promo gratis to increase the interest of consumers to buy. Promotions often done to increase sales. Through sales promotions, consumer buying interest could rise. Sales promotions have influence more quickly to consumer advertising dibanangkan buying interest. The use of a promo is valid only when it can attract the attention and interest of the consumer to buy. Figure 3 shows how the promo made by Shopee through his website. A pop up appears to be promo click so go directly to a page where there is a product that is given promo.

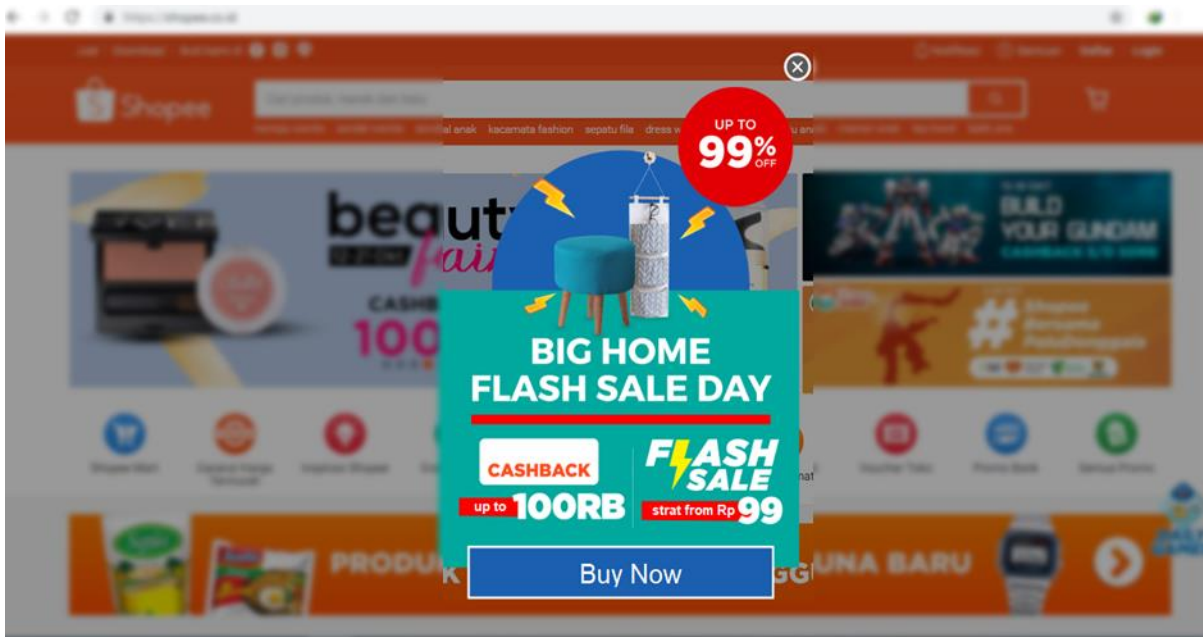


Figure 3. Promo by Shopee

This figure was adopted from www.shopee.co.id at 10 April 2019

Figure 4 shows the sales promotions conducted by the Zalora by giving discounts of up to 70% for the buying public interest through his website.

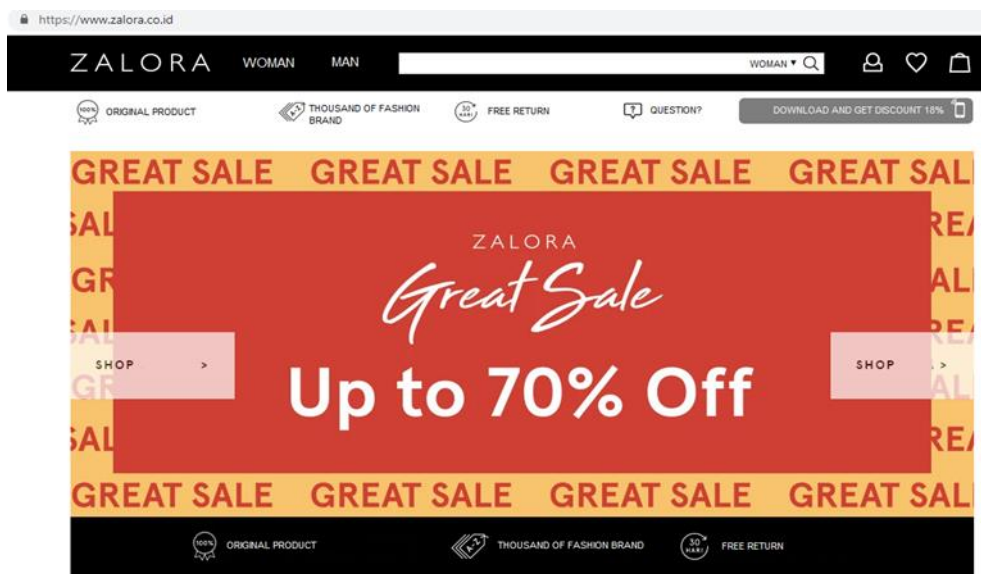


Figure 4. Promo by Zalora

This figure was adopted from www.zalora.co.id at 10 April 2019

3.3 Direct Marketing

Direct marketing is a sales promotion that is directly made to the buyer. In company, e-commerce forms done like direct marketing direct mail which was undertaken by the company to provide information about its products directly to consumers via email. Through direct mail, the company can also provide information about promo-promo is ongoing to satisfy its customers.

Figure 5 shows the direct mail from the Zalora to consumers who have registered their email address is logged in on the website of Zalora. The email sent by style@zalora.co.id. Via email zalora to send messages directly to consumers on a variety of interesting promo is ongoing as well as information on the latest products from Indonesian Zalora.

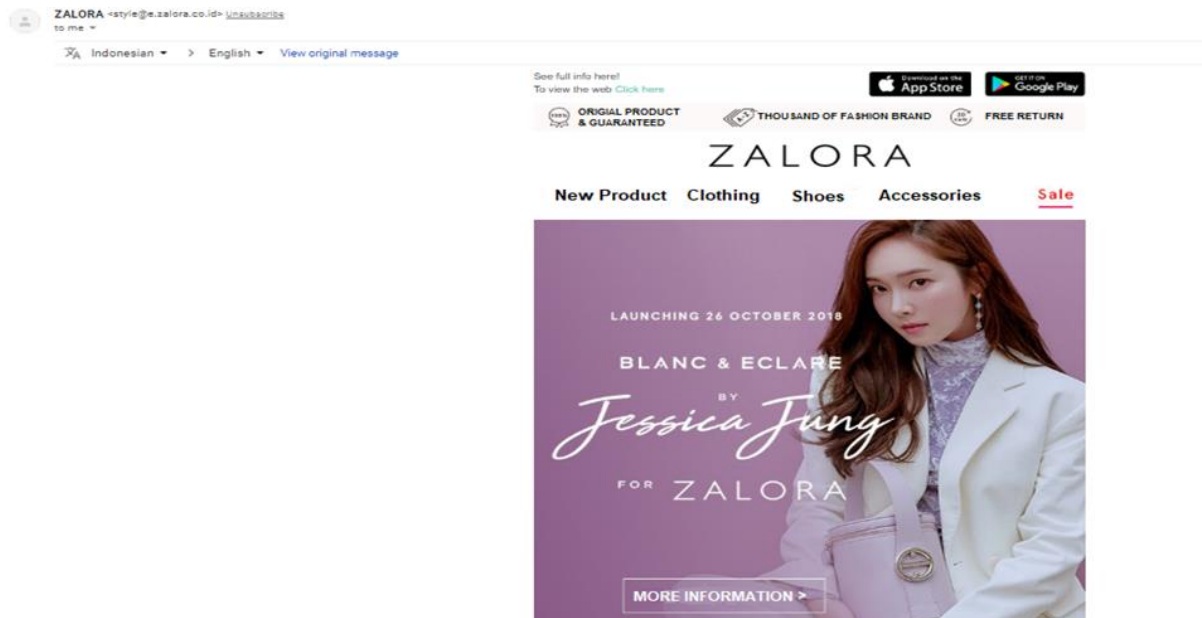


Figure 5. Direct mail from Zalora

This figure was adopted from www.zalora.co.id at 10 April 2019

3.4 Public Relations

Public relations is any form of communication made by the company to form a good image in the eyes of society against the product and the company. in order to attract the buying public companies must have a good image so that consumers can trust to select the companies and products that they offer.

3.5 Social Media

Social media is a tool or a means that makes us communicate more effectively, such as blogs, twitter, facebook, instgram, youtube, etc. The use of social media can be done as a means of giving of information to the consumer or prospective consumer. The more rampant the use of social media social media cause be a strategic means of doing promotion. Along with the growing technology, social media can also be used as a means of distributing ads next to spread the ad through conventional media.

Social Media like youtube which is flatform video, ad impressions of many e-commerce companies in doing. Via media-other social media advertising is now often appear. Ad impressions through social media can be an option because it doesn't require a lot of cost. Dissemination of advertising we can also select in accordance with market segmentation. Through social media, advertising or information can be quickly spread because social media is private ownership so that consumers can participate directly disseminate information either about the products and e-commerce company that on its own. Usually the Foundation of Social Media means so that consumers become closer with the company so that it can assist companies in establishing, maintaining and repairing images. As e-commerce companies that utilize technology as a means of business transactions with consumers, then the use of social media will help greatly in the interest of consumers to buy. Figure 6 is one of the use of social media as a means of information and advertise to the community. In Figure 6 the giving of information by Shopee made through media social Instagram.



Figure 6. Shopee ads in Instagram

This figure was adopted from www.Instagram.com at 10 April 2019

4. Conclusion

E-commerce is increasingly sought after and became one of the strategic sectors of the economy. The more competition with the emergence of companies new to e-commerce. so it takes a strategy so that e-commerce companies attract the attention and interest of the buying public. Marketing communication strategy undertaken in e-commerce to attract consumer buying power is done through promotions. Promotional marketing communication strategy into diantaranya include advertising, sales promotion, direct marketing, public relations, are also carried out through social media. In so doing, marketing communications strategy in need interesting and unique concept in any promotion so that people interested in buying products and services sold by the company.

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