

TO DESIGN AN EFFECTIVE E-COMMERCE MARKETING STRATEGY TO  
INCREASE SALES AT THE LILYCIIOUS ENTERPRISE.

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## **DEDICATION**

For my family whom giving full understanding.

For my supervisor and lecturers whom sharing knowledge and allowing room for  
improvements.

For everyone who cheers me up during the rainy days.

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## **ABSTRACT**

The social media has witnessed an exponential growth in the new millennium. With the rapid development of Internet technology, e-commerce has become a key means of modern enterprise competition. This study is descriptive based on the collection and analysis of results of studies, reports, periodicals, and books related to the topic of study to investigate the relationships between E-commerce on marketing Strategy. However, relatively few researches has examined its interventions, and most of the existing studies have not assessed the degree to which these e-commerce applications enable to increase sales and number of potential followers and customers in social media. One reason for this is that there are a number of limitations associated with the implementation of e-commerce applications including the fact that they: (a) low number of sales, (b) are impersonal and passive, and (c) low number of followers. Thus, the primary purposes of this study are to review the interventions of implementation of e-commerce applications towards the marketing strategies, consider the existing literature on the topic, and discuss the impacts and potential limitations of the existing implementation of e-commerce applications. In addition, we offer directions for action research and implementation of e-commerce applications to increase sales and number of potential followers and customers in social media.

## ABSTRAK

Media sosial telah menyaksikan pertumbuhan pesat di alaf baru. Dengan perkembangan pesat teknologi Internet, e-dagang telah menjadi kaedah utama persaingan perusahaan moden. Kajian ini bersifat deskriptif berdasarkan pengumpulan dan analisis hasil kajian, laporan, berkala, dan buku yang berkaitan dengan topik kajian untuk menyelidiki hubungan antara e-dagang dengan strategi pemasaran. Walau bagaimanapun, hanya sedikit kajian yang mengkaji campur tangannya, dan kebanyakan kajian yang ada belum menilai sejauh mana aplikasi e-dagang ini memungkinkan untuk meningkatkan penjualan dan jumlah bakal pengikut dan pelanggan di media sosial. Salah satu sebab untuk ini adalah bahawa terdapat halangan yang terlibat dengan pelaksanaan aplikasi e-dagang termasuk fakta bahawa: (a) jumlah jualan yang rendah, (b) tidak menggalakkan dan pasif, dan (c) jumlah yang pengikut yang rendah. Oleh itu, tujuan utama kajian ini adalah untuk meninjau intervensi pelaksanaan aplikasi e-dagang terhadap strategi pemasaran, mempertimbangkan literasi yang ada mengenai topik ini, dan membincangkan impak dan potensi halangan pelaksanaan aplikasi e-dagang yang ada. Sebagai tambahan, kami menawarkan petunjuk untuk penyelidikan dan pelaksanaan aplikasi e-commerce untuk meningkatkan penjualan dan jumlah pengikut dan pelanggan yang berpotensi di media sosial.

## TABLE OF CONTENTS

TITLE	PAGE
DECLARATION .....	I
DEDICATION .....	II
ACKNOWLEDGEMENT .....	III
ABSTRACT.....	IV
ABSTRAK.....	V
TABLE OF CONTENTS.....	VI
LIST OF TABLES .....	XI
LIST OF FIGURES .....	XII
LIST OF APPENDICES.....	XIII
CHAPTER 1 .....	1
INTRODUCTION .....	1
1.1.    Introduction .....	1
1.2.    Company Information.....	2
1.3.    Problem Statement.....	2
1.3.1.  Problem Formulation.....	3
1.4.    Research Question .....	4
1.5.    Researcher Role .....	5
1.6.    Research Ethics.....	5
1.7.    Significant of the proposed research .....	6
1.8.    Definition of term .....	7
CHAPTER 2 .....	8
INDUSTRY AND PROBLEM DIAGNOSIS .....	8

2.1.	Introduction .....	8
2.2.	Case Description.....	8
2.3.	Relevant Theory and Models.....	9
2.3.1.	The 7ps Marketing Mix Model .....	9
2.3.2.	Aida Model.....	13
2.4.	Previous and Contemporary studies .....	15
2.5.	Intervention planned and implication.....	16
2.5.1.	Intervention Planned .....	16
2.5.2.	Implication .....	17
2.6.	Cycle of Action Research .....	18
2.7.	Summary of the chapter.....	19
2.8.	Conclusion .....	19
CHAPTER 3 .....		20
METHODOLOGY .....		20
3.1.	Introduction .....	20
3.2.	Philosophy of Research .....	20
3.3.	Research Design .....	21
3.3.1.	Time Horizon .....	21
3.3.2.	Unit of analysis.....	22
3.4.	Unit of Analysis.....	22
3.4.1.	Degree of involvement .....	23
3.4.2.	Population and sampling .....	23
3.4.3.	Data Collection Method (Mixed Method).....	25
3.5.	Normality Test.....	26
3.6.	Reliability .....	26
3.6.1.	The Cronbach's Alpha ( $\alpha$ ) .....	26
3.7.	Conclusion .....	27



CHAPTER 4 .....	28
CYCLE I: DATA ANALYSIS .....	28
4.1.    Introduction .....	28
4.2.    Quantitative Data Analysis .....	28
4.2.1. Reliability Test .....	29
4.2.2. Normality Test.....	30
4.2.3. Descriptive Analysis .....	31
4.2.4. Section 1: Demographic Analysis .....	31
4.2.5. Section 2: Consumer behaviour towards online platform. ....	34
4.2.6. Section 3: 7Ps Marketing Mix Analysis.....	38
4.1.    Qualitative Data Analysis .....	46
4.1.1. Intervention .....	46
4.1.2. Effects.....	47
4.2.    Discussion on Research Findings .....	47
4.3.    Summary.....	48
CHAPTER 5 .....	49
CYCLE I: REFLECTION.....	49
5.1.    Introduction .....	49
5.2.    Reporting the Overall Results.....	49
5.2.1. Research Objective 1:.....	49
5.2.2. Research Objective 2:.....	49
5.2.3. Research Objective 3:.....	50
5.2.4. Research Objective 4:.....	50
5.3.    Reflection on Content .....	51
5.3.1. Reflection on overall Action Research Process .....	51
5.3.2. Research Process and Strategies .....	51
5.3.3. Limitation.....	51

5.3.4.	Delimitation.....	52
5.3.5.	Recommendation for Future Research.....	52
5.4.	Conclusions .....	52
CHAPTER 6	.....	54
CYCLE II: DATA ANALYSIS	.....	54
6.1.	Introduction .....	54
6.2.	Data Collection.....	54
6.3.	Instrument Design.....	55
6.4.	Instrument Validation .....	55
6.4.1.	Construct Validity .....	55
6.4.2.	Content Validity .....	56
6.5.	Qualitative Data Analysis.....	56
6.5.1.	Interview Transcript.....	57
6.5.2.	Intervention .....	58
i.	Instagram.....	58
6.5.3.	Result.....	59
i.	Shopee .....	59
6.6.	Discussion on Research Finding.....	59
6.7.	Summary.....	61
CHAPTER 7	.....	62
CYCLE II: REFLECTION	.....	62
7.1.	Introduction .....	62
7.2.	Reporting the Overall Results.....	62
7.2.1.	Research Objective 4:.....	62
7.3.	Reflection on Content.....	63
7.3.1.	Reflection on overall Action Research Process .....	63
7.3.2.	Research Process and Strategies .....	63

7.3.3. Limitation.....	63
7.3.4. Recommendation for Future Research.....	64
7.4. Conclusions .....	64
REFERENCE.....	65
APPENDICES .....	68
8.1. turnitin Receipt .....	68
8.2. Letter of Intent .....	69
8.3. Questionnaire.....	70
8.4. Interview Consent Form .....	83
8.5. Consent Form Supervisor .....	84
8.6. Action Research Presentation Consent Form ar2 .....	85
8.7. BRP: Record of supervisor meeting ar1 .....	86
8.8. BRP: Record of supervisor meeting ar2 .....	87
8.9. Action Research Impact Report.....	88
8.10. Instagram & Shopee Reference .....	89

## LIST OF TABLES

<b>TABLE NO</b>	<b>TITLE</b>	<b>PAGE</b>
Table 1: PEST Analysis .....		3
Table 2: Research Question & Objective.....		5
Table 3 : Research Cycle Timeframe.....		16
Table 4 : Cohen, Manion and Morrison, (2007) .....		25
Table 5 : Reliability Test.....		29
Table 6 : Normality Test .....		30
Table 7 : Respondent Gender.....		31
Table 8: Respondent Age.....		32
Table 9 : Respondent Gender.....		32
Table 10 : Respondent Marital Status .....		33
Table 11 : Respondent Occupation .....		33
Table 12 : Respondent Education .....		34
Table 13 : Case Summary Variable .....		34
Table 14 : Type of Social Platform.....		35
Table 15 : Social Platform View.....		36
Table 16 : Social Platform Session .....		37
Table 17 : Social Platform Time Spent.....		37
Table 18 : Suitable Platform for Promotion.....		38
Table 19 : Suitable Product.....		39
Table 20 : Suitable Promotion Platform .....		41
Table 21 : Suitable Selling Platform.....		41
Table 22 : Type of Promotion.....		42
Table 23 : Price for Face Mask .....		42
Table 24 : Price for Online Class Accessories .....		43
Table 25 : Company familiarity .....		44
Table 26 : Company Services .....		44
Table 27 : Test Result .....		44
Table 28 : Suggestion for Future .....		45
Table 29 : Known Platform.....		45
Table 30 : Expert Profile.....		56

## LIST OF FIGURES

<b>FIGURE NO</b>	<b>TITLE</b>	<b>PAGE</b>
Figure 1:	Instagram Pages.....	2
Figure 2 :	The 7p Marketing Mix .....	9
Figure 3 :	Product Life Cycle.....	10
Figure 4 :	Customer Life Cycle (CLC).....	11
Figure 5 :	Aida Model.....	13
Figure 6 :	Aida Model triangle.....	14
Figure 7 :	Related Research .....	15
Figure 8 :	Cycle of Action Reseach .....	18
Figure 9 :	Instagram Follower.....	59

## LIST OF APPENDICES

APPENDICE NO	TITLE	PAGE
8.1.	turnitin Receipt .....	68
8.2.	Letter of Intent .....	69
8.3.	Questionnaire.....	70
8.4.	Interview Consent Form .....	83
8.5.	Consent Form Supervisor .....	84
8.6.	Action Research Presentation Consent Form ar2 .....	85
8.7.	BRP: Record of supervisor meeting ar1 .....	86
8.8.	BRP: Record of supervisor meeting ar2 .....	87
8.9.	Action Research Impact Report.....	88
8.10.	Instagram & Shopee Reference .....	89

# CHAPTER 1

## INTRODUCTION

### 1.1. INTRODUCTION

The existence of the internet has changed the way people do business, include from selecting the product to the selecting marketing strategy. Many marketers believe that the burst internet bubble is the bright future for the E-Commerce marketing. As the popularity of the internet increasing, online user also evolving, at the beginning the internet user were limited to the work and search for the information only.

Nowadays the internet has change, how the user using it. They start to engage in the e-commerce by doing business transaction thru online, which is involve in selling and buying the product. The internet impacts all the aspect of the business and now E-Business or E-commerce no longer an option but its necessity for the company to use in order to compete with the competitor.

E-commerce also starts to grow with more than millions of users using internet every day. Now a lot of platforms can assist them to enter the e-commerce business in social media such as Facebook, Instagram, Tweeter, Shopee and many more. Due to the vast number of the seller move to online business, it is very difficult for the company to maintain their sales target and maintain their competitive advantage over their rivals which is the key factor in the business. To ensure the company and product are competitive and visible, the company are investing their resource in selecting the suitable product and best marketing strategy to attract customers.

#### Keywords

*Social Media, E-Commerce, Marketing Strategy, Online Business, Suitable Product.*

## 1.2. COMPANY INFORMATION

Theililycious Enterprise is a local small medium enterprise (SME) business that only using online business as their business platform. The company is founded by Norashikin Bt Suhaimi in 2013 and using the name “Theililycius Enterprise”. Theililycius is an online business that selling toys and accessories especially for the children. Currently in the Instagram page “Theililycius” having 84.2K followers as shown in Figure 1: Instagram Pages, they also have Facebook and Shopee as another platform to promote their product.



*Figure 1: Instagram Pages*

## 1.3. PROBLEM STATEMENT

The outbreak of the COVID-19 in China on the end of 2019 also give significant impact to Theililycious. This is because the product that previously sold are comes from China.

On the end On the March 18, 2020, Malaysia government implemented Movement Control Order (MCO) whereby all the non-essential business needs to shut down and limited movement order was imposed. This limited MCO have shift the customer buying criteria from buy kids toys and another item.

Challenges



- Limited product to sell during COVID-19.
- Sale reduces.

### 1.3.1. PROBLEM FORMULATION

Movement control order (MCO) also comes with the rules and regulation they require some of the people to start working from home and safe distance, these create new buying criteria that need for new product especially for essential product and home-based learning product. Due to that, this research is to develop and design an effective marketing strategy to increase sales and to sustain followers / buyers. Due to the current product that focus on toys and kids' accessories the company are struggled to maintain the sales. By using PESTS framework further analysis can be done to determine the problem facing by the company.

*Table 1: PEST Analysis*

PEST Analysis			
P	E	S	T
Political	Economic	Social	Technological
Sudden policy and not consistent make people more alert on spending and reduce the buying.	MCO – limit the movement of the people and buying criteria(online).  People now prefer to buy the items for the essential healthcare product and technology product.	Safe distance measure limits the people from visiting and having celebration, giving gift.	Working from home required internet access and some equipment need to buy to accommodate the WFH working culture.  The teaching also from home.

From the Table 1: PEST Analysis above how the problem was diagnosis is based on the 4 categories as in PETS which is

**Political**, the sudden and not consistent policy by the government such as new rule was introduce make people more careful and alert in their spending by reducing spending, due to uncertainties of the situation and job security.

**Economics**, the MCO give most significant effect on the buying criteria from spending direct shop to the spending online. This gives a major advantage for the company that already done the sales in online platform. Another factor also because of the economic downturn, a lot of unemployment and the care for the hygiene, customers now prefer to buy the item for the essential usage such as healthcare product and technology product.

**Social**, in this term it is disadvantage for Thelilycious because of the safe distance measure, this limits the people form visiting and having the birthday celebration, giving gift.

**Technological**, For the technological point of view **MCO** and working from home create opportunity to enter new product segment because Working from Home (WFH) require internet access and some equipment are needed to accommodate WFH working culture.

#### **1.4. RESEARCH QUESTION**

There are three (4) research questions and objective for this study. The research questions are aligned with the research objectives as shown in Table 2: Research Question & Objective.

**Table 2: Research Question & Objective**

<b>Research questions</b>	<b>Research Objective</b>
What factor contribute to sales drop?	To identify the factor that contribute to sales drop.
What is the right product that meet current customer demand?	To identify the right product that need to be sold in order to meet customer demand.
Who is the most buyer of the product?	To identify correct market segment based on current follower in Instagram and Facebook page.
What are the sales strategies that can be used for the company?	To design a better sales strategy based on new product selected.

### **1.5. RESEARCHER ROLE**

In this research, there are few rules that researcher should aware and follow as shown below.

- 1) Adapt the situation and actively participate during the work.
- 2) Has background knowledge about the research topic and the company.
- 3) Has the integrity and perform the task with due diligence.
- 4) Able to establish good relationship and gain trust with all the participants including authority.
- 5) Follow and obligate to the code of ethics by all times.

### **1.6. RESEARCH ETHICS**

The researchers must always obligate to the ethics by all times, others than general ethics or good behavior the researcher always must maintain:

- 1) Always maintain integrity and good faith when conducting the research activity.
- 2) Always follow the data protection act, do not reveal the important and secret data.
- 3) Always keep and protect the identity and data of the participant or respondent.
- 4) Ask for the consent from the individual or company that need their involvement for this research.

## **1.7. SIGNIFICANT OF THE PROPOSED RESEARCH**

With so many research and study about online marketing or E-commerce marketing strategy, the business keep falling due to the changes in internal and external factor such as lack of knowledge in marketing and global economic downturn. With this issue the marketers and other professional need to keep on study the to keep up with the new market behavior changes and online tools evolution.

This can be justifying with the most common error that the company don't want to slow in change their marketing strategy based on consumer needs and use the generalization marketing strategy, for example following others seller or competitor. Every company or organization are different based on their business target, business sector and other factor, so the business strategy should be varied based on own unique business.

From this understanding the important of this research are as below

- 1) Able to identify right product that meet customer demand.
- 2) To retain and increase sales of the company.
- 3) To know new marketing strategy based on new customer buying behavior.

## 1.8. DEFINITION OF TERM

The definition of term in this research are as follow.

**E-Commerce** or Electronic commerce is the business activity of the buying and selling product electronically thru online service or internet.

**Online Marketing** is the practice of using web-based platform as channel to market or advertise about company, product, or services to its potential customer thru internet. Online marketing includes, social media, email, search engine optimization google ads, Facebook ads and more.

**MCO** or PKP is referring to the Malaysian government movement control order is referring to restriction of movement of people in or out of geographical area to stop spread of the COVID-19 disease. The MCO 1 is referring to the date start from March 18,2020 to May 17,2020.

**Work from Home** is describe as working from remote location instead of work at office. During COVID-19 many companies adapting this concept to accommodate the requirement of job but cannot comes to office due to MCO or another reason.

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