

# **STUDY ON MAGENTO-2: A FRAMEWORK FOR E-COMMERCE AND DIGITAL MARKETING**

**BY**

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This Report Presented in Partial Fulfillment of the Requirements for the  
Degree of Master of Science in Computer Science and Engineering

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**DAFFODIL INTERNATIONAL UNIVERSITY**

**DHAKA, BANGLADESH**

**JANUARY 2023**

## APPROVAL

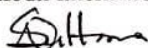
This Thesis titled “Study on Magento-2: A Framework for E-Commerce and Digital Marketing”, submitted by Towhidul Islam Reshad to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of M.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on January 2023.



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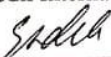
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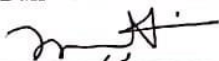
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We hereby declare that this thesis has been done by Towhidul Islam Reshad under the supervision of, Md. Sazzadur Ahamed, Assistant Professor & Program Coordinator, Daffodil International University. We also declare that neither this thesis nor any part of this thesis has been submitted elsewhere for the award of any degree or diploma.

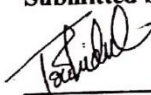
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Finally, I must acknowledge with due respect the constant support and patients of my parents.

## **ABSTRACT**

E-commerce is a standard commercial revolution. E-commerce means electronic commerce. E-commerce refers to the purchasing and selling of products and services, as well as the transportation of payments or data through an electronic network, usually Online. In recent years, Amazon, Alibaba, and eBay in the large worldwide market, Daraz.com in the elevated Asian market, and Pickaboo, Evaly, and QQCOM in the Bangladeshi market are just a few examples. For many organizations, market segmentation in the online retail market is not easy. Users with specific purchase requirements may have trouble finding suitable e-commerce platforms due to the large similarity of online shopping platforms. The user engagement of types of e-platforms also varies. for many products. By better understanding customers' interests and motives for their online shopping, businesses may improve marketing efficiency and accuracy. For example, companies may more successfully and properly offer multiple products to multiple customer categories after analyzing big data. The goal of the current study is to analyze and describe the present situation of e-commerce. The study will look at the essential modifications for e-commerce business models to work.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

The act of buying regarding product sales, and /or services over a public network such as the Internet is called e-commerce. Therefore, every type of purchase using cash, funds, or data is considered e-commerce. Consequently, there are many ways to describe e-commerce. For example, some define it as using the Internet to purchase and sell products and services, while others define it as retail sales to consumers when the transaction takes place over a public network. It is the general term for selling and purchasing goods, services & digital items online.

### **1.2 Motivation**

In Asia-e-commerce Pacific's sector, there are 71% of APAC customers purchase online. Bangladesh is a major role in this sector. In 2016, 50 million dollars have been financed this sector. Foreign investment contributed \$10 million to this total. In any case, the amount will be much higher due to the recent acquisition of top online marketplace Daraz owned by Alibaba.

To describe the Present overview of the e-commerce sector I have seen, and the best practices in e-commerce and digital marketing implementation in the e-commerce platform.

The main motivation for e-commerce & digital marketing was Bangladesh's retail e-commerce is increasing at a rate of 72 % every month, which is helping the economic development of the country by eliminating unemployment through new employment.

### **1.3 Objectives**

- Developing an understanding of the present situation and developments in e-commerce;
- Create a website using an e-commerce platform;
- Marketing the e-commerce website through social media and search engines
- Creating and Implementing a Successful Ecommerce Marketing Strategy

## **1.4 Expected Output**

- Making e-commerce website customer friendly
- Find-out best Platform and marketing output for e-commerce.

## **1.4 Report Layout**

Chapter 1: Introduction- This chapter discusses the rationale, objective, and expected outcome of this study.

Chapter 2: Background Studies - Our major goal is to Describe the E-commerce and Digital Marketing sector and find out the best way for Developing Bangladesh in the e-commerce industry by making online buying more comfortable for customers.

Chapter 3: Research Methodology - This chapter secures all plan details. Aside from that, we're talking about e-commerce functionality and execution.

Chapter 4: Experimental Result and discussion about e-commerce sites and social media marketing.

Chapter 5: Impact on Society, Environment, and Sustainability – In that chapter, I discuss how Ecommerce and digital are influencing our society, how we can overcome our challenges, and how we can address the biggest issue we will face in our environment and the sustainability of this article.

Chapter 6: Conclusion and Implications - Finally, I will provide a summary of this paper. Why did I choose this area, and what are the prospects for researchers?

## **CHAPTER 2**

### **BACKGROUND STUDIES**

#### **2.1 Introduction**

E-Commerce means electronic commerce, where we deal with goods and services through the Internet or other electronic media. To put it simply, eCommerce is a way to get products or any other service at home through the internet. It is an industry with a huge and expanding online market that has completely altered businesses and consumers do business. There is no need for the customer to go to the market, store, or shopping mall to buy the product, the customer may order from the comfort of his own home and receive the goods of his choosing in a timely basis.

#### **2.2 Explanation of what E-Commerce and Digital Marketing are:**

E-commerce categories: E-commerce may take many different forms., There are six basic forms of e-commerce: 1. B2B - Business to Business, 2. B2C - Business to Consumer. 3. C2C – Consumer to Consumer. 4. C2B – Consumer to Business. 4. B2A - Business to Administration.

5. C2A - Consumer to Administration. but the three main forms are

1. Business-to-Business (B2B): Exchanging products or services from one business for those from another.
2. Business-to-Consumer (B2C): Selling a business's product or service to a consumer.
3. Consumer-to-Consumer (C2C): Exchanging a consumer's item or service for another consumers.

Benefits of E-Commerce: E-commerce has several benefits for both sellers and buyers.

Buyer: Accessibility: Consumers have 24/7 access to the product from anywhere in the world.

Choice: The consumer can choose the product of his choice from many products.

Assurance: The customer can research the quality of the product at any time.

Seller: Low cost: The seller can sell products through the Internet from any place, without the seller having to rent any kind of shop or space.

Little to no overheads: Inventory won't need to be purchased because it will be dispatched as soon as the order is received.

No overstocks: Pay solely for the goods that are sold; there is no need to cover the cost of storage or insurance for unsold goods.

Digital Marketing:

Connecting a business with potential clients is the ultimate purpose of digital marketing, which combines brand promotion and advertising. The Internet and other digital communication tools make this possible.

Digital Marketing Strategy: Digital marketing is a method of how you can combine your business budget, manpower, advertising, marketing, etc. A digital marketing strategy usually follows these steps:

- Make a list of goals.
- Set a budget and schedule
- Find out who the target market is (Target Audience)
- Establish a plan for each platform.
- Ensure its success by implementing and monitoring.
- Make corrections if necessary.

Examples of Digital Marketing:

- SEO- Search Engine Optimization
- SMM - Social Media Marketing
- E-mail Marketing
- Mobile Marketing
- Content Marketing

are just a few examples of the many different types of activities that may be included in digital marketing.

Benefits of Digital Marketing: Digital marketing has many advantages. These include

Timeliness: This makes it possible for companies to communicate with their target audience at the ideal moment.

Specific targeting: increased client engagement and brand awareness through customized advertising.

Wide-reach: It offers a fantastic chance to advertise your company and services to a huge, potentially limitless audience.

## 2.3 Research Summary

### 2.3.1 Bangladesh's E-commerce Industry Scenario:

Market Background: In Bangladesh, e-commerce has grown significantly over the past 2 - 3 years, and an increasing number of people are making purchases online. In 2009, the Bangladesh Bank formally approved the use of online payments in the country, and the first organization to launch an online venture was Wimax.

The next year, SSL COMMERZ started operations in Bangladesh, and within the next generation, the e-commerce scenario changed dramatically as both domestic and international enterprises entered the market.

At present, Bangladesh has 150,000 Facebook-based businesses and more than 2,500 online retailers, with Dhaka, Chittagong and Gazipur contributing 80% of the total online sales.

The president of the E-Commerce Association of Bangladesh (E-CAB) estimates that Bangladesh's present e-commerce business is worth about USD \$1 billion (Tk 8,000 crore).



Figure 2.1: Current E-commerce Industry Scenario in Bangladesh

**2.3.2 COVID-19's effects on e-commerce:** Not just Bangladesh, but nearly every country in the world, because to the coronavirus pandemic is under lockdown. Jobs are being lost by people., and a huge low-income people are falling in impoverishment.

E-commerce organizations are also suffering challenges as a result of transport restrictions and some customers' fear of getting infected by delivery person.

E-commerce sites were similarly unable to supply items at first because all retailers were quickly closed. Fashion, IT services, pharmaceuticals, milk and cheese goods, home stationery, cleaning supplies, hand sanitizer, healthcare items, and more.

However, sometimes, all items become available on e-commerce sites, but they continue to suffer since the majority of delivery-men return to their original areas. Those were significant issues, however as days progressed on, more people visited e-commerce websites.

**2.3.4 Bangladesh's e-commerce industry's issues:** Bangladesh's e-commerce business is facing a variety of issues and limits. Because of these, the e-commerce sector has yet to achieve the desired level. The following are the issues confronting Bangladesh's e-commerce sector:

**Payment method Problem:** A key impediment to the growth of e-commerce in our country is the payment method issue. 90% of clients are still used to paying cash on delivery. However, a solid payment mechanism is required for the expansion of e-commerce. Furthermore, due to payment gateway concerns, our country's e-commerce enterprises are unable to conduct cross-border transactions.

**Product Delivery Problem:** There are still insufficient firms to distribute things. With the resources available, it is difficult to manage the distribution of items to a vast population. Due of supplier inadequacies, suppliers charge excessive shipping fees, which is a negative aspect for e-commerce enterprises.

**Client confidence issue:** The lack of customer trust is the main barrier to the expansion of e-commerce in Bangladesh. Because we frequently read in the media about corporations taking money from clients in the name of e-commerce. Because no efficient mechanism to combat e-commerce fraud has been devised in our nation, many people are taking advantage of this to defraud customers. The news of these frauds is sending a negative message to the general public, and as a result, many individuals are hesitant to purchase online.

People in our nation are not used to buying online; this is because they have not yet made it a habit. Only 1% of the whole population, according to e-cab data, shops online. Thus, relatively few individuals are accustomed to purchasing online.

Foreign businesses are invading: By acquiring Daraz, Alibaba has already made its way into the Bangladeshi market. Amazon, a different e-commerce giant, has filed paperwork to open an office in Bangladesh. Other significant businesses have joined the Bangladesh market. It is quite difficult to compete with these large corporations. As a result, some small e-commerce businesses have already shut down owing to losses.

Bank loan issues: E-commerce enterprises have difficulty obtaining necessary bank financing. Banks do not yet regard e-commerce to be a mature industry. Many banks consider e-commerce lending to be hazardous. Due to a lack of essential funding, e-commerce enterprises are unable to extend their operations as planned.

#### **2.3.4 Some solutions for resolving e-commerce issues:**

E-commerce businesses must establish communication systems in order to conveniently and rapidly distribute their items to customers. Along with developing rules for the growth of the supply system, the government should take action to assure additional amenities.

The government should take the initiative to make payment systems more convenient and secure. In this context, the numerous efforts made by Bangladesh Bank in recent years to safeguard the payment system should be appropriately executed.

By taking severe action against fake organizations, the nation should maintain a fair environment for e-commerce. Because of these scammers, many people are scared to purchase online. As a result, the government must do all it takes to restore trust.

Bangladesh Bank, in collaboration with the government, should take steps to ensure that e-commerce businesses may obtain bank loans on favorable conditions.

The government should take the initiatives to extend access to the internet. Internet connection in Bangladesh is currently concentrated in cities. Broadband internet connectivity is quite limited in rural places. Furthermore, mobile network coverage is poor in rural regions. If internet services are made available throughout the country, the number of online purchasers will increase.

Border trade obstacles must be eliminated. The government must take the appropriate steps, including passing new legislation, to accomplish this. If we can address the cross-border business dilemma, it will open up new opportunities for our country's e-commerce enterprises to enter overseas markets. This will propel the country's e-commerce economy to unprecedented heights.

Foreign companies should be regulated. This sector, like the telecom industry, cannot be given up to outsiders. The government recently issued a policy in this regard. Foreign corporations cannot own more than 59 percent of the company, according to the rules. It is quite encouraging. The government should make concerted efforts to guarantee that these policies are executed correctly.

## CHAPTER 3

### RESEARCH METHODOLOGY AND IMPLEMENTATION

#### 3.1 Choose the best platform for e-Commerce execution:

There are too many platforms for e-Commerce like Laravel, Magento, Magento 2, WordPress, etc. Here I will describe WordPress and Magento 2.

**WordPress:** WordPress is a free and open-source content management system written in hypertext preprocessor language and paired with a MySQL or MariaDB database with supported HTTPS. [Source: Wikipedia.]

**Magento 2:** Magento 2 is an open-source e-commerce platform written in PHP. It uses multiple other PHP frameworks such as Laminas and Symfony. Magento source code is distributed under Open Software License v3.0. Magento was acquired by Adobe Inc in May 2018 for \$1.68 billion. [Source: Wikipedia.]

##### 3.1.1 Magento 2 vs WordPress: The Differences

1. Ease of Use: WordPress is simple & User-friendly than Magento2.
2. E-commerce: Magento 2 is an open-source eCommerce Platform & it's a more powerful eCommerce solution.
3. Marketing and Content Management: WordPress is a useful tool for content and marketing.
4. Themes and Design: WordPress has superior free themes, however Magento's commercial themes are more professional.

##### Magento 2 vs WordPress: The Similarities

1. Security: Security is ultimately determined by the hosting provider for both systems.
2. Both WordPress and Magento provide help through community forums.

In summary, Magento excels at creating huge eCommerce businesses, whereas WordPress excels at creating content-driven websites.

If we think about current e-commerce, I think Magento 2 is working as the best platform in the e-commerce market. It has excellent mobile potential as well. The HTML5 platform is used by both the open-source and commercial versions of the system to scale photos, use videos, and improve the mobile shopping experience.

##### 3.1.2 Magento 2 Overview:

Magento 2 loads more quickly than Magento 1 since it is compatible with modern technologies like PHP7. Around 10 million page views may be handled in an hour.

Magento 2 is a technology that supports many stores and languages. It has a simple admin panel that is highly useful for customize, product entry, data filter, and navigation. Because of its use of open-source, you can create your online shop precisely as you want it. Although WordPress is excellent, it cannot be used to create websites for businesses. Even WordPress has e-commerce plugins, but Magento was created particularly for the purpose.

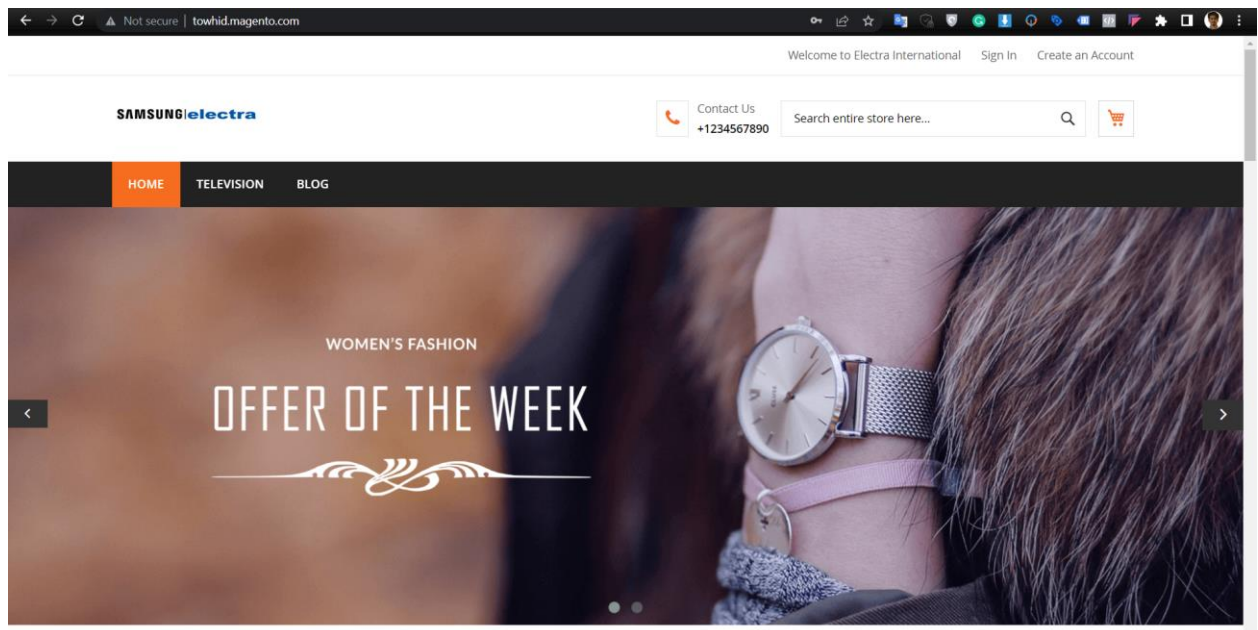


Figure 3.1: Magento 2 homepage overview

### 3.1.3 Magento 2 System Requirements:

Here is a quick reference list for you. Please scroll down to the next section for more information:

| Web services Requirements | Database Engine Requirements | PHP Requirements |
|---------------------------|------------------------------|------------------|
| Apache 2.2 or 2.4         | MySQL 5.6, 5.7               | >= 7.1.3         |
| Nginx 1.x                 | MariaDB 5.6, 5.7             | >= 7.2.0         |

Table 3.1: Magento 2 System Requirements

### PHP extensions requirements

- bcmath
- ctype
- curl
- dom
- gd
- hash
- iconv
- intl
- mbstring
- openssl
- pdo\_mysql
- simplexml
- soap
- spl
- xsl
- zip
- libxml (lib)

### Cache system Requirements

- PHP OPcache (Recommend)
- Redis
- Vanish
- mem-cached

### Email services Requirements

- Mail Transfer Agent (MTA)
- [SMTP server](#)

### SSL Requirements

- A valid security certificate is required for HTTPS.
- Self-signed SSL certificates are not supported.
- Transport Layer Security (TLS) requirement

### Magento 2 Enterprise requirements

- PHP extension: **bc-math**
- Apache Solr 4.x
- RabbitMQ 3.5
- Three master databases

Figure 3.2: Magento 2 System Requirement

## 3.2 Interaction Design and experience of User:

### 3.2.1 Frontend User Experience:

Home page:

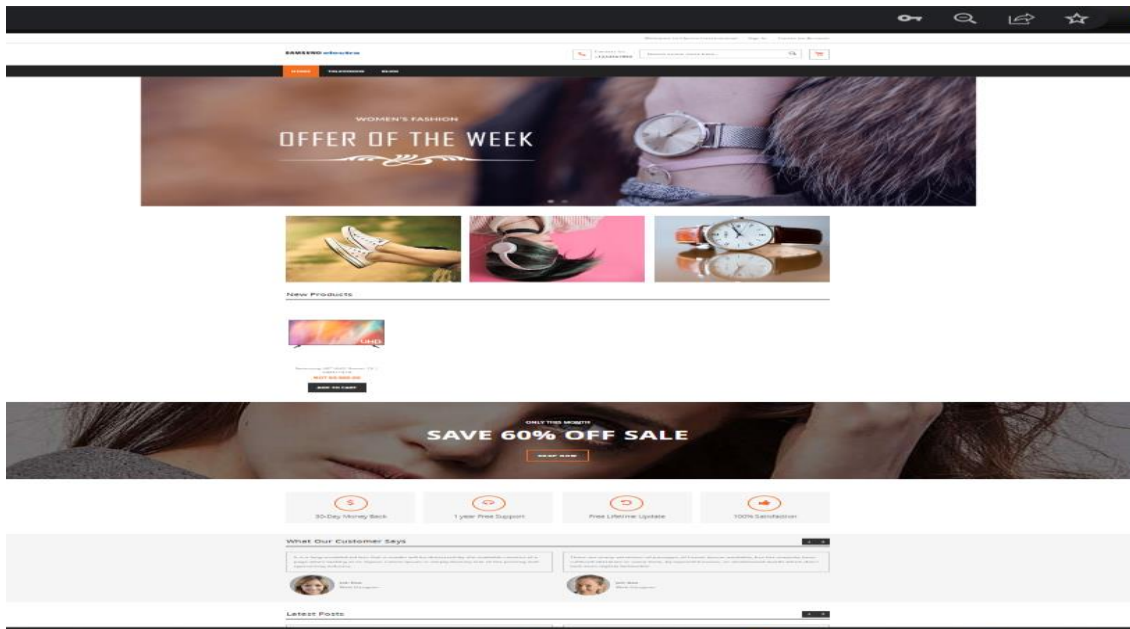


Figure 3.3: Magento 2 homepage

## Product Page:

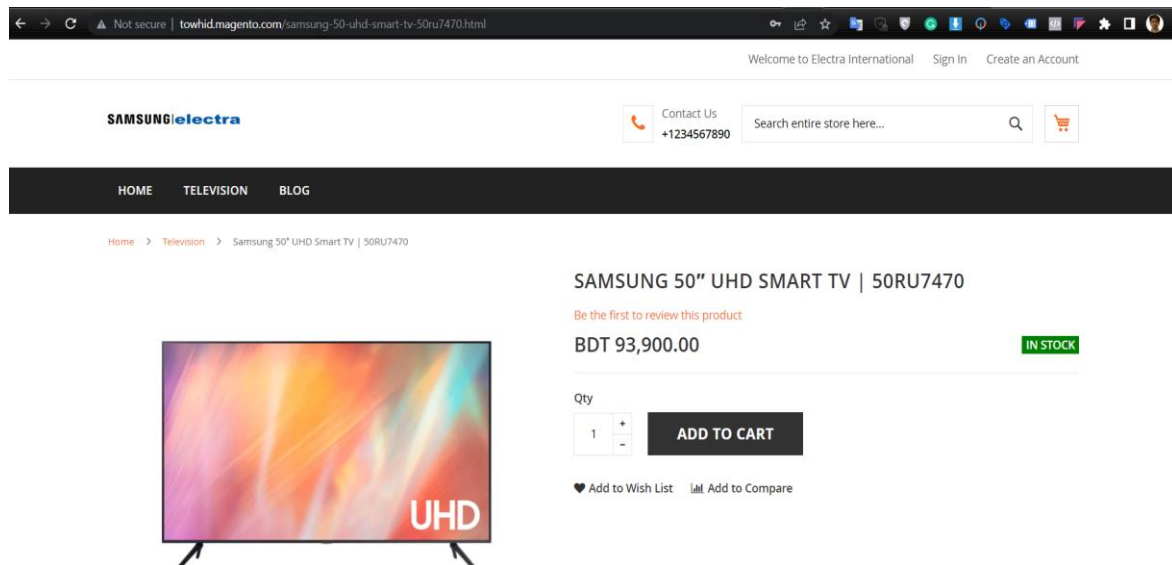


Figure 3.4: Magento 2 Product Page

## Cart:

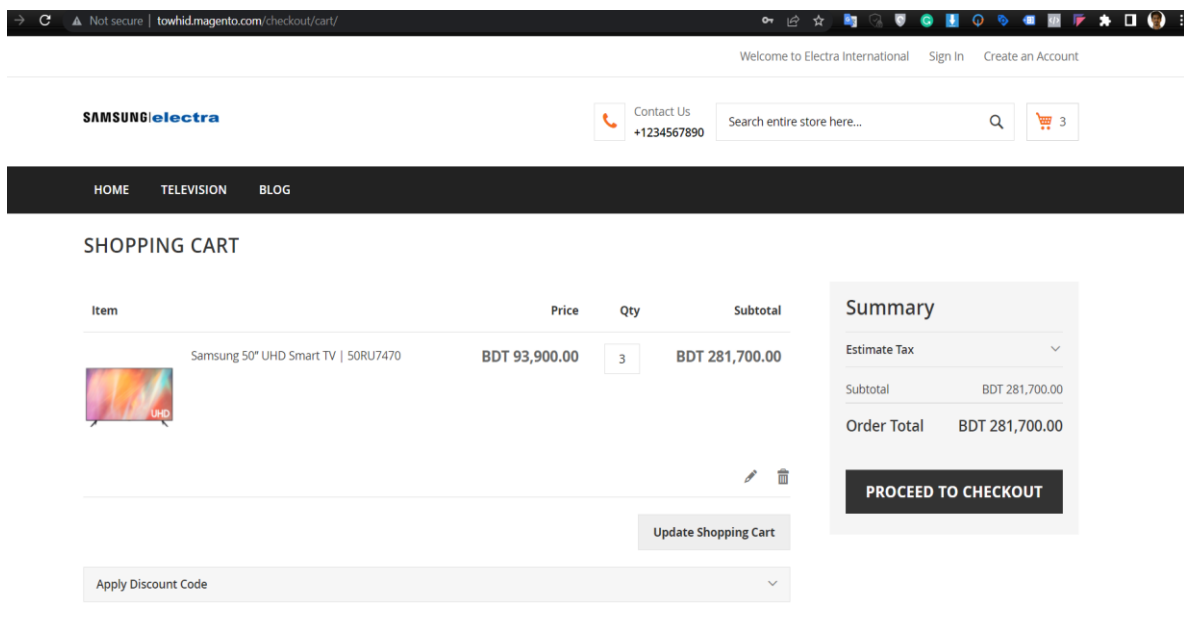


Figure 3.5: Magento 2 Cart

## 3.3 Requirements for Implementation

### 3.3.1 Implementation of Features for Ecommerce Sites:

- User-Friendly Navigation

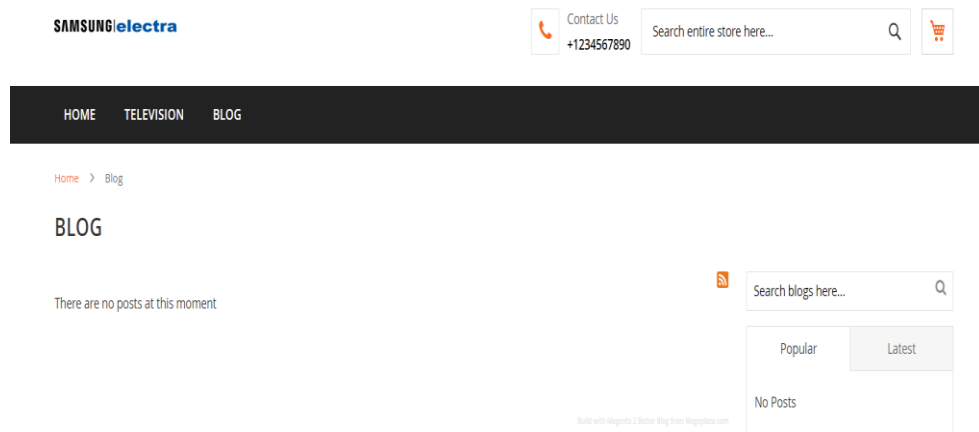


Figure 3.6: User-Friendly Navigation

- Site Search

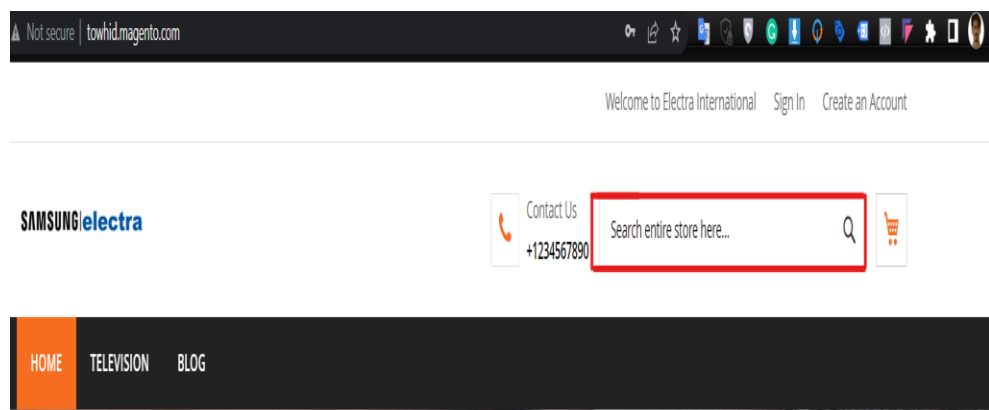


Figure 3.7: Site Search

- Footer Navigation

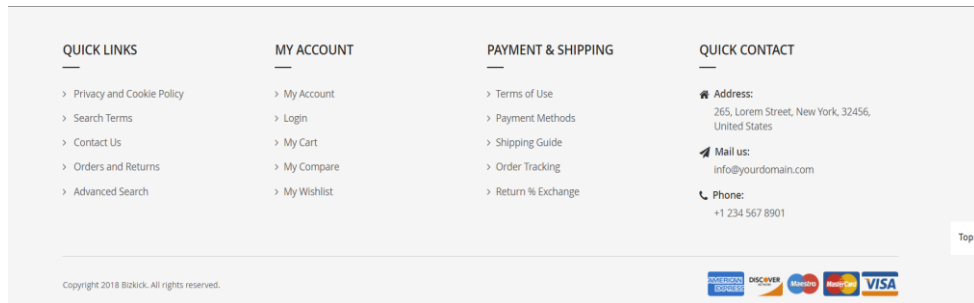


Figure 3.8: Footer Navigation

- Product Videos



Figure 3.9: Product Videos

- Product Reviews:

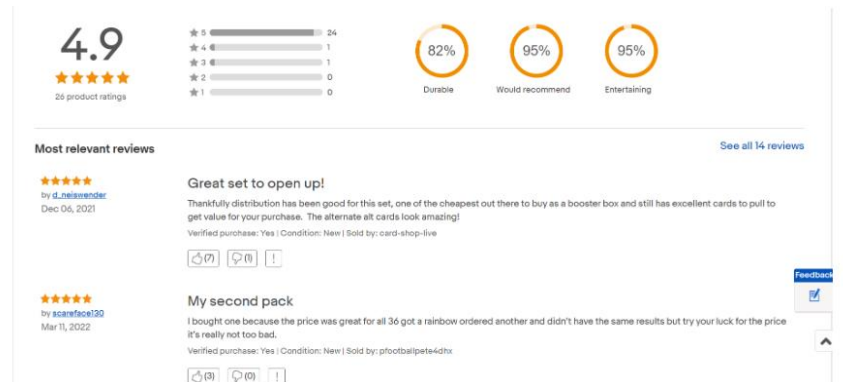


Figure 3.10: Product Reviews

- Generous Return Policy
- FAQ For Products

- FAQ For the Store

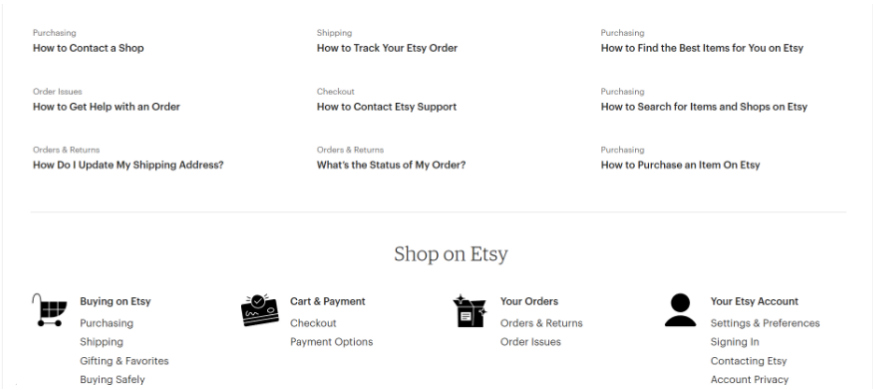


Figure 3.11: FAQ For the Store

- Order Tracking

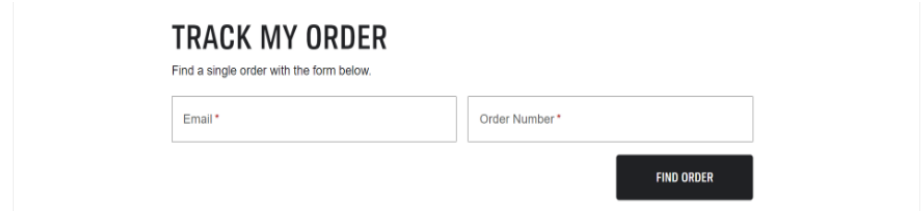


Figure 3.112: Order Tracking

- Email Opt-In

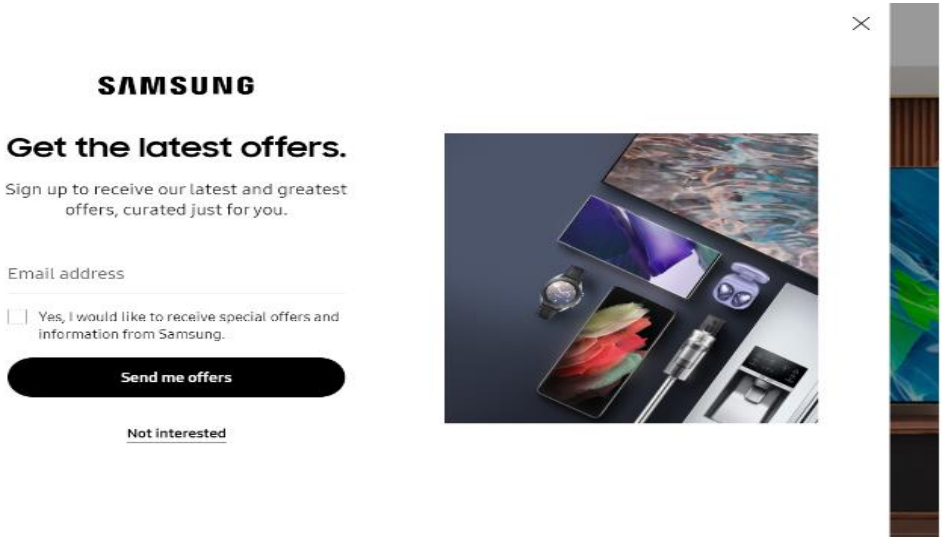


Figure 3.13: Email Opt-In

- Push Notifications
- Chatbots
- Coupon Codes
- Product Availability Filters
- Carousels
- Local Store Information
- Personal Data Policy
- Down Payment & EMI Features

## CHAPTER 4

### EXPERIMENTAL RESULTS AND DISCUSSION

#### 4.1 Experimental Setup:

Our major objective is to learn e-Commerce and Digital Marketing issue and implement a new feature and solve the problem. Here I am executing an e-commerce site based on Home and Kitchen appliances electronics. We Choose the XAMPP Control panel for maintaining the server and Magento 2 website platform with social media marketing Integration.

#### 4.2 Experimental Results & Analysis:

**4.2.1 Integration with Google Spreadsheet Using Google Script:** creating a google Spreadsheet Invoice format using API. that automatically collect data from the website and just one click creates an Invoice for the customer and Seller.

  
**Electra International Ltd.**  
Tropical Mohan Tower 9th Floor, 15/1-15/4 Pragati Sarani, Middle Radha, Dhaka  
(+880) 09639-0230213



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**INVOICE**

---

**Customer Information**  
**Name** Md Morshedul Islam  
**Billing Address** Tika Para, CM School er baccside, Thakurgon Sodor.  
**Shipping Address** Tika Para, CM School er baccside, Thakurgon Sodor.  
**Email ID** morshedbi2010@gmail.com  
**Contact Number** 1723577019

**Order Information**  
**Order Date:** 3-Nov-2022  
**Order No:** 11493 & 11489  
**Payment Method:** Cash On Delivery  
**Bank Name:** DBBL  
**TrxID:** JKGFJDS22D  
**Delivery From:** Central  
**Delivery By:** Sundarban Courier

---

**Product Information**

| Product Model                     | MRP   | Qty | Total MRP | Cashback | Promo Price | eStore Discount | eStore Price |
|-----------------------------------|-------|-----|-----------|----------|-------------|-----------------|--------------|
| Samsung Front Loading Washing Mac | 76900 | 1   | 76900     | 4000     | 72900       | 5103            | 67797        |

---

**In Words:** Two hundred twenty-two

| Remark |
|--------|
|        |

**Payable Amount:** 222  
**Advance:**  
**Due:**

Prepared by

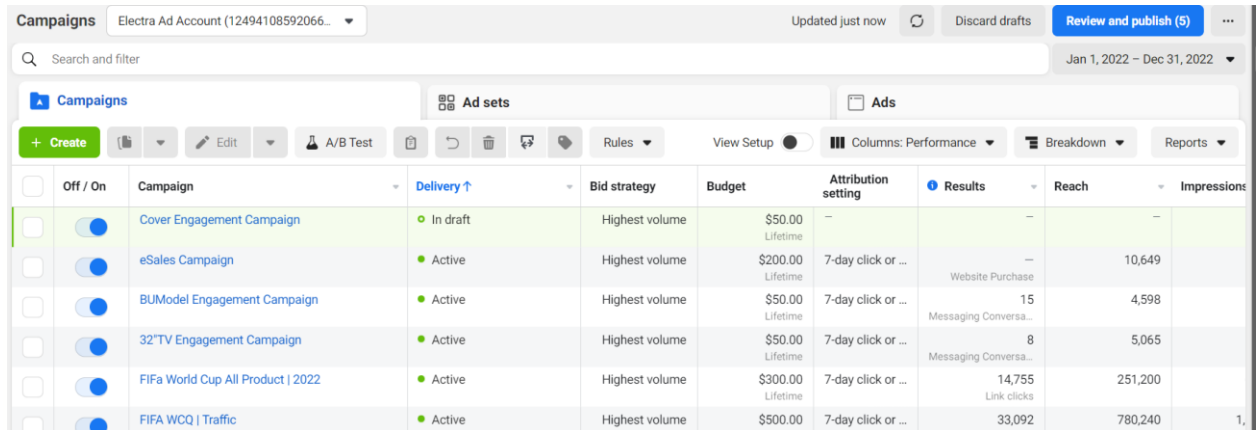
GM ( Sales & Marketing )

Manager ( Accounts )

Figure 4.1: Invoice format making with google spreadsheet

**4.2.3 Social Media Advertising:** design efficient ad campaigns on the most popular social media platforms Get practical guidance on Facebook Ads, Instagram Ads, and other topics.

**Facebook Ads Campaign:** A campaign is a collection of ad sets and advertising designed to achieve a specific goal, such as boosting the number of app installations. A campaign is made up of one or more ad sets. An ad set is made up of one or more adverts. To establish your aims, you'll select an ad objective at the campaign level.



| Off / On                 | Campaign                          | Delivery | Bid strategy   | Budget            | Attribution setting | Results               | Reach   | Impressions |
|--------------------------|-----------------------------------|----------|----------------|-------------------|---------------------|-----------------------|---------|-------------|
| <input type="checkbox"/> | Cover Engagement Campaign         | In draft | Highest volume | \$50.00 Lifetime  | —                   | —                     | —       | —           |
| <input type="checkbox"/> | eSales Campaign                   | Active   | Highest volume | \$200.00 Lifetime | 7-day click or ...  | Website Purchase      | 10,649  |             |
| <input type="checkbox"/> | BUModel Engagement Campaign       | Active   | Highest volume | \$50.00 Lifetime  | 7-day click or ...  | Messaging Conversa... | 4,598   |             |
| <input type="checkbox"/> | 32"TV Engagement Campaign         | Active   | Highest volume | \$50.00 Lifetime  | 7-day click or ...  | Messaging Conversa... | 5,065   |             |
| <input type="checkbox"/> | Fifa World Cup All Product   2022 | Active   | Highest volume | \$300.00 Lifetime | 7-day click or ...  | 14,755 Link clicks    | 251,200 |             |
| <input type="checkbox"/> | FIFA WCQ   Traffic                | Active   | Highest volume | \$500.00 Lifetime | 7-day click or ...  | 33,092                | 780,240 | 1,          |

Figure 4.2: Facebook Business manager Ads Campaign

**Google Ads Campaign:** Google Ads is a Google-created online advertising platform where Marketers compete to show site users brief adverts, service offers, product listings, or videos. It may place advertisements in search engine results, such as Google Search, in addition to on non-search webpages, mobile apps, and media.

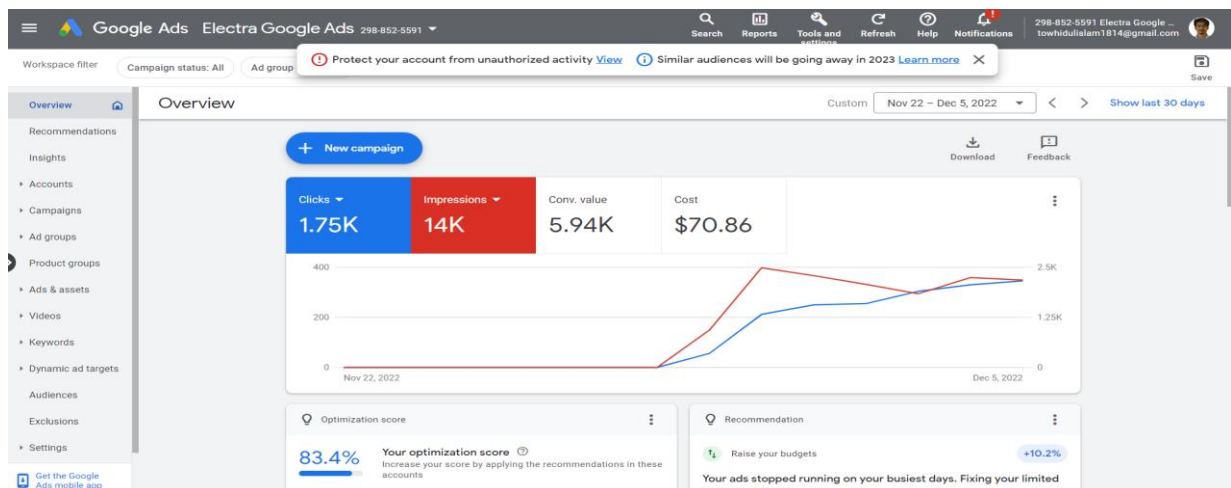


Figure 4.3: Google Business manager Ads Campaign

**Social Media Content:** Create customer-friendly social content for engaging customers to social media sites and increase website Traffic.

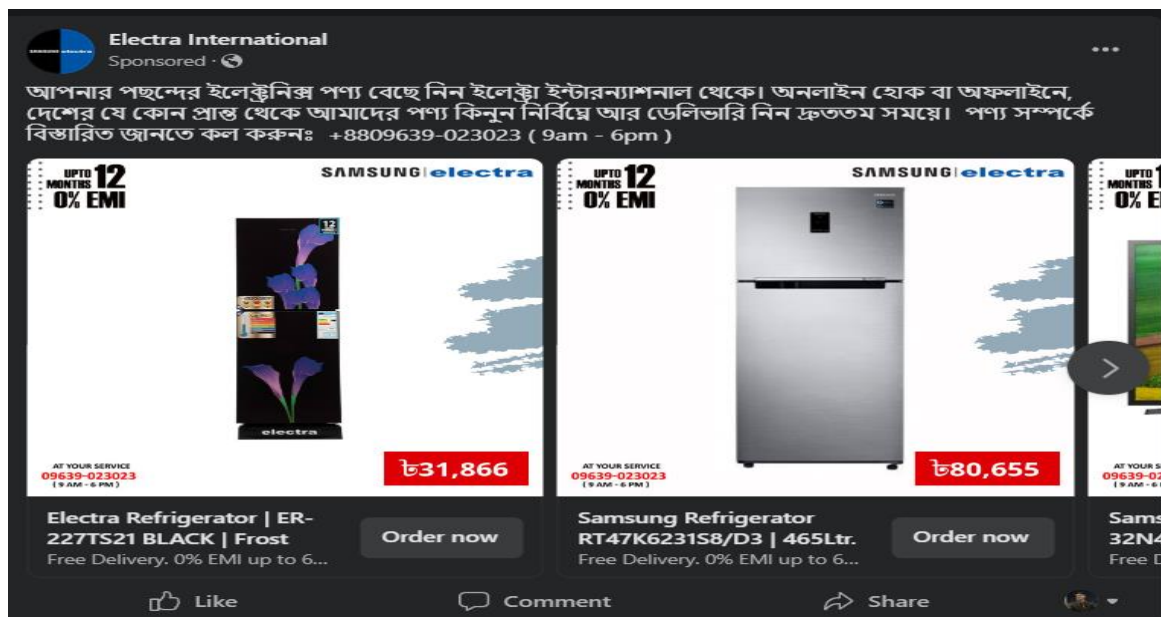


Figure 4.4: Facebook Ads preview

**Integrate Google Analytics:** Integrate Google Analytics for analyzing customer behavior. Google Analytics is a web analytics tool provided by Google that records and reports website traffic. It is now available as a platform under the Google Marketing Platform name.

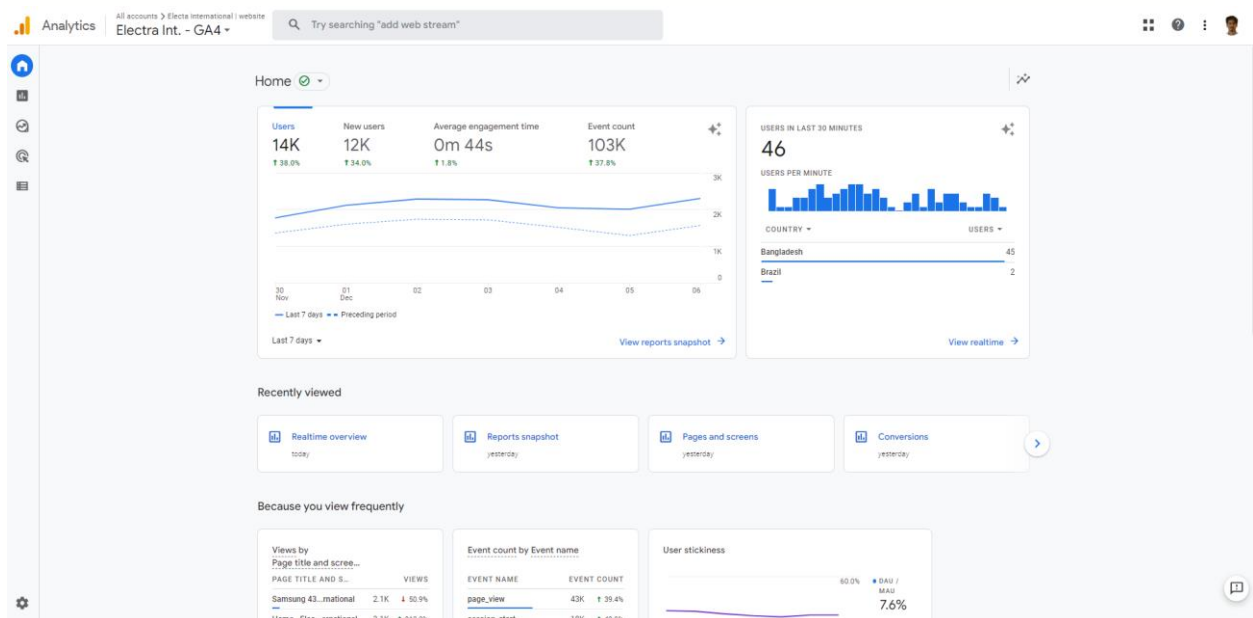


Figure 4.5: Website Google Analytics Realtime Overview

## CHAPTER 5

### Impact on sustainability, the environment, and society

#### 5.1 The Effect on Society

E-commerce will have the most effects on the economy's productivity and inflation. The ongoing growth of online shopping might reduce inflation through more competition, cost savings, and modifications in seller pricing practices.

The definition of e-commerce in the context of business is related to electronic commerce and refers to the trade of goods via the use of technical means. Since the emergence of the Internet, the number of electronic businesses has increased tremendously.

Over 26 million e-commerce websites exist in the globe, and new ones are being launched every day.

Our most recent study indicates that there are already more than 26 million eCommerce sites available worldwide.

| Year | Stores       | YoY Growth |
|------|--------------|------------|
| 2022 | 26.2 million | 39%        |
| 2021 | 19.8 million | 204%       |
| 2020 | 9.7 million  | 5.4%       |
| 2019 | 9.2 million  | —          |

Table 5.1: E-Commerce Sales Growth Overview

In 2021 and 2022, The growth of e-Commerce sites in the world experienced just an incredible explosion.

#### 5.2 Impact on Environment

E-commerce may enhance a country's GDP while also minimizing its environmental impact. According to Generation IM's global study, e-commerce is 17% more energy than traditional

retail shops. Manufacturing, building, warehousing, and product packaging are all business areas that contribute to environmental efficiency. Because they rely less on physical storefronts, online firms have more leeway in implementing techniques that reduce their carbon footprints.

### **5.3 Ethical Aspects:**

Of course, we can't talk about marketing strategies' legal and ethical constraints without mentioning GDPR. It's the most comprehensive data protection regulation in the world. This follows the European Union's recognition of personal data protection as a human right in 2009. Consent, objective restriction, data transmission restrictions, violation of reporting obligations, automatic data processing restrictions, This has imposed a slew of legal and ethical limits on marketing. Indeed, an ethical social media business must now have a range of rules and procedures in place to assure their clients' continuing GDPR compliance.

### **5.4 Sustainability Plan:**

E-commerce is rapidly booming, with revenues estimated to exceed \$1 trillion by 2022. The contemporary e-commerce climate fosters entrepreneurship and encourages businesses of all sizes to compete, with larger market shares and fewer entry hurdles than conventional brick-and-mortar commerce. This constant growth and activity improve the online experience for all clients. Sustainable digital marketing strategy:

- Focus on your WHY
- Understand and adhere to your principles.
- Be open honest, genuine and kind.
- Culturally aware and attentive.
- Pay attention to your audience & Avoid fraud.

## **CHAPTER 6**

### **Conclusion and Implications**

#### **6.1 Conclusion**

If a developing nation uses effective and efficient e-commerce, it can attempt to modernize. Its output will increase as a result, giving it a competitive edge. Globally, eCommerce has been boosted by information technology (IT). Now that marketers can readily assess the effectiveness of their products and businesses, entering a new market is comfortable.

The delivery of services in a variety of areas, including banking, education, commerce, and tourism, has been enhanced through the use of technology. Technology is increasingly being incorporated into services, but there hasn't been nearly enough academic study to look at the impacts of this. E-related problems the growth of trade also poses a severe danger to its long-term viability, necessitating the use of the appropriate marketing approach.

#### **6.2 Implications for Researchers:**

Our study offers several prospects for further investigation because it is conceptual in nature. in terms of the formulation and conceptualization of theories. Additional empirical study is required.

In the world of e-commerce, a sophisticated and thorough search is necessary.

Researchers that are interested in e-commerce broadly will find the study to be eye-opening.

This review article will help readers have a better knowledge of their key factors.

the most recent e-commerce platform that is changing how businesses are done.

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