

Possible impacts of e-commerce: Under the eyes of a renowned embroidery entrepreneur from Ibitinga

Adauto Luiz Carrino¹
Vinícius Pires Carvalho²
Ediel do Nascimento Silva³



10.56238/rcsv14n2-013

ABSTRACT

This study comprises as its theme a look at the impacts of electronic commerce (e-commerce) on local companies in Ibitinga, especially in the bed, table and bath sector, analyzing how the transition to the digital environment is transforming the business scenario and marketing strategies. Thus, the objective is to understand the changes caused by e-commerce, identify the most affected sectors, explore the digital marketing strategies adopted by the entrepreneur and evaluate the benefits and challenges of this transition. To achieve these objectives, the research used a qualitative approach, collecting primary data through a questionnaire applied to one of the main e-commerce CEOs in Ibitinga, in addition to analyzing secondary data from academic articles, market reports and relevant statistics. As a result, the analysis reveals the importance of e-commerce during the pandemic, highlighting effective digital marketing strategies such as SEO, use of influencers, and email marketing campaigns, as well as highlighting the ongoing challenges of competition, cybersecurity, and customer loyalty.

Keywords: e-commerce, e-commerce, Ibitinga. Entrepreneur.

1 INTRODUCTION

E-commerce has established itself as one of the main driving forces of the global economy, significantly transforming the way businesses and consumers interact (Chaffey, 2015). This technological and commercial evolution has caused profound changes in the most varied sectors, influencing from large corporations to small local businesses (Vissotto and Boniati 2013). In the city of Ibitinga, known as the "National Capital of Embroidery", the impact of e-commerce has been particularly relevant, affecting both the business dynamics and the marketing strategies adopted by local entrepreneurs, since in the view of Kotler et al. (2017), marketing is not only a sector of the company, but an essential force with decisive power.

¹ Professor in Marketing and Administration at FATEC Araraquara/SP; PhD in Education from UNESP Araraquara/SP; Postdoctoral student in Communication and Culture at UNISO – Sorocaba/SP.

E-mail: adautomkt@hotmail.com

² Graduating at Fatec Araraquara - Prof. José Arana Varela in the Commercial Management course
email: carva.vp@gmail.com

³ Graduating at Fatec Araraquara - Prof. José Arana Varela in the Commercial Management course
email: edi-el@hotmail.com

With the growing adoption of e-commerce, traditional Ibitinga businesses face significant challenges in adapting to a new economic landscape. The central problem of this study is to understand how this transition to e-commerce is influencing local companies, especially those in the bed, table and bath sector, one of the most traditional in the city.

This study seeks to investigate and understand the impacts of e-commerce in Ibitinga, providing a detailed analysis of the transformations that occurred in the local business scenario. The objective is to analyze the digital marketing strategies used by entrepreneurs in Ibitinga, identifying the main business sectors affected and evaluating the benefits and challenges associated with the adoption of these strategies, all under the eyes of a CEO. Understanding the impact of e-commerce in a traditional market like Ibitinga's is crucial to developing strategies that allow these companies to not only survive, but thrive in the digital environment.

To achieve the proposed objectives, a qualitative research was carried out. The methodology undertaken corresponds to the collection of primary data through a questionnaire directed to a renowned local businessman, this renowned consideration is transmitted through the prestige of this businessman over the years, for his performance, time in the market and upright and effective positioning in the face of market movements in his region. In this way, in particular, this questionnaire was applied to one of the largest CEOs of e-commerce in the bed, table and bath sector in Ibitinga, such a questionnaire can be viewed in full at the end of this study (Appendix A). Thus, secondary data from sources such as academic articles, market reports, and relevant statistics were analyzed to contextualize the research findings, thus relying on a set of contributory data.

The analysis of the evolution of e-commerce over time, with the identification of important milestones in its development, offers a historical and contextual basis for understanding the present scenario (Zwass, 1996). In addition, by collecting data on the perception of local entrepreneurs about the impacts of e-commerce on their business, we seek to capture a direct and personal view of the changes faced. Identifying the most common online marketing strategies and assessing the benefits and challenges associated with adopting these strategies will allow for an in-depth understanding of the competitive dynamics in the digital environment (Kotler et al., 2017).

This study, therefore, not only illuminates the trajectory of e-commerce in Ibitinga, but also offers valuable insights for entrepreneurs, academics, and policymakers interested in understanding and navigating the complexities of e-commerce and digital marketing in local contexts (Wigand, 1997). By exploring the specificities of Ibitinga, we intend to contribute to the development of more effective and adaptive strategies that can be applied in other regions with similar characteristics.

2 THEORETICAL CONTEXTUALIZATION ON E-COMMERCE

Electronic commerce (e-commerce) has undergone a remarkable evolution since its inception, transforming the way consumers shop and businesses operate. The trajectory of e-commerce can be divided into several phases, each marked by technological innovations and significant changes in consumer behavior (Vale; Vigo; Moreira, 2022).

In the 90s, e-commerce began to take shape with the creation of the first online sales platforms, such as Amazon and eBay, which revolutionized the way of doing business by allowing direct electronic transactions between consumers and sellers. This decade was characterized by the consolidation of technological bases, including the expansion of the internet and the development of security protocols for online transactions (Vale; Vigo; Moreira, 2022).

The 2000s brought the popularization of e-commerce, driven by greater internet penetration and the emergence of new payment technologies, such as PayPal (FM, 2023). The integration of social media with e-commerce, with platforms such as Facebook and Instagram, allowed for an even greater reach and the creation of more effective digital marketing strategies (Torres, 2009). This period also saw the growth of specialized virtual stores and marketplaces, which offer a wide range of products and services.

In the 2010s, e-commerce experienced a new wave of growth with the rise of mobile devices and the development of shopping apps, which made it even easier for consumers to access e-commerce platforms (Tblocks, 2022). Emerging technologies such as artificial intelligence and big data have begun to be applied to personalize the user experience and optimize logistics and customer service operations.

The impact of e-commerce is not limited to global markets; It has also significantly transformed local markets. In Ibitinga, a city known as the "National Capital of Embroidery," e-commerce is redefining the local business landscape. Traditionally, the municipality's economy depended on the physical trade of embroidery, fashion and home goods, sectors that are now increasingly migrating to the digital environment.

With the growing adoption of e-commerce, entrepreneurs in the city have been faced with new opportunities and challenges. The need to adapt to digital technologies and develop effective online marketing strategies has become crucial to compete in the global market (Ferreira, 2023). In addition, the integration of e-commerce has allowed bed, table, and bath products to reach a wider audience, expanding their market boundaries beyond the local scope.

3 IMPACTS OF E-COMMERCE AND ONLINE MARKETING STRATEGIES IN IBITINGA

With the advancement of e-commerce, especially during and after the pandemic, the local entrepreneur from Ibitinga has seen significant changes in his business. Collecting data on the perception of this entrepreneur reveals valuable insights into the impacts of e-commerce and the most common online marketing strategies used to compete in the digital environment.

The questionnaire applied as a data collection instrument can be viewed at the end of this study in a structured way (see Appendix A). In this way, we list at this moment a discussion about the answers given by the businessman. We emphasize that the businessman's answers were compiled in a textual way throughout the content below, in order to fluidize the text and better understand the information. In addition, below, we begin the results of the collected data and discussions on the respective topic.

3.1 ENTREPRENEUR'S PERCEPTION OF THE IMPACTS OF E-COMMERCE

The pandemic has accelerated the adoption of e-commerce, transforming consumers' buying behavior and forcing businesses to adapt quickly. The local entrepreneur reported that, during this period, e-commerce has become an essential tool to maintain business continuity and meet the growing demand for online shopping. With the impossibility of operating physical stores due to health restrictions, many local businesses in Ibitinga have invested in digital platforms to reach their customers.

The CEO highlighted that e-commerce provided greater market reach, allowing bed, table and bath products, characteristic of Ibitinga, to be sold to customers in different regions. The possibility of making sales at any time of the day, without limiting the opening hours of physical stores, was also a positive point mentioned. Additionally, the pandemic has emphasized the need to offer a safe and convenient shopping experience, something that e-commerce has been able to meet effectively.

3.2 COMMON ONLINE MARKETING STRATEGIES

To compete in the digital environment, the entrepreneur from Ibitinga has adopted several online marketing strategies. He highlighted the importance of SEO (Search Engine Optimization) strategies to ensure that products appear in the top positions of search results. This involved optimizing the website's content and using relevant keywords to attract organic traffic.

Social media and digital influencers have also played a crucial role. Local companies invested in campaigns on platforms such as Facebook, Instagram, and TikTok, using influencers to expand their reach and engage their audiences. These partnerships have helped build trust and promote products in a more authentic and effective way.

Paid ads were another widely used strategy. Platforms such as Google Ads and Facebook Ads have made it possible to target ads to specific audiences, increasing visibility and sales. Additionally,

personalized email marketing campaigns kept customers informed about new collections, promotions, and events, strengthening customer relationships.

It has also implemented loyalty programs and exclusive offers for repeat customers, encouraging repeat purchases and increasing customer loyalty. Data analysis tools were used to monitor the performance of marketing campaigns, allowing for real-time adjustments to maximize results.

4 FINAL CONSIDERATIONS

It is concluded that the research on the impacts of e-commerce and online marketing strategies in Ibitinga shows the resilience and adaptability of the local entrepreneur in the face of changes in the commercial scenario. During the pandemic, the transition to digital proved essential, providing local businesses with the opportunity to expand their market reach and meet new consumer demands.

The data collected demonstrate that the possibility of making online sales was fundamental for business continuity during critical periods. Even with physical stores closed or operating with restrictions, e-commerce allowed customer service to be maintained, highlighting convenience and security as decisive factors for attracting and retaining consumers.

The online marketing strategies adopted by the entrepreneur, such as search engine optimization, the use of digital influencers, and personalized email marketing campaigns, have proven effective in promoting products and strengthening customer relationships. This multi-faceted approach has been crucial in reaching and engaging consumers in a digitized environment.

However, challenges remain. Fierce competition, the need for cybersecurity, and customer loyalty are ongoing issues that require attention and innovation. The ability to adapt to market changes will be vital to the long-term success of Ibitinga companies in the digital environment.

In summary, this research reinforces the importance of e-commerce and online marketing strategies for the growth and sustainability of businesses in Ibitinga. Understanding the impacts of e-commerce and identifying best practices in digital marketing are essential steps for local business owners to thrive in an increasingly digitized and competitive world.

REFERENCES

- CAVALCANTE, I. C. Silva. **Análise do comércio eletrônico para o empreendedorismo na pandemia da Covid-19**. 2021.
- CHAFFEY, D. **Digital Business and E-Commerce Management**. Pearson, 2015.
- FERREIRA, R. M. **As redes sociais e o crescimento do e-commerce: estudo de casos múltiplos: MusaMakeup e CRU Ecoliving**. 2023. Dissertação (Mestrado em Comunicação Digital) – Universidade de Lisboa, Lisboa, 2023. Orientador: António José Abreu da Silva; Coorientador: Ana Paula Camarinha Teixeira.
- Kotler, P., Kartajaya, H. & Setiawan, I. **Marketing 4.0: Mudança do Tradicional para o Digital**. Coimbra, Portugal: Conjuntura Actual Editora. Trad. Pedro Elói Duarte. (218 páginas), ISBN 9789896942083
- KOTLER, P.; KELLER, K. L.; MANCEAU, D.; HÉMONNET-GOUJOT, A. **Administração de Marketing**. Pearson, 2017.
- MAGNATES, F. C. **The evolution of digital payments and e-commerce**. Finance Magnates, 29 mar. 2023. Disponível em: <https://www.financemagnates.com/fintech/payments/the-evolution-of-digital-payments-and-e-commerce/>. Acesso em: 12 jun. 2024.
- SILVA, W. M. da et al. **Marketing digital, E-commerce e pandemia: uma revisão bibliográfica sobre o panorama brasileiro**. 2021.
- SOUZA, M. E. R. de. **E-commerce e pandemia – uma análise com varejistas de pequeno porte no setor de moda**. 2022.
- TBLOCKS. **How e-commerce has changed over the last 10 years**. TBLOCKS, 8 nov. 2022. Disponível em: <https://tblocks.com/articles/how-e-commerce-has-changed-over-the-last-10-years/>. Acesso em: 12 jun. 2024.
- TOMÉ, L. M. **Comércio Eletrônico**. 2021.
- TOLEDO, P. E. R. De; SILVA, F. B. **O comércio eletrônico brasileiro e sul-americano no cenário da pandemia e pós-pandemia**. 2024.
- TORRES, C. **A bíblia do marketing digital**. 1ª edição. São Paulo: Novatec, 2009.
- TURBAN, E.; OUTLAND, J.; KING, D.; LEE, J. K.; LIANG, T. P.; TURBAN, D. C. **Electronic Commerce 2018: A Managerial and Social Networks Perspective**. Springer, 2018.
- VALE, F. do; VIGO, L. J. da S.; MOREIRA, J. V. B. **E-commerce: A transformação do comércio eletrônico**. 2022.
- VISSOTTO, E. M.; BONIATI, B. B. **Comércio Eletrônico**. Frederico Westphalen: Universidade Federal de Santa Maria, Colégio Agrícola de Frederico Westphalen, 2013.
- WIGAND, R. T. **Electronic commerce: Definition, theory, and context**. The Information Society, v. 13, n. 1, p. 1-16, 1997.

ZWASS, V. **Electronic commerce: structures and issues.** International Journal of Electronic Commerce, v. 1, n. 1, p. 3-23, 1996.

APPENDIX A – DATA C

COLLECTION INSTRUMENT

Research Questionnaire: Impact of E-commerce during the Pandemic

This is an academic questionnaire for a research related to the Commercial Management course at Fatec Araraquara. Please take a moment of your attention to respond to it, you have the freedom to express your knowledge and **opinions comprehensively** . While we've provided a few topics to help you structure your answers, keep in mind that they're not required. The data collected here will only be used for scientific and academic content.

1- How did e-commerce adapt during the pandemic?

- Logistics and delivery strategies.
- Online customer service.
- Changes in best-selling product categories.
- Other. What?

2- What were the main factors that drove the growth of e-commerce?

- Increased demand for online shopping.
- Safety and convenience.
- Expansion of product options.
- Other. What?

3- What is the role of marketing in the success of e-commerce?

- SEO (Search Engine Optimization) strategies.
- Social media and digital influencers.
- Paid ads and email marketing.
- Other. What?

4- How does integrated management contribute to the success of e-commerce?

- Logistics and inventory.
- Customer service.
- Systems integration (ERP, CRM).

-Other. What?

5- What are the challenges faced by e-commerce companies in the post-pandemic moment?

-Fierce competition.

-Cybersecurity.

-Customer loyalty.

-Other. What?

6- How does Marketing or E-commerce contribute to business growth?

- Adaptation and Innovation

- Data Analysis

- Customer Relationship

-Other. What?

7- Is being inserted in e-commerce a competitive advantage in the face of the competition?

- Convenience and Availability.

- Rapid Market Response.

- Technological Innovation.

-Other. What?