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REVIEW ARTICLE

DIGITAL MARKETING IMPLEMENTATION ON DEVELOPMENT AND PROSPECTIVE DIGITAL BUSINESS (CASE STUDY ON MARKETPLACE IN INDONESIA)

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ABSTRACT

The concept of marketing activities using digital marketing can provide convenience in promotion of a brand and product on digital media such as social media that has been integrated with services available on Digital Marketing. The lack of understanding of target customers, does not use social media effectively, does not have a website or does not promote its website, website design is not attractive, does not plan marketing goals, not using SEO and too many strategies is a problem that often occurs on marketplace services in Indonesia. This is what underlies this research in several marketplaces that do not use the concept of digital marketing so that it has an impact on the reduction of sales targets and the number of customers. The aim in this study is to find out and analyze the extent to which marketplace in Indonesia can understand the concept of digital marketing, so as to be able to implement the development and prospects of digital business. This study used descriptive method with a qualitative approach. Data analysis techniques in this study used descriptive analysis and pattern analysis matching. The data used is primary data and secondary data. The study population is 50 of applications websites and marketplace in Indonesia, which used research indicators on the number of monthly web visitors, ranking in the AppStore, ranking on Playstore, and Followers on Twitter, Instagram and Facebook as the limit problem of research. The results obtained showed that Marketplace of Tokopedia, Shopee, Bukalapak, Lazada, Blibli has a very good rating compared to the Favo Website and Applications, Plazakamera, Tees, Qoo10 and Lakan6 which have not implemented a Digital Marketing concept so that there are still application users, which who do not know the existence of the website and application so that it has an impact on the absence of followers through social media Twitter, Instagram and Facebook. This research has a novelty on research methods and research objects in the digital business marketplace in Indonesia which is currently growing very rapidly and has an impact on increasing the number of customers.


KEYWORDS

Digital Marketing, Prospective Digital Business, Marketplace.

1. INTRODUCTION

Technological developments are able to make some marketplaces develop their business by implementing several marketing strategies that have an important role in increasing sales and the number of customers. Digital Marketing has several advantages in marketing techniques that should be widely used by marketplace applications in Indonesia. Implementation of application users in seeing some interesting features makes its own judgment to several marketplace applications in Indonesia. Application users are the determinants of the success of the application of digital marketing in providing online-based information and services and have been integrated with the system in social media services. Social media services are very helpful in increasing sales and the number of customers. Social media services such as Facebook, Instagram and Twitter are one of the most routine applications used to provide information or promo products and services available on the social media application. Digital Marketing is one of the marketing strategies that can increase the number of visits on the marketplace application website in Indonesia. As for the 5 (five) concepts of digital marketing include (1) Digital devices, where marketplace visitors can interact business on various devices such as

smartphones, tablets, desktop computers, smartwatch, TV even game devices, (2) Digital platforms like Facebook, Instagram, WhatsApp, Messenger, YouTube, Twitter LinkedIn, Snapchat, Line and so on, (3) Digital media, which includes various types of advertising media, e-mail, messaging applications, search engines, and social media, (4) Digital data used to collect data about visitor profiles and interactions performed during the use of the marketplace application, (5) Digital Technology using technology to create an interactive experience to application visitors. In addition, understanding of the concept of digital marketing is also one of the important points that must be considered for application service providers. The concept of marketing activities using digital marketing can provide convenience in brand promotion and products on digital media such as social media that have been integrated with services available on digital marketing. The lack of understanding of target customers, does not use social media effectively, does not have a website or does not promote its website, website design is not attractive, does not plan marketing goals, does not use SEO and too many strategies are a problem that often occurs in marketplace services in Indonesia. This is what underlies this research by taking research data from the Marketplace application in Indonesia that does not use digital marketing concepts so that it has an impact on the

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reduction of sales targets and the number of customers. The aim of this study is to find out and analyze the extent to which marketplace applications in Indonesia can understand the concept of digital marketing, so that it can implement the development and prospects of digital business. This study uses descriptive method with a qualitative approach. The data analysis technique in this study uses descriptive analysis and pattern analysis matching. The data used is primary data and secondary data. The research population is 50 of the websites and application of marketplaces in Indonesia, which uses research indicators on the number of monthly web visitors, rankings in the AppStore, rankings in Playstore, and followers on Twitter, Instagram and Facebook as the research problem limit. The results obtained show that marketplace Tokopedia, Shopee, Bukalapak, Lazada, Blibli has an excellent rating compared to the websites and applications of Favo, Plazakamera, Tees, Qoo10 and Lakan6 who have not implemented the concept of digital marketing so that there are still application users who do not know the existence websites and marketplace applications so it has resulted in a decrease in the number of followers through social media Twitter, Instagram and Facebook supported by marketplace data in the second quarter of 2021 viewed based on marketplace and the store obtained as many as 2 marketplaces from 50 marketplaces in Indonesia such as Tokopedia being in first position and Shopee being in second position that consistently uses the digital marketing concept, while marketplace Hijabenka and Sorabel being in first and the last second position. The effectiveness of the use of the concept of digital marketing is very influential on an increase in the number of monthly WEB visitor, AppStore Rankings, PlayStore Rankings and followers on social media such as Twitter, Instagram and Facebook.

2. LITERATURE REVIEW

2.1 Digital Marketing

Digital marketing has several advantages in developing digital business in Indonesia. In practically the use of digital marketing can influence the development of digital business in Indonesia if implementing several digital business strategies. Some development of digital marketing strategies that can be used, among others:

a. Marketing Content

Marketing content has an important role in social media, multimedia, search and mobile. Besides that the need for an understanding of the importance of the trend and how marketing content underlines almost all digital marketing. Content is the basis of all digital marketing and is very important to create brand awareness and explore the crowds of visitors.

b. Mobile marketing

Development and improvement of smart phone users and tablets, making marketing messages and content for mobile platforms into a necessity. From these small devices, many consumers read content, receive emails and even buy products. Therefore, the company is required to immediately redesign the website and blog to be responsive with a mobile device

c. Integrated digital marketing

Social media and content have an important role in search results. Google has created Google+ for various reasons including one of them is to capture social signals. The approach made aims to bind application users indirectly simultaneously to achieve maximum effectiveness.

d. Continuous marketing

Currently marketing strategy is very strong and developing rapidly does not mean it should not do product marketing or promotion offline. The reality is everything found online through social media, Twitter streams and searches through Google requires constant SEO activities, publishing, content creation and marketing.

e. Personalized marketing

The usual marketing approach in traditional media and television becomes less effectively due to media saturation, can be seen from the existence of personalized marketing on e-commerce sites, e-mail and websites that adjust to advertising and user interfaces for the interests of the relevant consumers. When visiting an online business and visiting again later, the website will get the visitor data by integrating with emails

that have been spads with products visited when shopping online. The web will capture visitors' habits such as reading data, presenting relevant information and applying intelligence. This trend is driven by technology using "Big Data" so that it can increase marketing effectiveness.

f. Visual marketing

The development of visual marketing was first introduced by YouTube and this had an impact on the presence of other visual marketing services such as Instagram, Pinteres and also slideshare. In the past 6 months, visual marketing has been at a new level and application provider can utilize this marketing trend as one way to increase engagement online.

3. PROSPECTIVE DIGITAL BUSINESS

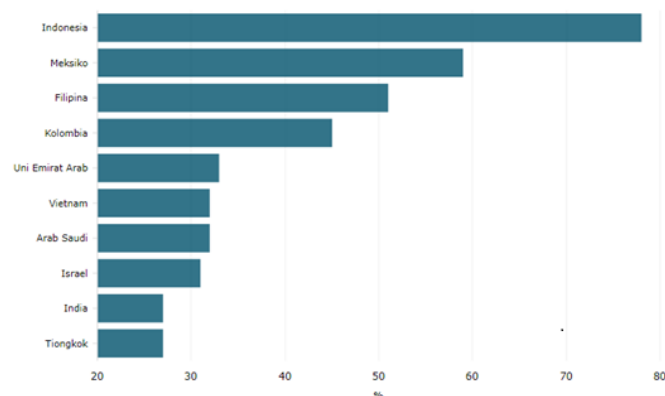
Digital business developments in the use of electronic and digital equipment currently used as a medium of communication and relationship of digital business are much faster than the use of the same way to trade or buying and selling transactions (e-commerce). Based on this phenomenon, the prospect or business opportunity appears for companies that can help company management in implementing various types of communication, collaboration, and digital services that occur in the backoffice section of the company on the backoffice concept such as e-procurement, e-supply chain, ERP, and the others, in principle the company is used to improve the quality of communication between the division and between companies and its business partners. The tendency of increasing this type of digital business is based on a research that says it turns out that approximately 40% of the total costs of the company are allocated to take care of matters relating to conventional traffic information. Currently of digital business companies have a very rapid development in Indonesia, it is proven that the company that was successful was achieved by those who were able to combine the concept of traditional physical value chain (a series of conventional business processes) with the virtual value chain (a series of virtual business processes). In the eyes of digital business customers there are three very important flows, namely the flow of products or goods purchased, the flow of information on the buying and selling documents, and transaction payment grooves. It can be seen here that the flow of products or goods is usually handled by a series of conventional business processes (warehouse and distribution), while for information and payment grooves are handled virtually (via the Internet). To be successful, the company must be reliable in handling the three glow of the entit. Large prospects available for those who have products or services relating to the incorporation of traditional physical value chain with virtual value chain. Digital businesses can develop if other components in the digital business system environment also grow and develop simultaneously. Whatever a large internet community and high e-Commerce transaction needs for example, but not accompanied by infrastructure readiness, legal availability, and sufficient security guarantees for digital business people. In the other words, the opportunity to do business is still wide open for those who can cover the development of this overall digital business system, especially those concerning the infrastructure and digital business superstructure in Indonesia.

4. MARKETPLACE

An e-marketplace is a virtual information intermediary embedded in industrial network and facilitated by telecommunications, created to enable multiple buyers and suppliers to exchange information and complete transactions (Zwass, 1999). E-marketplaces once exploded in almost every industry but have gone through a period of consolidation after 2002. While it was once predicted that more than 80 % of the Global 1000 companies would participate in B2B marketplaces by 2002 - and 100,000 of these marketplaces would be operational by 2001 worldwide (Gartner Group Report, 2001), there are now less than 1000 B2B emarketplaces world wide with the majority being located in North America and Europe (Standing et al, 2006). As e-commerce develops, new marketplaces emerge. The biggest players offer practically all types of products that can be purchased from bricks & mortar stores. Their platforms often offer items that are only available there, e.g. hand-crafted goods. However, just like there are specialized online shops, marketplaces also become segmented. Consequently, platforms focusing on specific products and business areas have been launched, e.g. fashion, electronics, home or hand-crafted items. An omnichannel strategy is yet another emerging trend, based on the seller's presence in various online and off-

line sales channels. Some marketplace owners expand and launch traditional sales channels, and some of the biggest websites open their own marketplaces. Another group of emerging marketplaces are platforms available only to business clients (B2B). The reasons driving both individual and business clients are largely the same. Low prices, time savings and convenience are the most important ones. Additionally, businesses want to buy as many goods and services as possible from one place and want to integrate their processes with a selected B2B operator. Research shows that business using online purchasing systems can save up to 15%. Some marketplaces seek ways of generating additional revenues other than from sales commission. One such example may be fulfilment services, consisting in the marketplace taking over processes related to warehouse logistics, i.e. receiving goods, storage, picking, packing, shipping and handling returns (Semeijn et al., 2005).

Marketplace part of e-commerce is a place where commercial interaction between sellers offering goods and services to consumers directly (Warnaby, 2016; Kervenoael, 2018). British research institute, Merchant Machine, released a list of ten countries with the fastest e-commerce growth in the world. Indonesia leads the ranks of other countries with a growth of 78 percent in 2018



(Source: databoks.katadata.co.id)

Figure 1: Ten countries with the fastest e-Commerce growth in 2018

Refer to Figure 1, according to Melissa Ries (General Manager of Asia Pacific and Japan, Tibco Software) There are four main factors that contribute to the fast growth of e-commerce in Indonesia: First, an increase in smart phone penetration. Second, middle class developing with more income big. Third, foreign investment in the e-commerce platform by leading companies from China and the West, especially through a significant partner joint ventures or such as Tokopedia investors, Alibaba Group, Softbank Vision, Sequoia Capital, Capital Venture companies are famous as Google's initial investors And there are East Ventures, one of the most active venture capital in Indonesia. The four swift evolution of payment infrastructure such as DOKU, OVO, funds and others that allow consumers without a bank account to make online purchases. Two of the four Unicorn Indonesia is a marketplace, this is an interesting thing

because Marketplace is a place that can increase the participation of the wider community as a business actor (Kimura, 2018). The development of entrepreneurial capacity will drive new businesses that can drive the economy and create jobs (Tan, 2017; Saren, 2019; Yu, 2019).

5. METHODOLOGY

This study used descriptive method with a qualitative approach. Data analysis techniques in this study used descriptive analysis and pattern analysis matching. The empirical data can come from many sources, such as observations, field notes, interviews, documents, surveys, etc. (Trochim 1985, 1989). The data used is primary data and secondary data. The data population in this research is 50 of applications websites and marketplace in Indonesia, see Table 1, which used research indicators on the number of monthly WEB visitors, ranking in the AppStore, ranking on Playstore, and Followers on Twitter, Instagram and Facebook as the limit problem of research.

Online Store				
Shopee	Zalora	Jam Tangan	Bobobobo	Muslimarket
Tokopedia	Matahari	Otten Coffee	Bro.do	Blanja
Bukalapak	Alfcart	Mapemall	Sorabel	Monotaro.id
Lazada	Fabello	Asmaraku	Electronic City	Sophie Paris
Blibli	Jakarta Notebook	Orori	Qoo10	Mamaway
Orami	Elevenia	Sephora	Hijup	Bukupedia
Bhinneka	Jakmall	PlazaKamera	Pemnz	Maskoolin
Ralali	Laku6	My Hartono	Dinimarket	8Wood
JD ID	iLotte	Mothercare	Hijabenka	VIP Plaza
Sociolla	AliExpress	Berrybenka	Tees	Weshop

Source: <https://iprice.co.id/insights/mapofecommerce/>

6. RESULT AND DISCUSSION

The concept of digital marketing in developing the strategy and prospective digital business in Indonesia affects several marketplaces to provide contents creative and interesting content related to products and services that are integrated with several social media applications. Based on online store data in Indonesia which using several research indicators obtained the results of the research analysis as follows:

1. The results of the analysis data at the 3rd quarter of 2020 obtained marketplace application data "Muslimarket" and "Maskoolin" being in the last position from 44 marketplace applications in Indonesia. The consumer still do not know the presence of the marketplace application due to the lack of interest and the enthusiasm of consumers to download the application, so impact in a decrease the number of monthly WEB visitors. Beside that, information obtained by consumers regarding product descriptions and services available in less effective applications was carried out either through social media or through electronic media such as advertising on television.

No	Online Store	Monthly WEB visitors	Rangking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook
1	Shopee	965.323.00	#1	#1	486.100	5.965.200	18.870.500
2	Tokopedia	84.997.100	#2	#4	611.900	2.120.700	6.385.100
3	Bukalapak	31.409.200	#4	#5	193.800	1.123.600	2.501.900
4	Lazada	22.674.700	#3	#3	398.300	2.327.200	30.072.000
5	Blibli	1.869.500	#5	#6	504.500	1.334.500	8.568.100
40	Hijup	39.500	#31	n/a	5.600	1.161.600	310.000
41	Hijabenka	26.500	#24	n/a	2.500	626.300	749.800
42	Tees	21.900	n/a	n/a	9.400	6.800	55.300
43	Maskoolin	12.200	n/a	n/a	6.300	n/a	106.100
44	Muslimarket	11.500	n/a	n/a	700	22.800	214.400

Source: <https://iprice.co.id/insights/mapofecommerc>

2. The results of the analysis data at the 4th quarter of 2020 and the 1st quarter of 2021, obtained the same data marketplace application of "Muslimarket" and "Tees" being in the last position from 41 marketplace applications in Indonesia. The decline in the marketplace application "Tees" proves that the digital marketing concept has not been effective and consistently used and this has an impact on the lack of application users to visit or have an account and register into the marketplace application

service. In the marketplace application "Muslimarket" there is still no increase from the previous quarter and this can be seen that the application has not implemented effectively about the concept of digital marketing, see Table 3 so that it has not positive impact for the consumers regarding the description and function of the presence of the marketplace application.

Table 3: Online Store Data in the 4th Quarter of 2020 and 1st Quarter of 2021

No	Online Store	Monthly WEB visitors	Rangking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook
1	Shopee	129.320.800	#1	#1	541.700	7.100.000	19.908.390
2	Tokopedia	114.655.600	#2	#4	710.400	2.400.000	6.372.160
3	Bukalapak	38.583.100	#7	#7	199.600	1.363.070	2.514.260
4	Lazada	36.260.600	#3	#3	411.400	2.600.000	30.461.740
5	Blibli	22.413.100	#6	#5	514.800	1.389.780	8.539.020
37	Pemzm	69.200	n/a	n/a	1.340	27.000	29.630
38	Dinomarket	63.200	#28	#27	34.100	44.330	42.120
39	Hijabenka	23.900	#25	#25	2.460	624.000	745.190
40	Tees	20.500	n/a	n/a	9.380	6.860	54.970
41	Muslimarket	9.500	n/a	n/a	720	22.500	212.860

Source: <https://iprice.co.id/insights/mapofecommerce/>

3. The results of the analysis data in the 2nd quarter of 2021 obtained marketplace application competition data for "shopee" experienced a decline from the quarter previously, see Table 4, the number of monthly WEB visitors was in the second position from "Tokopedia" which has the highest position of monthly WEB visitors. The same thing happens in the marketplace application "Muslimarket" which is shifted by the

marketplace application "Sorabel" being in the last position from 39 marketplace applications in Indonesia. This proves that the concept of digital marketing is very effective if done continuously with the aim of improving the quality of products and services and also provides the latest information about the products and services available in the marketplace application.

Table 4: Online Store Data in the 2nd Quarter of 2021

No	Online Store	Monthly WEB visitors	Rangking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook
1	Tokopedia	147.790.000	#2	#4	853.000	3.828.300	6.525.650
2	Shopee	126.996.700	#1	#1	6.038.000	7.757.940	21.8559.70
3	Bukalapak	29.460.000	#6	#5	215.600	1.661.140	2.518.990
4	Lazada	27.670.000	#3	#2	430.000	2.975.370	31.364.410
5	Blibli	18.440.000	#8	#7	529.600	1.622.480	8.598.260
35	Bobobobo	83.800	n/a	n/a	3.350	147.100	219.450
36	Qoo10	44.000	#22	#21	n/a	2.100	532.050
37	Tees	26.300	n/a	n/a	9.160	7.090	54.240
38	Hijabenka	19.700	#20	#25	2.410	626.670	744.730
39	Sorabel	14.800	#19	#14	13.400	1.001.060	4.276.500

Source: <https://iprice.co.id/insights/mapofecommerce/>

Development of digitalization in Indonesia, which is increasingly growing very rapidly resulting in the growth of online store applications is also higher because it is supported by enthusiasm for application users who prefer the content of the marketed products. Differences in product content make some Marketplace application make changes from all services available in the consumer marketplace application. Data analysis from each quarter proves that only 2 marketplace applications was always being in positions 1 and 2, this proves that the application is committed to always maintaining consumer satisfaction by providing information and education through social media and electronic media through television broadcasts.

7. CONCLUSION

Based on the results of research and data analysis that has been carried out can be concluded that:

1. The concept of digital marketing in developing digital business prospects is the key to the success of a marketplace application in Indonesia. Development of digitalization services is one of the opportunities for marketplace application providers to be able to improve content creativity and marketing products that not only use marketplace applications but also use social media in providing information and education regarding product descriptions to consumers.

2. Matching pattern analysis from the analysis results obtained for online store competition in each quarter show different patterns, it can be seen from the consistency of the Marketplace application that can survive in the Appstore position and on the Playstore

3. Increasing the number of monthly WEB visitors into one of the most important assessments due to monthly web visits is expected to have a positive impact on consumers before registering and downloading the marketplace application

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