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Consumer Marketing Strategy and Improvement of Electronic Commerce

Abstract

In the modern era, consumer marketing strategy and the development of electronic commerce are directly related to the digitalization of the economy. As a result of the growth of digital platforms, consumer behavior, purchasing habits and market relations have changed radically. Consumer-oriented marketing strategies are now based on personalized offers, data analytics and artificial intelligence-based decision-making processes. Improving electronic commerce requires not only strengthening the technological infrastructure, but also optimizing the customer experience, increasing online payment security and building digital trust. Consumer-centric approaches enable e-commerce businesses to expand their market share, strengthen customer loyalty, and gain competitive advantage in the digital environment. Social media marketing, content strategies, and omni-channel sales models play an important role in this direction. At the same time, the application of artificial intelligence, big data, and automation technologies in e-commerce increases decision-making agility and operational efficiency. Thus, consumer marketing strategy and e-commerce improvement act as a mutually integrated process. Their harmonious development creates conditions for the formation of a competitive, sustainable, and customer-oriented economic model in the modern business environment.

Keywords: *marketing, strategy, commerce, improvement, customer*

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İstehlakçı marketinq strategiyası və elektron ticarətin təkmilləşdirilməsi

Xülasə

Müasir dövrdə istehlakçı marketinq strategiyası və elektron ticarətin inkişafı iqtisadiyyatın rəqəmsallaşması ilə birbaşa əlaqəlidir. Rəqəmsal platformaların artması nəticəsində istehlakçı davranışları, satınalma vərdişləri və bazar münasibətləri köklü şəkildə dəyişmişdir. İstehlakçı yönümlü marketinq strategiyaları artıq fərdiləşdirilmiş təkliflər, məlumat analitikası və süni intellekt əsaslı qərarvermə proseslərinə söykənir. Elektron ticarətin təkmilləşdirilməsi isə yalnız texnoloji infrastrukturun gücləndirilməsini deyil, həm də müştəri təcrübəsinin optimallaşdırılmasını, onlayn ödəniş təhlükəsizliyinin artırılmasını və rəqəmsal etimadın formalaşdırılmasını tələb edir. İstehlakçı mərkəzli yanaşmalar e-ticarət müəssisələrinə bazar payını genişləndirmək, müştəri sadiqliyini möhkəmləndirmək və rəqəmsal mühitdə rəqabət üstünlüyü əldə etmək imkanı yaradır. Bu istiqamətdə sosial media marketinqi, kontent strategiyaları və omni-kanal satış modelləri mühüm rol oynayır.

Eyni zamanda, elektron ticarətdə süni intellekt, böyük verilənlər (Big Data) və avtomatlaşdırma texnologiyalarının tətbiqi qərarların çevikliyini və əməliyyat səmərəliliyini artırır. Beləliklə, istehlakçı marketinq strategiyası ilə elektron ticarətin təkmilləşdirilməsi qarşılıqlı inteqrasiya olunmuş proses kimi çıxış edir. Onların harmonik inkişafı müasir biznes mühitində rəqabətqabiliyyətli, dayanıqlı və müştəri yönümlü iqtisadi modelin formalaşmasına şərait yaradır.

*Açar sözlər: marketinq, strategiya, ticarət, təkmilləşdirmə, müştəri*

Introduction

In the modern era, the process of global digitalization has had a fundamental impact on the formation of consumer marketing strategies and e-commerce systems. The rapid development of information and communication technologies has changed market relations and replaced traditional sales models with online platforms (Rosário, Raimundo, 2021). The rise of the digital economy has brought consumer behavior to a new level, bringing personalized marketing approaches and artificial intelligence-based decision-making processes to the fore (Madanchian et al., 2024). The intensification of the competitive environment in the field of e-commerce is forcing businesses to use more flexible and innovative strategies. In this context, consumer-oriented strategies focus on customer experience and ensure the preparation of personalized offers that are tailored to their needs and expectations (Migkos, Giannakopoulos, Sakas, 2025; Sardianou, 2025). At the same time, data analytics through artificial intelligence, big data, and automated algorithms increase the efficiency of marketing decisions and create conditions for strengthening the emotional bond between the consumer and the brand (Acatrinei, 2025). The integration of digital marketing and e-commerce is not limited to increasing sales volumes; this process also serves to increase brand value, promote social responsibility, and form sustainable consumption patterns (Sharabati et al., 2024; Florea, Croitoru, Diaconeasa, 2025). In this regard, the improvement of e-commerce and the optimization of consumer marketing strategies can be considered as one of the main driving forces of the modern economy (Rosário, Raimundo, 2025; Figueiredo, Ferreira, Abrantes, Martinez, 2025; Kamyabi, Özgit, Ahmed, 2025).

Research

The relationship between consumer marketing strategy and e-commerce has become one of the main decisive factors in the economic competition environment in the modern era. Digital transformation processes have changed the business model of enterprises, bringing them to the stage of customer-oriented management and analytical decision-making. The main goal of digital marketing is to understand consumer behavior, correctly identify market segments and form a loyal customer base through individual experiences (Rosário, Raimundo, 2021; Theocharis, 2025).
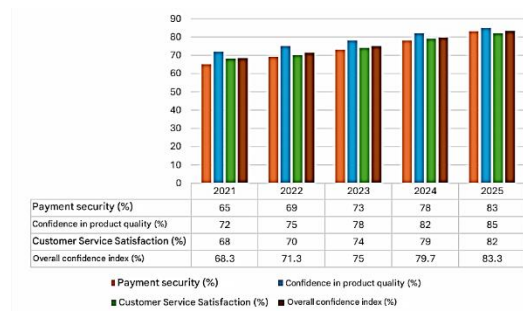
Graphic 1. Global e-commerce turnover (2019–2025, in trillions of US dollars).
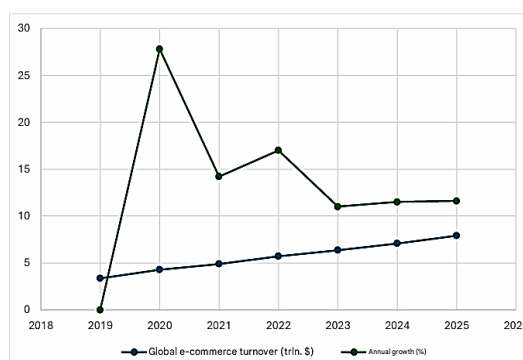
Source: Statista Global E-Commerce Outlook (2025); MDPI (Rosário, Raimundo, 2025).

As can be seen from the table, the global e-commerce market has shown stable growth over the past six years. In particular, in 2020, the growth rate during the pandemic was 27.8%.

Graphic 2. Consumer confidence in e-commerce (2021–2025, in percent).

	2021	2022	2023	2024	2025
Payment security (%)	65	69	73	78	83
Confidence in product quality (%)	72	75	78	82	85
Customer Service Satisfaction (%)	68	70	74	79	82
Overall confidence index (%)	68.3	71.3	75	79.7	83.3

Source: Florea, Croitoru, Diaconeasa (2025), JTAER; Acatrinei, 2025.

Consumer trust is a crucial indicator for the sustainable development of e-commerce. As security, product quality, and customer service improve, the overall trust index also increases.

Conclusion

As a result, changing consumer behavior, the importance of personalized offers, and increasing digital trust are driving the continued development of e-commerce. As can be seen from the analyzed tables, the level of trust in payment security, product quality, and customer service increased by 15-18% between 2021 and 2025, which demonstrates the impact of digital transparency and innovative marketing technologies.

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