



MARKETING STRATEGIES: FROM DOOR TO DOOR TO EVANGELISM TO E-COMMERCE, AND M-COMMERCE MARKETING

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Abstract:

Investigate and demonstrate the usefulness of the traditional marketing model in developing digital marketing strategies. Digital marketing has contributed to the global market through the use of internet providers as support to their main business. The Internet arose as a new mode of mass communication. The Internet differs from other forms of mass media communication in that it is a low-cost two-way communication medium that allows people on both sides of the communication channel to communicate with one another. As a result, most people have shifted their information gathering from traditional mass media to the Internet. During the same time, globalization became a reality. Because the world has been viewed as a global village, further research could look into m-commerce as a marketing strategy.

JEL: M10; M31

Keywords: e-commerce, e-marketing, distribution channel, m-commerce, marketing strategy

1. Introduction

Marketing research and practice have expanded significantly, from an emphasis on marketing as a functional management issue to a broader focus on marketing's strategic role in overall corporate strategy. This expansion of the marketing concept to include both strategic and operational decisions has resulted in a conflation of marketing and strategic management. Managers all over the world are recognizing the growing importance of developing marketing strategies for their companies to compete effectively in global markets. The emergence of a more open global economy, globalization of

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consumer tastes, and the development of a global commercial web have all increased the interdependence and interconnections of markets around the world.

Marketing strategies are a critical component on which businesses rely. Any company that achieves great success must stick to its strategy while also finding new ways to improve it regularly.

As a highly successful business-to-business marketer, marketing must increasingly develop its strategies for a variety of products and services within the organization.

Numerous strategic frameworks have been proposed to assist organizations in marketing themselves, and marketing has aided in the formulation of strategies ranging from the traditional way of doing things to the digital world. It also aids in keeping customers informed of current products and services.

1.1 Door-To-Door Marketing

Door-to-door is a technique that is commonly used to sell, market, advertise, and campaign to sell or publicize a product or service, in which the person or persons walks from one house to another's door. People who use this sales method are often referred to as salespeople or archaic drummers, and the technique is also known as direct sales at times. They are referred to as travel salesmen or drummers. When another sales manager tries to reach an agreement to visit a salesman, this variation involves first cold calling.

Outside of major cities, this was a common method of distributing goods, with salesmen known as peddlers and hawkers, who were often self-employed. With the massive growth of retail shops in the nineteenth century, and the development of mail-order and, eventually, internet sales, it became less important in advanced economies, except in a few fields, such as home repairs and improvements.

Direct sales in the western world are also known, but typically include home-selling situations, like requests from door to door, appointments, referrals and products, catalogs, and the Internet to distribute data. Direct sales companies depend more on the design of sales skills than on personal contacts like publicity (Vander Nat & Keep, 2002). Direct dealers are usually independent contractors and not employers and direct selling opportunities open to people from all backgrounds, levels of experience, and personal features. D2D is a business activity of significant importance both in financial and human terms (Brodie et al 2002b, p.67).

Although the impact of internet marketing has not yet been clear (Peterson et al., 1997), the different marketing environment in which the internet operates is agreed upon (Ruiz & Soriano, 2002). No wonder even DSOs, which mainly depend on personal sales relations, include the internet in their marketing strategy and want to be present on the internet. In the last decade, DSOs were increasingly connected to the Internet to promote customer products and businesses or to contact salesmen and women. This research is aiming to contribute to a better understanding of how DSOs are using the Internet.

Although the oldest marketing method known to mankind, direct sales are poorly understood Albaum (1992) direct sales are often confused with direct marketing (Bauer

and Miglautsch, 1992), at times direct sales are incorrectly equated with unwanted pyramidal developments (Ella, 1973; Vander Nat & Keep, 2002). Almost all DSOs use independent self-employed contractors, who normally undertake a part-time selling function. Usually, the salespersons begin with high expectations but in many cases, their work is harder than they think, and in that way, that direct selling companies face high turnover (Wotruba & Tyagi, 1991).

The salesperson's impact on satisfaction with the consumer is significant, because direct sales may be defined as *"the obtaining of orders and the provision of consumer goods by private persons, normally in their own homes or places of work, in transactions initiated by a salesperson"* (Berry, 1997). The main methods of direct selling include individual sales at home, individual sales at a workplace, sales parties at a consumer's home, and a workplace, church, and other local sales parties (Peterson et al., 1989). They should possess (ideally) certain distinctive characteristics, require some demonstration, and successfully create repeated sales by direct sell (Peterson & Wotruba, 1996). The products may be "large tickets" or "low tickets." We say 'large ticket' for direct sales for a single item of a consumer transaction of over € 125 and 'low tickets' of under € 125. Apart from large direct sales tickets like vacuum cleaners, where DSOs are often using trained direct sellers full-time, most DSOs are dependent on those whose direct sales are part-time (Berry, 1997). DSOs can use one of two organizational structures: multilevel or single level Biggart (1989). *"In a multilevel (ML) organization (also known as a network marketing organization), direct salespeople recruit, train, and supervise other direct salespeople who join the recruiter's organization."* In exchange, *"the recruiting salesperson is compensated for both the sales of organization members and his or her sales. In a single level (SL) organization, salespeople do not build their organizations through recruiting and training, but instead, focus their efforts on selling and earning compensation based on their sales"* (Brodie et al., 2002b). Several authors have researched direct selling, either on the DSO's or on the consumer's side (Ajayi & Oyedele, 2020; Wotruba, 1990; Wotruba & Tyagi, 1991).

1.1.1 Evangelism Marketing

The word "evangelism" is derived from three words that mean "bringing good news." Evangelism marketing is a novel approach to word-of-mouth marketing. Customers who are pleased with a particular product or service may persuade others to make a purchase decision and use the same. Customers act as voluntary advocates for the product by spreading the benefits of the product for the company in this way. Affiliate marketing and evangelism marketing are two terms that are used interchangeably. Affiliate marketing is performance-based marketing in which each customer receives an incentive in the form of money or money's worth for each new customer brought in by him. An evangelist customer, on the other hand, freely communicates their opinion and attracts new customers based on their belief in the customer. In this case, the evangelist thinks for the benefit of others, whereas the affiliate works for his or her benefit. An evangelist works purposefully, and they are recognized as key influencers of a company's product or service. Because they work for no pay, new customers regard their recommendations

as more credible and trustworthy. Brand evangelists express their views on a brand based on previous positive experiences with the product or brand. Customers who continue to influence the wants and desires of other prospective customers are referred to as "Customer Evangelists".

The word evangelism is deeply linked to Christianity, where evangelism refers to the deed of intensely preaching evangelization to spread the doctrine of Jesus. The Evangelist hopes to bring more people into the fold of Christianity by preaching so vigorously (White Estate, 2017). Due to this religious utilization, in marketing theory, "evangelism" was used to describe the technique of companies that encourage existing customers to spread the brand's good message to other people. The hope is to buy that product for those who receive this positive message. Marketing by Evangelism is therefore the technique used to encourage existing customers to hire new customers. It should be recalled that an existing customer is a brand evangelist, that it is not sufficient to buy a product repeatedly because it would be just a repeated customer or at the most loyal client (McConnell & Huba, 2003). In addition to buying the product repeatedly, customers must bring new customers into their word of mouth propaganda to qualify as brand evangelists. Ann McGee-Cooper, a client of South West Airlines, is the best example of a brand evangelist. Terrorists using passenger aircraft have paralyzed the US passenger airline industry during the terrorist attack on the pentagon and world trade center on 11 September 2001. One of the worst affected was South West Airlines. In October 2001, the president of South West Airlines received a letter in which Ann McGee-Cooper informed him that she persuaded her customers, friends, and family to fly to South West Airlines, buying tickets for themselves. In addition to the letter, she wrote a \$500 check to the airline that it was much more needed than it was. She also bought the company's stock. Therefore Ann McGee-Cooper was a customer and not only a faithful customer (McConnell & Huba, 2003). A brand evangelist not only buys the brand and advises others of it, but sometimes it dislikes competitive brands (Becerra & Badrinarayanan, 2013). Evangelical marketing focuses on the creation of a widespread and ever-growing brand evangelist that recruits and thus increases its sales through word-of-mouth. Evangelism marketing will also turn new customers into brand evangelists to establish a permanent cycle of the brand evangelist (Fitzgerald Bone, 1995).

1.1.2 Factors influencing Brand Evangelism

Brand evangelism is primarily a particular behavioral pattern for a customer that not only buys but also recommends that others buy the product. There are thus two stakeholders: (1) the customer and (2) the brand in this phenomenon. Several studies have attempted to identify the customer's personality features and brand features that affect brand evangelism patterns of behavior. The evangelist behavior of a customer has something to do with his personality. Researchers have tried to link brand evangelism with the five individual characteristics of the five-factor personality model (Mc Crae & Costa Jr., 2003). The personality of anyone can be studied by measuring five factors: open-mindedness, consciousness, extraversion, agreement, and neurotics. According to that personality

model, openness to experience is a personality characteristic of a person who can try new things and accept ideas and beliefs which are unconventional.

Conscientiousness is also a personality feature that allows a person to control the display of impulsive conduct. The effects of their activities are known to them and thus they are more aim-oriented. Extraversion is a characteristic feature that enables the person to show outstanding and socially confident behavior. They like to meet new people and prefer others' companies. Agreeability is a feature of a person who can trust and work together with others. They don't prefer arguments, they don't conflict. Finally, Neuroticism is a characteristic that shows low emotional stability. People with high levels of neurotics are frightened, concerned, and thoughtful. All situations are viewed negatively and less able to cope with stress every day. A study by (Doss & Carstens, 2014) was found that brand evangelism has a high degree of correlation with extraversion, openness, and neuroticism. Similarly, in a study conducted by (Aydin & Hatice, 2017), Brand evangelism is highly co-connected with extraversion and openness. The characteristics of the brand also influence the behavior of the evangelist. These characteristics are however very difficult to identify and find. Even if identified, they could be brand-specific and could also relate to some of the brand evangelist's personality. There are, however, some studies in this area that shed light. Two of those characteristics, namely brand trust and brand identification, have been identified by (Becerra & Badrinarayanan, 2013). Brand trust is the name given to a set of attributes of the product which makes the customer has such a high degree of emotional attachment with the product so that he is willing to rely on the product, irrespective of the risk or uncertainty associated with it. Brand identification, on the other hand, is the name given to a set of attributes of the product which makes the customer wants to identify him with the brand. These studies attempt to link the two characteristics to three characteristics of brand evangelism, namely the intention to purchase the brand, the will to recommend the brand, and the determination to counter competitive brands. The study found brand confidence in buying intensity as well as brand recommendation to be very positive. The study also found that brand identity correlates with the brand recommendation and competitive brand opposition to a high level of positive value.

1.1.3 Creating Brand Evangelists

It is not an easy task to build a brand evangelist. Companies must adopt various strategies to transform their customers into brand evangelists. A quality product is a first and foremost necessity. Only if the quality of the product is good and the brand is well known will a customer suggest another product. One approach that companies can adopt is the continuous online and offline collection of customer feedback. The feedback needs to be received and analyzed by dedicated personnel. The feedback corrections must be taken and communicated to the customer immediately. After a customer is satisfied that his complaints are properly resolved, he will probably recommend the product to other customers. The next strategy to be implemented is to build a customer community to meet and share. The shape of the customer community depends on the type of product

and also the available resources, from business to business. The formats can be Facebook, WhatsApp, online newsletters, email newsletters, fan sites. They can be in the form of online communities. It may also be clubs or associations in the real world, organizing regular meetings and fairs. A corporate evangelist can be appointed to coordinate the activities of the members of such communities. Its job is to spread the brand's core values to customers they also stay in close contact with the most valuable brand clients so that the brand reputation in the eyes of the elite customers can continuously be improved. Large companies such as Apple, Google, and Sun Microsystems have been appointed such corporate evangelists. Another strategy to be adopted is to smartly create an online and an offline buzz about the brand. In this connection, the word 'buzz' means the total of all communication persons on a brand. Buzz would thus include all the communication about the product that exists in the chat rooms, bulletin boards, Facebook pages, Instagram pages, WhatsApp groups, forwarded emails, YouTube, etc. To create a positive buzz the Facebook pages, Instagram pages, YouTube upload, etc., should be frequently updated and all new positive information about the product must be provided. It is necessary to encourage customers to access these social media sites to share information with friends, families, etc. Last but not least, companies must try to create a cause and make the customer identify with the cause of their product. When the client identifies himself with the cause, he will probably spread the word to other people and persuade them to purchase the product. He called Reliance Jio 4G services in September 2016, when Mukesh Ambani launched them, as a way to meet India's Prime Minister's Digital dream (Desk T., 2018). Reliance Jio attempted to launch an affordable Internet mobile cum service to connect it with the government of India's official Digital India project. It appears that this strategy has worked well for Reliance Jio. Some of the mobile users, who first saw Mukesh Ambani's speech on TV and social media, appeared to have decided to test Reliance Jio services. These customers spread the word to other people, many of whom went on to purchase the same, after being satisfied with the services provided by Reliance Jio. Conformity Jio has so good marketing strategy that it became India's third-largest telecom operator with revenue market share within nineteen months of its launch (Desk, 2018). Now, it is also the biggest provider of the 4G Internet Service (Telecom Lead, 2018). The strategies mentioned above are just a few of the many available strategies to develop brand evangelists. One or more strategies may be used by a company. The company must, however, closely coordinate and monitor its marketing department with its different strategies. There must be dynamic strategies that The Company must be prepared to modify as necessary.

1.1.4 E-commerce

The Internet hasn't been a new concept for more than 30 years. To research and connect university computers throughout the country, the US government developed the Internet. The government split the Internet into two sections in the early 1980s, one for government use and the other for education and research. Since then, the Internet has boomed and has reached more than 30 million households and organizations worldwide.

As the Internet grew, it became business-oriented, such as product sales over the internet. The concept of e-commerce has now become known. Today's e-commerce is an industry worth \$300 billion. Therefore, from a business standpoint, it is an important area to address. This huge market is an excellent place for organizations to promote themselves and their enterprises. Since e-commerce expansion, organizations have been falling short; customer demand is so high that many sites cannot meet demand. Unable to match demand in the future, customers' trust in this already intangible means of business will be destroyed. To continue to attract and maintain customers, this means of business must focus on satisfying every customer. Fierce competition exists on the other hand and the creation of demand is vital to the survival of many companies. Recommendations can be drawn when the marketing mix is applied to e-commerce issues.

1.1.5 Advantages of E-commerce

For most organizations that choose to use this way of operating, e-commerce has many advantages. One of the major advantages is that the automation of storage and inventory costs is reduced. Electronic commerce is also largely independent of size; any organization can operate via the Internet. The Internet also reduces the benefit of big business compared with small companies, as it makes the playing field slightly different (Wilder, 1998). Organizations can reach globally difficult areas otherwise. It's good because it enables people who can't buy your product in their home region global communication and products. E-commerce companies will also increase their accessibility and create a 24-hour business, enabling people to shop when it suits them (Pallab, 1996). E-commerce also enhances publicity and allows a wider range of segments. It's also self-selective; I want to learn about your organization or products and people who are interested in your site (Wehling, 1996). Perhaps the biggest benefit of e-commerce is its marketing in itself (Wehling, 1996). E-commerce also allows companies to provide customers or potential customers with information. It is also a unique and relatively inexpensive form of marketing research (Pa lab, 1996)

1.1.6 Deficiency Attached to E-commerce

Dispatch has become a difficult task for companies to handle with such a rapid growth of the Internet. Many companies cannot manage the number of orders effectively with such an increase in demand. The demand puts a burden on the process of inventory handling, packaging, and home supply. Some of the problems with distribution are not the fault of e-commerce companies. The suppliers are not efficient in handling the demand increase, but the e-commerce company is blamed on its clients. This problem is essential for a firm to overcome; the entire experience of online purchasing will be assessed by the customer. For example, the technical outcome of the satisfaction level will be affected when the product is purchased, and the e-commerce company does everything correctly and the shipper does not perform its task properly. Customers will evaluate the entire transaction, so it is essential to select the proper shipper. Many transactions can take a particularly long time over the Internet. At one point, customers

will forget the transaction if they have to wait for prolonged periods, particularly if it is available to local retail sellers. The time needed to complete a transaction for a customer affects potential sales (Harvard Business Review, 2000). Many times, why clients do not complete the transaction has to wait until the transaction is concluded (Harvard Business Review, 2000). For e-commerce companies, the lack of automatic inventory and delivery systems are problems. This lack of technology underlines a company's ability to meet customers' requirements within a brief period. Many companies will crash before they upgrade to logistics automation systems, according to management from Federal Express (Wilson, 1999). Many of the early e-Commerce companies outsource the control and distribution of orders (Haywood, 1989). For some companies, this is a problem because shipping costs have shown themselves to be a major deterrent to customers buying online, and storage and distribution systems are not established to manage e-commerce. Websites may also be difficult to find for some employers who could deter potential customers from an online purchase. Even if the potential client knows what he wants, it can be a long job to find the website that offers the best price. It can help with search engines like Yahoo or Excite, but searches are very widely conducted, sometimes finding the website takes too long. This could lead buyers in local retailers to buy the product (Mardesich, 1999). Their research confirms this problem, according to Resource Marketing. Only one-third of them generated the relevant web pages in their recent study of 45 search sites (Mardesich, 1999). It is difficult for a customer to get an understanding of the product when they find a product they want (Mardesich, 1999). When buying online, there are a lot of intangibilities, for example, buying items sold in sizes. The fact that e-commerce cannot try products is an obstacle to increasing sales and competing with local retail outlets. Although e-commerce separates itself from the traditional retail outlet, it still must compete with them. For example, when purchasing an item online, the price of the actual good offered is often cheaper online, but the high cost of shipping decreases the advantage of buying online. If a compact disk costs five dollars online and then costs six dollars to ship, it ends up costing about the same amount as priced in local retail outlets (Wilson, 1999). Customer service online is a current drawback of e-commerce. Many companies have poor online service. According to Resource Marketing, their results show that only 10 out of 45 sites offered fair warranty and return services (Mardesich, 1999). E-commerce companies also must deal with seasonal changes; their inability to handle high-demand periods, such as Christmas is an important challenge. Not handling the demand increases effectively reduces the confidence of online buyers or potential online buyers. Some e-commerce companies have been involved in unethical marketing tactics. E-commerce Company, Buy.com has been under fire for false advertising (Foster, 1999). With Buy.com using tactics such as, bait-and-switch, it reduces the image of e-commerce as a whole. Buy.com is also known to post really low prices to lure customers into the site, and then tell the customers that the promotion has expired (Foster, 1999). Some companies are also selling their customer list, creating dissatisfaction among current online buyers. External factors are something that affects the entire industry.

1.1.7 E-Commerce Marketing Practice

E-business is the use of electronic means and a platform to conduct a company's business. E-commerce means that the company or site offers to transact or facilitate the selling of products and services online. E-Commerce has given the rise in turn to e-purchasing and e-marketing. E-purchasing means companies decide to purchase goods, services, and information from various online suppliers. Smart e-purchasing has already saved companies millions of dollars. E-marketing describes a company's efforts to inform buyers, communicate, promote, and sell its products and services over the internet. (Philips, & Kevin, 2009, p. 474-475)

Online retail sales have exploded, growing at 30% a year and Online retailers can predictably provide convenient, informative, and personalized experiences for vastly different types of consumers and businesses. by not having to bear the cost of maintaining retail floor space staff, and inventory, online retailers can sell low-volume products to niche markets. (Philips, & Kevin, 2009, p.474-477)

Three key aspects in which online retailers compete among themselves are as follows.

- 1) Customer interaction with the web site,
- 2) Delivery of the product, and
- 3) Ability to address the problem when they occur.

E-commerce is recognized for its ability to allow the business to communicate and to form transactions anytime and anyplace. Business can be conducted through the internet, does not matter where an individual is currently located. The power of e-commerce allows geophysical barriers to disappear, making all consumers and businesses on earth, potential customers, and suppliers to be connected easily. E-commerce has grown in importance as companies have adopted pure-click and brick-and-click channel systems.

We can distinguish between pure-click and brick-and-click channel systems adopted by companies.

- Pure-click or pure plays companies are those that have launched a website without any previous existence as a firm.
- Bricks-and-clicks companies are those existing companies that have added an online site for e-commerce. Click-to-brick online retailers that later open physical locations to supplement their online efforts.

1.1.8 Pure-Click Companies

There several kinds of pure-click companies such as search engine, internet service providers (ISPs) content site, transaction site, and enabler sites, commerce sites sell all types of products and services, notably books, music, toys, insurance stock, clothes, financial services, and so on .commerce sites use various strategies to compete AutoNation, the number of USA auto nation, hotel.com, the information leader in hotel reservation; buy.com, the low-price leader, and wine spectators, a single-category

specialist, break-through marketing: amazon.com describes that quintessential online retailer.

According to a consumer survey which suggests that the most significant inhibitors of online shopping are the absence of pleasurable experience, social interaction, and personal consultation with a company representative; for example, Ritz camera and other's use like online chat to give potential customers immediate advice about products for sale on websites. Another benefit of providing live sales assistance is the ability to sell additional items when a representative is involved in the sale, the average amount per order is typically higher. online footwear retailer Zappos offer first turnaround and free returns for a wide selection of shoes and finds that two-thirds of purchases during any one day are from repeat customers. B2B Market also need to put a human face on their e-commerce presence, and some are doing so by taking advantage of web 2.0 technologies such as virtual environment, blogs, online video, and click-to-chat

1.1.9 Case Study: Breakthrough Marketing of Amazon.Com

Amazon.com was founded by Jeff Bezos in July 1995 as the world's largest book store. A virtual book store that physically owned no book stores, amazon.com promises to revolutionize retailing, and although some may debate whether that was accomplished, Bezos blazed an e-commerce trail of innovation that may have studied and followed.

Amazon.com set out to create personalized storefronts for each customer by providing more useful information and more choices that could be found in your typical neighborhood bookstore. Readers can review books and evaluate them on a one-to-five rating system, and browsers can rate which reviews are helpful and which are not. Amazon.com recommendation service aggregates data on buying patterns to infer who might like which book. The site offers peeks into books content, index, and beginning feature that pages with a "search inside the book" features that lets customers search the entire text of 120,000 books about as many titles as are in a Barnes and Noble book store. Amazon.com one-click shopping lets the buyer purchase with one click.

Amazon.com also established itself as an electronic market place by enabling merchants of all kinds to sell items on amazon.com. it power and operates a retail website for target, the NBA, Timex, and marks & spencer, Amazon.com derives about 40% of its sale from its million-plus affiliates called "association". Independent sellers or businesses that receive commissions from referring to the amazon.com site customer.

To overcome the lag between purchase and delivery of the product, amazon.com has offered fast, expensive shipping for a \$79 annual fee. Amazon.com prime offers unlimited free express shipping for most items. Amazon.com has also diversified its product lines into DVDs, music CDs, computer software, Video games, electronics, apparel, furniture, food, toys, and more. It has established separate websites in Canada, the United Kingdom, Germany, Austria, France, China, and Japan and moved into the black in 2003. revenue exceeded 10 billion in 2006 (Philips, K. and Kevin, L. K. (2009) Page 474-475).

A willingness to invest in the latest internet technology to make online shopping quicker, easier, and more personally rewarded was a key to Amazon.com's success in all these different ventures. Launched in 2002, the amazon.com web project has opened its databases to over 65,000 programmers and companies, which in turn have created a money-making site, new online shopping, and innovative service to the 800,000 or so active seller. Amazon.com one application was a service, scout pal that turned call phones into mobile bar-code scanners, Amazon.com next more; The firm is spending heavily in development to allow consumers to download video, music, and book as Jeff bozos write in his letter to shareholders in 1997.

E-commerce is an innovative concept of advanced technology, and hijack by bozos to create Amazon.com as an online buying platform for customers (Philips, K. and Kevin, L. K. (2009), p. 474-475).

1.1.10 Brick-and-click Companies

Many brick-and-mortar companies debated whether to add an online e-commerce channel for fear that selling their products or services online might produce channel conflict with their off-line retailers, agents, or their stores. Most eventually added the internet as a distribution channel after seeing how much business their online competitors were generating.

Yet adding an e-commerce channel creates the threat of a backlash from retailers, brokers, agents, and other intermediaries. The question is how to sell both through intermediaries and online. There are at least three strategies for trying to gain acceptance from intermediaries .one, offer different brands or products on the internet. Two, offer off-line partners higher commissions to cushion the negative impact on sales. Three, take orders on the website but have retailers deliver and collect payment.

1.1.11 M-Commerce

Consumer and business people no longer need to be near a computer to send and receive information. All they need is a cell phone or personal digital assistant (PDA). While they are on the move, they can connect to the internet to check stock prices, the weather, and sports scores' send and receive e-mail messages, and place online orders. A whole field called telematics places wireless internet-connected computers in the dashboards of cars and trucks and makes more appliances (such as computers) wireless so they can be used anywhere near the home. Many see a big future in what is now called m-commerce for mobile.

2. Literature Review

There are various theories, but they are irrelevant to the purpose of these studies. This paper will apply two theories from Ajayi and Oyedele (2020): crowdfunding and SMEs funding in Nigeria-pros and cons.

2.1 Technology Acceptance Model (TAM)

Fred D. Davis in 1985 proposed Technology Acceptance Model (TAM) through his doctoral thesis at Massachusetts Institutes of Technology (MIT), USA. He anchored on the previous work of Fishbein and Azjen (1975) who formulated the theory of reasoned action. The model was designed to show how individuals accept and make use of technology in decision-making. The theory is based on how users faced the challenges of new technology. The decision to adopt this new technology depends on three factors and these are perceived usefulness, perceived ease to use, and individual attitude towards usage. Davis (1986) stated that perceived usefulness is based on individuals' belief that technology will enhance activity performance; perceived ease to use is the individual belief that technology will enhance freedom from physical effort whereby technology is seen as an alternative better option than its substitutes. Besides, perceived usefulness and perceived ease to use is seen to drive the attitudes toward the usage of technology in decision making which is a determinant factor in accepting technology.

2.1.2 Johari Window Model

The Johari Window Model, derived from the work of Joseph Luft and Herry Ingham (1955), is an excellent graphic depiction of the relationship between individuals and self-understanding. Luft and Ingham named this Jahari model after quick names, Joe and Harry; it's named a window because of its four quadrants. It's often referred to as a self-awareness disclosure or input model, and some people call it an information-processing tool. The Johari window represents information-feeling, experience, views, attitudes, skill, intentions, motivation, etc. Within or about a person about group .it is widely used to understand self, to achieve personal development, improve communications, interpersonal relations, group dynamics, team development, and finally to strengthen inter-group relations. This study uses the Johari window model to explain individual or group intentions before considering E-commerce and M-Commerce Feedback, trust, improve communication is to be established through an e-commerce platform to facilitate interpersonal relationship amongst individual and groups.

3. Methodological Considerations

We have created a research methodology, including detailed interviews with a representative sample of 18 successful business owners, to better understand how marketing strategy works and how we intend to use the Internet (from the 46 business owners that we found operating in Ilorin West local government area, Ilorin, Kwara state: responding rate 20%). We asked questions about the relationship of door-to-door marketing and evangelism and Internet platform users such as e-commerce and m-commerce in this interview, and encouraged business owners to express their views. The results showed as follow:

- Two business owners have stated that the Internet is an additional channel to their main business;

- Two business owners have said the internet has been a good chance to boost its main business;
- Two business owners have stated that the internet is of great importance for the contact company and salespeople;
- Two companies have a website of their own;
- Ten owners said the world would be door to door, and the world would be linked by the market of E-commerce and E-commerce as a world town.

4. Conclusion

In today's dynamic, fast-changing, and intense global competitive environment, increased global and regional competitions have led firms to determine how to create or sustain a competitive advantage through marketing strategies.

A rapidly changing environment with frequent abrupt changes necessitates the development of firms' capacity to lay a good marketing strategy to outperform competitors. This research article summarized the benefits derived by an organization from marketing strategies ranging from door-to-door to evangelism to e-commerce and m-commerce marketing, as well as how they can be implemented using the internet platform. Further research in this marketing area may be beneficial in today's fast-paced business environment.

Conflict of Interest Statement

The authors declare no conflicts of interests.

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