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The effects of Rate & Review on E-commerce

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ABSTRACT

Marketing is important for companies to sell their product or goods to consumers with special concepts. In an organization, research & development department creates a new product for customer needs while marketing department creates a concept or idea for the new product to reach easily to customers. However, in 21. century, marketing definition is changed in order to keep consistency in trends. Digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. As digital platforms are increasingly incorporated into marketing plans and as people use digital devices instead of visiting physical shops, digital marketing campaigns are became more prevalent and efficient. Digital platforms provide lots of e-commerce website for consumer to find best price for a product. However, the important step to make a purchasing decision is based on the comment or consumer generated rating or reviews. With digital marketing, companies encourage consumers for reading/writing reviews for the product. Thus, in this study the relation between Rate & Review, which is a new word of mouth, and purchase motivation in E-commerce will be analyzed.

KEYWORDS Digital marketing; e-commerce; Rate & Review

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