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**The Strategizing Marketing Activities in Increasing
Awareness For e-commerce Enterprise: A study of
Akulaku**

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Chapter 1: Introduction

1.0 Introduction

The fast and dramatic changes in information technology specially in last one decade has given new concept of marketing in which buyer and seller do not see each other face to face nor see the goods physically; the whole transaction is carried out with the help of 'on line' communication. The entire deal is carried out with the help of computer – telecommunication and net working with associated hardware.

My thesis will **explain and describe the strategizing marketing activities in increasing awareness for e-commerce enterprise**: A study of Akulaku. The journal referred is based on the awareness level in e-commerce, the business model of e-commerce, and the marketing strategies for e-commerce.

Online shopping, or "e-commerce" is the area in which almost every enterprise will enter and make the best use of it in the future, many products have started to be put up for online sale. The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide (Chandra and Sinha, 2013). As people devote more of their leisure time to online activities such as social networking, gaming and web surfing, digital shopping is becoming a normalized activity in many regions (Jiang et al., 2013). The growth rate of internet usage, which is also one of the major factors that influences online shopping services, has been increasing over the past few years (Ilias et al., 2012) Social commerce, however, is oriented toward social goals, such as networking, collaborating and information sharing, with a secondary focus on shopping (Wang and Zhang 2012).

The academic studies on online shopping that have been broadly issued are more concentrated on the study in nations outside Malaysia, such as India. (Poonam Chalal, 2015) Study topics on precise issues in Malaysia are rarely stressed.

The total value of e-commerce in Malaysia is expected to increase from RM7.35 billion (USD1.00 = RM3.65) in 2003 to RM66.80 billion in 2008 (Chew, 2007). The value of business-to-business (B2B) transactions in Malaysia is expected to grow from RM6.80 billion in 2003 to RM60.50 billion in 2008, while for business-to-customer (B2C) the value is expected to grow from RM0.55 billion in 2003 to RM6.30 billion in 2008 (Farrah Fadil, 2009) (Asia Pasific Telekom Research Ltd., 2006).

Online business can be an imperative apparatus for development in creating nations, and a couple of makers have highlighted the potential advantages of electronic business for such countries (Moodley and Morris, 2004; Molla and Licker, 2005; Kshetri, 2007; Datta, 2011) as the unmistakable quality of online business is creating at a worldwide level (Datta, 2011).

One variable that may impact the degree to which e-commerce initiatives and plans are successful is organization information ecology. The information ecology build alludes to the information environment condition inside the firm involving numerous interdependent social and cultural systems which affect the creation, use of information, and distribution (Brian Detlor, 2006) (Davenport, 1997).

The lack of awareness of e-commerce business may contributed by absence of internet access and computers (Siti Noor Mohamed Zawawi, Sharifah Norzehan, Syed Yusuf Norziaton Ismail Khan, 2004). Having a computer is the initial step to be connected with the internet for online shopping (Insa-Ciriza, 2001).

With headways in mobile technologies and wireless, mobile commerce (Felix T.S., Chan Alain, Yee-Loong Chong, 2013) (m-commerce) has developed as one of the developing growing business model that have pulled the attention of both organization and reseracher (Felix T.S., Chan Alain, Yee-Loong Chong, 2013) (Feng et al., 2006).

The conclusion can help Akulaku to strategize their marketing strategy in order to increase awareness their existence in Malaysia e-commerce industry. All the data act as the evidence that their company as an e-commerce platform are decreasing in term of awareness.

1.1 Overview/ Background of study

Akulaku is a South-East Asia's e-commerce platform or online shopping destination that provides instalment base payment. Founded in May 27, 2016, the company is presence in Malaysia, Indonesia and the Philippines. Their parent company is called Silvr and it based in Shenzen, China. Their parent company business is focused on global remittance and money transfer, online payment solutions, and financial auxiliary services. Akulaku Malaysia currently employs 30 workers.

As we know e-commerce are operated 100% solely on mobile digitize or online platform, Akulaku are operated in Google play store for android user and for