

## BUSINESS PLAN FOR OPENING AN ONLINE STORE SELLING UNIQUE BABY CLOTHES - SO CUTE! WITH EMPHASIS ON ONLINE MARKETING

## PLANO DE NEGÓCIO PARA A ABERTURA DE LOJA VIRTUAL DE ROUPAS DIFERENCIADAS PARA BEBÊS - TÄÄÑO FOFINHO COM ÉNFASE EM MARKETING PARA LOJAS VIRTUAIS

## PLAN DE NEGOCIOS PARA ABRIR UNA TIENDA EN LÍNEA DE ROPA DE BEBÉ ÚNICA. ¡QUÉ MONADA! CON ÉNFASIS EN MARKETING DIGITAL



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### ABSTRACT

This work aims to expand upon and address the principles of customer-centric marketing in a competitive environment and commercial management. Through literature on the subject, it seeks to convey some basic concepts, focusing on the dynamic changes occurring in marketing in a globalized world. It focuses on developing and integrating the idea of creating value for customers as the primary goal of marketing, helping to understand its principles and how its elements are used to create value for customers and achieve organizational objectives for effective management in the commercial area. In the context of online stores, according to the developed management PIN, it applies viable fundamentals to meet this demand.

**Keywords:** Marketing. Online Stores. Organizational. Commercial Area.

### RESUMO

O trabalho tem o objetivo de ampliar e abordar os princípios de marketing centrado no compromisso com o cliente, em um ambiente competitivo e a gestão comercial. Através das literaturas encontradas sobre o tema na busca de transmitir alguns conceitos básicos, voltando-se para as mudanças dinâmicas que ocorrem no marketing em um mundo globalizado. Com foco no desenvolvimento e integração da ideia de criação de valor para os clientes como a meta primária do marketing, ajudando a compreender os seus princípios e o modo como os elementos desses elementos são utilizados com o intuito de criar valor para os clientes e alcançar os objetivos organizacionais para efetivar uma boa gestão na área comercial. No contexto das lojas virtuais conforme o PIN da gestão elaborado, aplicar os fundamentos viáveis para atender essa demanda.

**Palavras-chave:** Marketing. Lojas Virtuais. Organizacionais. Área Comercial.

### RESUMEN

Este trabajo busca ampliar y abordar los principios del marketing centrado en el cliente en un entorno competitivo y la gestión comercial. A través de la literatura sobre el tema, se busca transmitir algunos conceptos básicos, centrándose en los cambios dinámicos que se están

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produciendo en el marketing en un mundo globalizado. Se centra en desarrollar e integrar la idea de crear valor para el cliente como objetivo principal del marketing, ayudando a comprender sus principios y cómo se utilizan sus elementos para crear valor para el cliente y alcanzar los objetivos organizacionales para una gestión eficaz en el área comercial. En el contexto de las tiendas online, según el PIN de gestión desarrollado, se aplican fundamentos viables para satisfacer esta demanda.

**Palabras clave:** Marketing. Tiendas Online. Organizacional. Área Comercial.

## 1 INTRODUCTION

I recommend the investment in this company because the work arises after the elaboration of the group study carried out with the result of a business plan to open a virtual **website** for the commercialization of differentiated clothes and differentiated packaging in the format of sweets, ecological products, associated with high quality with a differentiated finish for babies from 0 to 2 years old.

The packaging will be made in the shape of candy, so that they can remember their childhood, the clothes will be made with organic cotton and the inks for the prints used in the process will be water-based, thus obtaining a lower impact on the environment.

Comfortable product, ecologically and sustainable, aiming at the well-being of customers with satisfaction in being able to acquire a differentiated product, with quality, respecting the environment with attractive and captivating packaging.

Another attraction will be the expansion of unisex products so that they can be used by other babies in the family or friends. There are already success stories in this segment where a differentiated product is attractive first to parents and then to children.

Online shopping through computers continues to be on the rise compared to other technologies, the high investment in the clothing and footwear sector, the growing, in view of the theme of digital marketing according to the Pin developed for the company "Tããão Fofinho" we seek to present the concepts that involve the commercial scope and the steps necessary to carry out marketing within the innovations found today for the market, and in order to promote a reflection on the expansion of concepts and strategies according to a qualitative research, based on literature and authors who have focused on this theme in order to demonstrate the benefits that can be achieved for the growth of a virtual store.

Even today, the concept of marketing in Brazil is quite unfocused, as many associate it with the sale of products in any way, even if people do not want them. Still others believe in the consumerist concept, that is, that it is a way to make people buy what they do not need. Because its application occurred in Brazil when we still had an economy composed of monopolies and non-competitive oligopolies that began in the 1960s, in which the government's function was much more of management than of tutelage of the economy.

In fact, it is the result of a study based on several sciences (Sociology, Psychology, Mathematics, Anthropology, Statistics, Philosophy, among others), with the objective of knowing people's behavior and, based on this, satisfying the needs and desires of each one. Marketing has become a pervasive and influential force in all sectors of the economy. In a

few years, it has stripped itself of its old image of something unethical and unnecessary and has come to be seen as an essential instrument for the formation and maintenance of various businesses, including its concepts applied in the most varied types of organizations, from soccer teams to churches, including governments and non-governmental organizations.

When in fact the concept of marketing is considered a vision from the perspective of philosophy and within organizations, it is verified that it must extend to practically the entire organization, especially to those directly related to the market. In this sense, Raimar Richers<sup>3</sup>, one of the greatest authorities on marketing in Brazil, defines his function as simply being the intention to understand and serve the market. Thinking in this way, all activities related to the search for customer satisfaction, whether internal or external, have a direct relationship with those responsible for marketing.

By focusing on customers, the main reason for companies to exist, the actions that will negatively or positively influence their satisfaction are responsible for marketing executives. From this perspective, we will see that marketing represents much more than promotion and sales tools; It is a philosophy within organizations, a philosophy that has the customer as the main reason for the organization's existence.

In a general and simplistic way, it can be stated, according to Kotler (2000),<sup>4</sup> that marketing is a social process through which people and groups of people obtain what they need and desire through the creation, offer and exchange of products and services. In other words, marketing can be considered a two-way street between the market and organizations, in which the latter seek information about their desires and needs in the market, receiving information in return, in this first phase. As a next step, organizations start to offer products and services to the market according to the desires and needs of customers, with financial resources and satisfied customers in return.

## 2 DEVELOPMENT

Nakamura (2001, p. 3),<sup>5</sup> "is the interconnection of several computer networks spread in various parts of the world". Practically all countries are interconnected on the internet. Due to this interconnection, it is possible to communicate instantly between two computers anywhere in the world, in addition to sharing data and information.

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<sup>3</sup> Richers, Raimar. 1926- What is marketing | Raimar Richers. — 15. ed. — São Paulo : Brasiliense, 1994.

<sup>4</sup> Kotler, Philip. Marketing Principles. São Paulo: Prentice Hall, 2000

<sup>5</sup> Nakamura, Rodolfo Reijiro. E-commerce on the Internet: Easy to understand. São Paulo, Érica, 2001

The internet emerged in the United States of America (USA) and, according to Catalani et al., (2004 p. 13),<sup>6</sup> "the intention was to create technologies capable of allowing the intercommunication of different and geographically scattered computers, connected to different networks". Currently, the world wide web has become a means of communication and information that is increasingly present in people's lives.

According to Quaino (2012, p. 1),<sup>7</sup> "more than half of the Brazilian population is included in the digital world". In this sense, this fact has become increasingly common due to the low cost of acquiring devices that promote access to that network, whether fixed with computers or mobile, such as tablets and cell phones.

Castells (2003) states that the internet is the fabric of our lives. It also alludes that information today is what electricity was in the industrial era, it also states that the internet would not only be energy, but also the electric motor, due to its ability to propagate information throughout the domain of human activity.

Castells (2003) states that the network is a set of interconnected nodes. The formation of networks is a very old human practice, but nowadays networks have been incorporated into information networks energized and supplied by the internet. The internet transforms the way organizations act related to their suppliers and customers, their administration and management, in their production of services and material goods, in their financing and in their analysis of actions in the financial market

Teixeira (2017) states that electronic commerce (e-commerce) is characterized by being part of the present and the commercial future. There are several business opportunities that are provided by the advent of the internet, in addition to those that originate from temporal phenomena.

E-commerce, or electronic commerce, is a form of communication between the company and the customer, a means of sales, where sellers offer products or services through the internet. According to Nakamura (2001, p. 31),<sup>8</sup> electronic commerce is understood as "any buying and selling activity carried out with the help of electronic resources".

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<sup>6</sup> Catalani, C. And. Gans, J. S., 2017. "Some Simple Economics Of The Blockchain", Rotman School Of Management Working Paper, No. 2874598; Mit Sloan Research Paper, No. 5191-16

<sup>7</sup> Quaino, Lilian. Half of the Brazilian population is included in the digital world, says FGV. :Accessed on: 28.04.2020

<sup>8</sup> Ibid. Item 4

According to Kotler (2000), behind electronic business there are two phenomena: connectivity and digitalization. The author analyzes two types of e-commerce:

Commercial channels: Several companies have established information and e-marketing services that can be accessed by those who subscribe to the service and pay a monthly fee. (...) These channels provide information (news, libraries, education, travel, sports, consultations), entertainment (fun and games), shopping services, opportunities and dialogues (newsletters, forums, chat rooms), and email. The Internet: The Internet is a global mesh of computer networks that has made instantaneous and decentralized global communication possible. (...) They can send emails, exchange experiences, buy products, and access news, recipes, and information about art and business. The Internet itself is free, although individual users need an Internet service provider to be connected to it. (p.681)

Teixeira (2017) says that in Brazil, currently, about 45.6% of the population has access to the internet (corresponding to 90 million people). Making a comparison between the years 2000 and 2012, a significant growth is identified, equivalent to 1,500% in the number of internet users in Brazil. The great leverage of the internet in recent years has been essential for the rise of e-commerce in Brazil and in the world.

Nascimento (2011) says that in relation to the correspondent in cash that is moved with e-commerce in the United States (approximately 173 billion dollars or approximately 294 billion reais<sup>2</sup>), it can be highlighted that it is higher than that found in Brazil (which is close to 14 billion reais in 2010, according to data from the Webshopper Report). The trend in the United States, as well as in Brazil, is for growth. The estimate, according to Forecast Research (2010) is that this number will double in four years.

Lessa et al. (2020) In a scenario in which technology is increasingly present in the daily lives of people and organizations, the term "digitalization" is being incorporated, exposing the evolution of physical media to the digital world. Even with this evolution that occurred a few decades ago, new ways of selling are identified, constantly adding ascension, such as marketplaces and applications available on cell phones, adding, and in some cases, replacing sales sites.

E-commerce, commonly known as e-commerce, is implemented in organizations, accounting for a large portion of their revenues. And this is due to the high convenience and satisfaction attributed to consumers by this means of acquisition.

According to Turchi (2004), the potential found in the internet has allowed organizations to analyze and act in a more comprehensive way and to encompass their

planning and marketing and e-business strategies, a broad concept that is related to a complex fusion of internal processes, business applications and organizational structures, with the use of technology (hardware and software), aiming to develop a high-performance business model.

The advantages of e-commerce are the immediate insertion in the market, the analysis of the competitive and consumer market, the service and support twenty-four hours a day, and seven days a week, with very low operating costs. With caveats to its weaknesses to external factors, such as the dangers found in the network.

Hoffman and Novak (1995)<sup>9</sup> describe that this relationship between customers and companies has undergone changes over time, mainly due to marketing efforts that have demonstrated innovations in the search to expand their penetration in strategic segments to reach a greater number of customers. Companies aim to influence sales, but without disregarding quality and good service. Brondmo (2001)<sup>10</sup> adds that the customer-company relationship is going through a predictable cycle that has four stages, consent, attention, loyalty and involvement.

The same author defines that in order to obtain the customer's attention, there is a need to promote liquidation actions and advantages that should follow the organization's marketing planning and with the criteria that one wishes to influence the customer (BRONDMO, 2001).<sup>11</sup>

Godin (2001)<sup>12</sup> mentions that the internet facilitates this approximation between customer and company, highlights that it also plays an important role in holding the consumer's attention. Since on the web it is the customer who makes his choice and opts for a website, and this consists of keeping the products attached in your virtual store in a strategic way so that in the midst of so many options he chooses to stay on your website. TURBAN, 2000<sup>13</sup> also emphasizes that the content must be attractive with relevant information.

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<sup>9</sup> Hoffman, Donna L. and Thomas P. Novak (1995), "Panning for Business Models in a Digital Gold Rush, HotWired, (Intelligent Agent section).

<sup>10</sup> Brondmo, H. P. Fidelização: como conquistar e manter clientes na era da internet. São Paulo: Futura, 2001

<sup>11</sup> Ibid., item 9

<sup>12</sup> Godin, Seth. The new marketing idea Virus. Hsm Management, May/June. 2001.

<sup>13</sup> Turban, E.; Gehrke, D. Determinants Of Successful Website Design: Relative Importance And Recommendations For Effectiveness. In: 32nd Hawaii International Conference On System Sciences, 1999, Hawaii. Proceedings... Hawaii, 1999.

Brondmo (2001)<sup>14</sup> argues that the company, when reaching the customer's attention, must be equipped with tools that enable this communication. In order to effect the company's relationship with the customer and the interest of the public it serves.

Turban (et al., 2000)<sup>15</sup> recalls that at this stage, a commercial contact initiative with the customer must be formed by the company, after his consent that the company can send him its content, promotions and others.

Another means of service, through technologies, is e-mail, which can be used to forward advertisements, offers, promotions and publicity, once, as a way to carry out marketing advertising, addressing issues of interest to the customer through their authorization to receive the content. These principles ensure greater consideration and confidence on the part of the consumer, who will be able to choose whether or not to receive certain advertisements, valuing the company's profile. (HOFFMAN; BATESON, 1999).<sup>16</sup>

Reedy et al., (2001),<sup>17</sup> define that during the process of customer involvement with the company, in the midst of the wide variety of information available about the product, it is the differences in details and specifications that can make the purchase since people do not buy on impulse or emotion on the internet. The author also points out that for this to be effective, the customer must be convinced of the real usefulness of the product offered in order to make the purchase. What should be proposed is that the greater the content with information, offer, samples and promotions of the product, the greater the chance of influencing the customer in the purchase.

Generally most customers, at the time of choice are influenced by value, and they are aligned by quality, convenience and price especially. (RUST et al., 2001).<sup>18</sup>

From the moment a potential customer makes their first purchase, they leave the position of listener and become a de facto customer. At this stage, the basis of a relationship must be prepared, through the offer of information, promotions and entertainment, which are aligned with the customer's interest. It is through this relationship that involvement arises (BRONDMO, 2001).<sup>19</sup>

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<sup>14</sup> Ibid., item 9

<sup>15</sup> Ibid., item 11

<sup>16</sup> Hoffman, D.; Bateson, J. E. G. *Essentials Of Services Marketing*. London: International Thomson Publishing, 1999

<sup>17</sup> Reedy, J.; Schullo, S.; Zimmerman, K. *Electronic Marketing: Integrating Electronic Resources Into The Marketing Process*. Cincinnati: South-Western, 2001.

<sup>18</sup> Rust, R. T., Zeithaml, V. A., & Lemon, K. N. (2001). *Customer value: the model that is reshaping corporate strategy*. Porto Alegre: Bookman

<sup>19</sup> Ibid., item 9

Brondmo (2001),<sup>20</sup> From the moment a customer's potential is identified in their first purchase, they actually become a customer. At this point, it is essential to prepare a basis to create a relationship with the consumer that is made by acquiring the largest amount of information about the customer, their interests, and thus promote approximation and involvement so that this relationship develops with new offers that meet their profile.

Through the rate for the conversion of visitors into customers is a fundamental factor for building a level in the relationships of a website and its users. That is, to understand the reason that leads consumers to use the internet, whether for the most diverse reasons as we will see in the following literature.

Moe and Fader, (2001),<sup>21</sup> through analyses, identified two antagonistic behaviors on the internet: for an objective or exploratory research. TURBAN et al. 2000,<sup>22</sup> named these behaviors hedonistic or utilitarian. WOLFINBARGER AND GILLY, 2001<sup>23</sup> describe the behavior that aimed at parameters in experiments. In any case, there are these two types of profiles and they should be evaluated on the website to measure these differences and score their changes.

Bellman et al., (1999),<sup>24</sup> through research on lifestyle and purchase profile, defined that there is a group of associated and connected indicators (wired) where users are able to evaluate preferences and willingness to buy online.

According to the authors, it is not the demographic indicators that will define the conception of the purchase on the website. Because on the internet, the highest index that indicates the tendency to buy is defined by sites that contain content with details and specifications about the products. In this research, the authors found that the biggest buyers on the internet have similar peculiarities in their way of life and are called the Wired Style.

Kim et al., (2000),<sup>25</sup> deepened the concept of willingness to buy *online*, addressing the risk and benefit presented in the purchase as fundamental factors in a transaction. According to Bellman et al. (1999),<sup>26</sup> according to the perception that consumers with an internet-

<sup>20</sup> Ibid., item 9

<sup>21</sup> Moe, W. W.; Fader, P. S. *Modeling Online Store Visit Patterns As A Measure Of Customer Satisfaction*. 2001.

<sup>22</sup> Ibid. item 12

<sup>23</sup> Wolfenbarger, M., & Gilly, M. C. (2001). Shopping Online For Freedom, Control, And Fun. *California Management Review*, 43(2), 34-55.

<sup>24</sup> Bellman, S.; Lohse, G. L.; Johnson, E. J. Predictors Of Online Buying Behavior. *Communications of ACM*, v. 42. n. 12, p. 32-38, Dec. 1999.

<sup>25</sup> Kim, D. J.; Cho, B.; Rao, H. R. *Effects of consumer lifestyles on purchasing behavior on the internet: a conceptual framework and empirical validation*. In: Twenty First International Conference On Information Systems, 2000, Brisbane, Australia. *Proceedings...* Brisbane, Australia, 2000. p. 688-695.

<sup>26</sup> Ibid., item 23

oriented style (*wired*) identify greater benefits in an *online purchase*. Moe and Fader (2001),<sup>27</sup> Wolfinbarger and Gilly (2001)<sup>28</sup> and Turban et al. (2000)<sup>29</sup> recall that consumers with greater time orientation adopt online purchases of goods and services as a benefit, confirming the utilitarian-hedonistic behavior mentioned above.

Las Casas (2007)<sup>30</sup> in his studies states that marketing in Brazil originated in 1954. Approaching the concept, we can see that it describes marketing as a primary means to create means to provide services that can retain the quality of advertising, advertising and products, and discusses in other areas offers, negotiations and a high degree of influence between the parties, due to the connection that favors the consumer to the company or social network and this leads to good results. (LAS CASAS, 2007<sup>31</sup>; MESQUITA, 2015<sup>32</sup>).

Gabriel (2010);<sup>33</sup> Souza (2011),<sup>34</sup> associates that since technology has grown the , marketing has evolved, improving its theories, innovations and methodologies according to digital media and content production, known as digital marketing and the Influencer Marketing trend, influencers and content production processes directly interconnected to a brand or label, whose main role is to sharpen creativity, the emotional, stimulating consumers to acquire this content, especially those presented by images (MESQUITA, 2015).<sup>35</sup>

And its influencers, who in the procedures of producing content linked to a certain label or brand, have the fundamental role of instigating, through their influenced or followers, the realization of purchases by digital means through their image (MESQUITA, 2015).<sup>36</sup>

One of the main differences between traditional and digital marketing is based on information tools and the power of persuasion. In digital marketing it is done through websites, social media including: Twitter, Facebook, Instagram, YouTube and in its connection it is possible to find explanatory content, which is determined as a set of actions and activities that a company or person performs through the internet and globally and brings the proposal

<sup>27</sup> Ibidem item 20

<sup>28</sup> Ibid., item 22

<sup>29</sup> Ibid. item 12

<sup>30</sup> LAS CASAS, A. M. Marketing de serviços. 5th Ed. Atlas Publisher; São Paulo, 2007.

<sup>31</sup> Ibid., item 29

<sup>32</sup> MESQUITA, R. What is marketing: everything you need to know about it. Brazil, 2015. Available at: <http://marketingdeconteudo.com/o-que-e-marketing/>. Accessed on: 09.23.202

<sup>33</sup> GABRIEL, Martha. Marketing in the Digital Age. São Paulo: Novatec, 2010

<sup>34</sup> OKADA, Sionaraloco, SOUZA, Eliane Moreira Sá de. Digital Marketing Strategies in the Age of Search. Revista Brasileira de Marketing, São Paulo, v. 10, n. 1, p 46-72, jan./apr. 2011. Accessed on: 09.23.2020

<sup>35</sup> Ibid., item 30

<sup>36</sup> Ibid., item 30

to attract through news in trends, business, relationships and that adds value in your advertisements.

What caused a solid effect on changes in the traditional marketing previously exercised, the creation of Digital Marketing and the growth of the internet and the use of technology resulting in a high volume of Internet users, led institutions to remodel their services through digital means, realizing the scope of the network and better results in what makes up advertising and dissemination, which generated new direct and indirect competitors and heated up innovations in this scenario in the production of more creative, strategic content in order to remain in the Advertising market and stand out among the others in the scope of the internet, which is broad.

According to Santos (2020), the way of doing marketing through the internet and other digital platforms is named by the visualization of different terms, among them: online marketing, internet marketing, webmarketing, electronic marketing, digital marketing, e-marketing. The term digital marketing was the one that spread the most and has been most used by researchers and professionals in the area to address the theme.

So we can define digital marketing as a set of new strategies in constant change that are applied through the internet and that must be attentive to the browser (consumer) their customs, searches, in order to promote effective approaches to constitute this relationship between consumption and company, internet user and content, and that their actions become positive and successful.

Torres (2010, p.7),<sup>37</sup> defines digital marketing as a means of presenting your business to customers and achieving trust in what you publish, bringing the consumer to decide to buy or share your content. The author also points out that it is a communication used in the digital environment to develop strategies and practices, such as email marketing, content marketing, digital media and even links sponsored by Google through information and content relevant to the consumer.

As verified, the conception of digital marketing through the frequent competition contained in this area, led institutions and organizations to generate their image through strategies differentiated from others, forming new alternatives and ways to establish content marketing. With marketing criteria focused on distributing, creating and promoting valuable content, with consistent, relevant products, services and trends that attract and retain the

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<sup>37</sup> TORRES, Claudio, Practical Guide to Internet Marketing for Small Businesses, 2010. Accessed September 2020.

customer's audience, leading to profitable and effective actions. (CONTENT MARKETING INSTITUTE, 2012, p.15). <sup>38</sup>

Mesquita (2015)<sup>39</sup> adds that content marketing is defined as an instrument with the ability to improve and that enables the construction and creation of specific content, with the power to attract its audience and constituted by values, creativity, advantages, innovation, which leads those involved in these campaigns to obtain positive results in sales, profit, campaign propagation, styles, behaviors that are fundamental to position yourself in this market.

Torres (2018) states that the expansion of the digital field is immensely richer and more complex, and all technological tools are complementary, occupying their prominent position in the daily lives and in the use of consumers. The big divergence is that before the internet was a simpler organism, and currently it has become more complex.

Previously it was understood that the internet analyzed consumer behavior, and then digital marketing was elaborated, but currently with the evolution of strategies and the greater complexity of digital technology, we also have to expand the model and for this we must consider several aspects that not only clarify digital marketing, but also the profile of consumers.

According to Kotler (2000)<sup>40</sup>, the result is that effective marketing can take many forms. There will always be a tension between the professionalized stage of marketing and its most creative manifestation. It is easier to learn the professional approach, which will be dealt with in most of these books." Marketing is generally seen as a sector responsible for developing, creating, and disseminating content about products, services, and ideals, also covering events, experiences, people, places, properties, organizations, and information.

Okada, De Souza (2011) corroborates by stating that digital marketing can be transformed into a process of continuous learning and interaction between customers and the market, and, in this way, disseminate a more efficient communicative connection.

Gabriel (2009) characterizes search marketing as a sphere of strategies that seek to reach the potential customer when he searches for a product, service or information on the Internet. According to Cintra (2010), digital marketing strategies have proven to be efficient

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<sup>38</sup> CONTENT ROCK (2017) Inbound Marketing 2.0: The future of Marketing is here. [Internet] available on [Consult. 23.09.2020)

<sup>39</sup> Ibid., item 30

<sup>40</sup> Ibid., item 30

in several businesses, impacting those that are entirely online, such as those that use auxiliary platforms, interconnecting the physical with the virtual.

It is also noteworthy that marketing professionals are increasingly looking for online services focusing on the new era of relationship marketing, linking relationships from one to another, and from one to several, providing the so-called word-of-mouth advertising.

Current technologies, accessible to all, allow organizations of the most diverse sizes to more effectively control their points of connection between consumers and suppliers using digital marketing correctly, in addition to understanding the target audience, also providing them with easy, cheap and immediate benefits.

Richers (1986) says that "marketing is the set of activities that aims to concentrate exchange relations. This exchange occurs between the company's products and services with the consumer's purchasing power." Marketing is constantly updating and renewing itself with new attributions.

According to Kotler and Armstrong, 1998 Apud Santana, relationship marketing focuses on favoring the satisfaction of the company's consumers in the long term, through the elaboration and maintenance of solid relationships.

Marketing is constantly changing and should be seen as a changing science, so it is essential that companies implement strategies to highlight actions and marketing efficiently, such as redirecting actions with low effectiveness.

It is emphasized that marketing has fundamental characteristics, relating the elaborative processes and value identification, in which the concept of Relationship Marketing is related, therefore, the essentiality of an excellent high-performance commercial service brings the reformulation of the company/consumer relationship.

Relationship Marketing encompasses the characterization of values and the sharing of benefits caused by a partnership, it is the demanding consumer who has determined the success of the company, not the service/product.

### 3 APPLICATION

Addressing the means of digital marketing and what permeates its application in a virtual store, the object of our study, we will point out some researched strategies that can help us implement this tool effectively, aiming to collaborate to stimulate sales and new possibilities to expand the business without the need for high investments for this process.

In view of the growth of technology worldwide and with repercussions in our country, we can see that the search for shopping on the internet has become a trend among Internet users who used to only use entertainment sites, adhering to the habit of making their choices through computers, smartphones, tablets and others. And that has become a safe, fast, and convenient way to make your purchases from your homes. This has generated an increase in consumers with this profile, however, some criteria must be considered by shopkeepers to achieve success in their business. Among them, being attentive to the profile and behavior of consumers, as well as structure to promptly serve the interlocutor to be competitive with the numerous existing and continuously growing sales sites and websites in the market.

Another aspect to be highlighted is that the company adopts a strategy to be able to sell its products and services. The strategic orientation will guide all the company's business and its way of acting in front of the market and its customers. And success lies in diversity, innovation and agility in service.

Hanson (2000)<sup>41</sup> points out that it is a fundamental principle to generate trust in the virtual market. Which are identified through consumer searches on the web that cover trends, customs and behaviors. Another essential point is that the supplier has all relevant information in a clear and objective way, since the lack of these causes insecurity and determines one of the causes of certain people not making online purchases.

To the extent that the internet creates buying habits in which customers and sellers are spatially and temporarily separated, the parties involved remain anonymous during a transaction. As sellers and customers need to evaluate the integrity and respectability of the other party, trust is a very important factor in electronic commerce (SMITH et al., 1999).<sup>42</sup>

Once the consumer purchases an item in a physical store, this transaction is usually done simultaneously: he pays for the merchandise and receives it immediately. While in virtual stores, in its vast majority, it denotes a time difference between the closing of the order, payment and delivery of the product. Consequently, the consumer will hardly be in direct contact with any employee of the company (REEDY et al., 2001).<sup>43</sup> In this process, which takes place without the physical presence and anonymity pertinent to the virtual process,

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<sup>41</sup> Hanson, W. *Principles Of Internet Marketing*. Cincinnati: South-Western College Publishing, 2000.

<sup>42</sup> Smith, Rob.; Speaker, Mark.; Thompson, Mark. The most complete guide on eCommerce 1. ed. São Paulo: Futura, 2000.

<sup>43</sup> Ibid., item 16

which are also identified by the customer and their perception of the company, a primary factor for business done over the internet. (LOEBBECKE; HORNIG, 2001).<sup>44</sup>

Hoffman et al. (1998)<sup>45</sup> and Jarvenpaa et al. (2000)<sup>46</sup> point out that among so many challenges contained in commercial relations in the digital environment, some aspects are evident that guarantee continuity, competitiveness and trust on the part of consumers in the website. As well as, the idiosyncratic characteristics are measured by the customers, that is, the way and conception attributed to the company in the digital market.

To fully establish the operation of a Marketing Plan, it is essential that it has a common structure and information system. Which will be used by the manager and the marketing area so that the actions take place based on the reality of the market. Using this information system is directly interconnected with market analysis.

Kotler (2000)<sup>47</sup> adds that a Marketing Information System is composed of people, equipment and procedures to collect, select, analyze and evaluate and later distribute this information when necessary.

Another relevant factor is the design of the product, its descriptions, usefulness, the maximum specification ensures greater credibility and consumer adherence. Product-oriented companies consider that customers will give preference to products that offer better quality, performance, and benefits. In this case, the company seeks to produce products that have these innovative attributes or characteristics. Usually this guidance is followed by companies that idolize their products and in no way intend to change it, even if their customers demand a different product.

As an example, we can cite typewriter manufacturers in the past who were slow to assimilate the idea that their customers wanted computers. They imagined that they would prefer their machines, because they were simpler to handle. In fact, people were more susceptible to the facilities that computers offered, even if they had to learn how to handle them.

Marketing-oriented companies are guided by the following way of acting and thinking: they seek to find out what their customers want and offer exactly what they want. They do this before their competitors and in such a way that their products become different and

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<sup>44</sup> Loebbecke, C.; Hornig, V. Increasing trust in e-commerce: concepts and examples of insurance solutions. In: 14TH Bled Electronic Commerce Conference, 2001, Bled, Slovenia. *Proceedings...* Bled, Slovenia, 2001.

<sup>45</sup> Ibid., item 8

<sup>46</sup> Jarvenpaa, S. L.; Tractinsky, N.; Vitale, M. Consumer trust in an internet store. *Information Technology & Management*, v. 1, n. 1, p. 45-71, 2000.

<sup>47</sup> Ibid., item 2

attractive to customers. Thus, they will have satisfied customers and, having satisfied customers, they will have loyal customers.

According to Kotler (2000),<sup>48</sup> marketing-oriented companies are constantly concerned with customer desires. When these desires change, companies seek to evolve, guided by what customers want, looking for ways that can serve them.

Due to the existence of an increasingly competitive market in Brazil, it is necessary to remember that **loyal customers** are those who are satisfied. And satisfied consumers are those who see their expectations and requests met. Therefore, no matter the concept of loyalty adopted by companies, the ways to build customer loyalty will still be the same, which determines being ahead in the competition with other companies.

An example that we can mention is the pizza delivery segment, today we have numerous pizzerias with the same service, which can be differentiated in the provision of this service in addition to the quality of the product, the delivery must be the fastest, the pizza must arrive hot, these are challenges that these companies face to be pioneers and ensure the preference of their customers

Information is defined as a raw material for marketing, and a Marketing Information System is a continuous process, where data and information are collected, processed, and stored to be Marketing, that is, with the function of understanding and serving the market in a targeted way. Due to its great importance, information must be developed through the company's Internal Records, or Marketing Intelligence methods, Marketing Research and analysis of Support Systems for new implementations or changes in the company.

We will present below the Components of a Marketing Information System:

- Internal Record System: with reports on orders, sales, pricing, inventory levels, accounts receivable, accounts payable, and more
- Marketing Intelligence System: through a set of procedures and sources used by administrators and which requires daily information on sales, developments to apply in the marketing plan. And it also denotes the need for managers to expand research in market literature, newspapers, trends, and innovations to feed and keep the market warm.
- Marketing Research System: Through data collection, statistics, and new paths that can be taken to expand the service with relevant concepts in the company's daily life.

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<sup>48</sup> Ibidem item 2.

We can mention quantitative marketing research, through primary research in order to analyze the relationships between the number of people and the preferences that the market presents so that they can articulate more effective strategies to increase sales and better acceptance by the public in question.

—Marketing Decision Support System: formed by coordinated data with the use of technological tools and techniques to provide support to the commercial area where it contains all the data cataloged and organized for consultation and use of the area, in prospecting, the seasonality of greater results to add promotions and new ways to promote sales.

Understanding the behavior of your consumers can make all the difference when it comes to putting your business strategies into practice. For this, it is essential to understand **how they relate to products, services, brands and, above all, how they make their choices**. All of us, as consumers, are influenced by a series of factors that lead us to decide what to buy. According to KOTLER, 2000, there are four main factors, commented below:

- Culture:** people end up acquiring a set of values, perceptions, preferences, and behaviors through life in society (social groups), which interfere with their consumption habits.
- Subculture:** the subculture is composed of a set of cultural particularities of a smaller group, differing from the standard of the larger society, however, without disconnection from the current culture. Examples of subculture are the values that differentiate religions, racial groups, geographic regions, etc.
- Social class:** composed of a group of people who are framed in a common social stratum. It consists of orderly, relatively homogeneous and lasting divisions of a society. Its members have similar values, interests, and behaviors.

Many companies advocate the idea of promoting only one benefit to the target market. Each brand must choose an attribute and promote itself as number one in that attribute. Buyers tend to remember message number one, especially in a society of excessive communication. What are some of the number one positions to promote? The main ones are better quality, better service, lower price, higher value, and more advanced technology. If a company takes one of these positions and sticks to them convincingly, it will likely be best known and remembered for its strength.

Marketing mix denominated as marketing compound which is the set of marketing tools that the company uses to pursue its marketing objectives in the target market. These tools are classified into four broad groups, called the 4Ps of marketing: product, price, place or point of sale. In the promotion of the English language product, price, place and promotion.

The figure below presents a mix with the company's conceptions in products, services and prices.

**Figure 1**



Source: rock contente

—Product: the product must be the product desired by the customer, within their expectations and that meets their needs.

- Price: The customer will look for a fair price, which should not be too high so that the customer considers it not worth buying. Not so low that it leads you to think that there is something wrong with the product, to the point of refusing it.
- Place (Point or Distribution): the desired product with a fair price must be accessible to the customer, that is, in a place where he can buy it at the time he wants.
- Promotion: There is a popular proverb that says: . Advertising is the soul of the business, and in fact, he is absolutely right, because if we do not disclose the product to customers, they will not know about its existence and will not be able to purchase it.

Production-oriented companies have the vision that customers will give preference to products that are found anywhere and at a low price. Thus, the company seeks to produce more and more, aiming to lower its prices and place its products or services in as many points of sale as possible, so that customers can find them easily. They don't consider the individual needs and wants of their customers and the fact that the cheapest product won't always satisfy everyone.

As an example, some doctors believe that the simple fact of offering their services to clients at an affordable price (via Public Service) will make them satisfied with the services and be willing to wait until they can be seen. In reality, customers, in general, are completely dissatisfied and, at the first opportunity they can afford a health plan or a private consultation, they will look for a competitor. It is possible to see that there is not, in this approach, a greater concern with customers, their desires and their needs.

### 3.1 PRODUCT ORIENTATION

Holding that consumers prefer products that offer superior quality and performance or that have innovative features, managers in organizations that follow these lines focus on making quality products and improving them over time.

### 3.2 SALES ORIENTATION

Sales-oriented companies adopt the thinking that customers don't decide to buy on their own. In this way, the company needs to induce them to make the decision, otherwise there will be no purchase. Several companies adopt this orientation, and with success. What happens is that they are not concerned with satisfying the needs of customers, but with

satisfying their own needs. Often, the customers to whom the product was sold did not want it and only purchased it due to the so-called Pressure Selling, which can inevitably generate an unsatisfied customer.

According to several marketing authors, an unsatisfied customer is a potential enemy. For example, some companies that sell encyclopedias look for their customers at home, usually at night, and insistently try to convince them to purchase the product. Often customers are not in need of the product, but are convinced to buy it. These people will not be satisfied with the purchase made and, later, they will become negative propagandists of the company and the product.

### 3.3 MARKETING ORIENTATION

**Reference groups:** groups of people who influence consumer feelings, thoughts, and even behaviors. For this reason, they are also known as opinion-forming groups.

They can be divided into informal groups, consisting of those with greater affinity or formal groups.

**Family:** the most influential reference group. They can be family members such as parents or consumer children.

**Social roles and positions:** throughout life, people participate in groups and assume certain social roles. This makes them choose products that represent their status in society.

**Personal age:** people's needs and desires change throughout life and, consequently, so does their consumption.

**Occupation:** The profession exercised also directly influences consumption patterns.

**Economic condition:** composed of equity, savings, disposable income, and credit conditions that directly affect consumer purchasing choices.

**Lifestyle:** activities, interests, and opinions that are associated with specific products and services can lead the consumer to buy according to the brand's positioning in the market.

**Personality:** Each person has a distinct personality, which will influence their buying behavior. It is an important element that can establish strong correlations between certain personality types and consumer choices.

**Motivation:** the desire that drives the consumer to the action of satisfying their specific needs and desires through consumer choices.

**Perception:** the process in which the individual selects, structures and deciphers the information received. Perception depends not only on physical stimuli, but also on the relationship of these stimuli with the needs at that moment.

**Learning:** knowledge acquired by the consumer due to their previous experiences can cause changes in behavior.

**Beliefs and attitudes:** the psychological positioning, negative or positive, of the consumer in the face of consumption choices.

It is necessary to keep in mind that consumption is one of the multiple actions that permeate the daily life of human beings. People have infinite motivations to pursue ambitions, to conquer spaces and for personal fulfillment. Therefore, evaluate in detail all the factors that can influence your customers' behavior and take advantage of the insights learned from this exercise to compose your marketing strategies.

An important factor to consider is the diversity present in society, which goes against thinking and how it influences the choices of products or services in relation to their style, age group, gender, group to which they belong.

Known as Market Segment to a part of the market with similar characteristics or not. Where in two groups are found variables that can be used to segment consumer markets. Consumer characteristics and behavior are usually analyzed. Through these characteristics of consumers and their Variables, the performance of marketing for Segmentation of Consumer Markets is consolidated:

- Geographic: proposes to divide the market into different geographic units, such as countries, states, regions, cities, or neighborhoods.
- Demographic: occurs when the market is divided into groups based on demographic variables, such as age, family size, family life cycle, gender, income, occupation, educational background, religion, race, generation, nationality or social class;
- Psychographic: occurs when buyers are divided into different groups, based on lifestyle under personality. Marketing is much more than a promotion and sales tool, it denotes a customer-centric philosophy
- Consumer behavior presents the following variables for Segmentation of Consumer Markets:
- Occasions: Consumers can be differentiated according to the occasions when they feel a need, buy or use a product such as when they are traveling what they consume.

- Benefits: Buyers can be classified according to the different benefits they seek in a product as it serves the customer from a different angle or situation.
- User status: Users can be segmented into groups of non-users, former users, potential users, new users, and regular users of a good that can be re-consumed.
- Usage rate: they can be segmented into small, medium, or large users of a product or service.
- Loyalty status: the market can be segmented by consumer loyalty patterns such as those loyal to the brand, such as Coca-Cola or McDonald.s.

A business should look to identify specific ways to differentiate its products in order to gain competitive advantages. Differentiation develops a set of significant characteristics to distinguish your product from the competing market.

How, exactly, can a company differentiate its market offering from its competitors. A company can be differentiated in five dimensions: product, services, channel, and image.

- Product differentiation: the main product differentiations are the characteristics, performance, compliance, durability, reliability, ease of repair, style and design we can exemplify furniture companies and their brand.
- Service differentiation: the main differentiators of services are ease of ordering, delivery, installation, consumer training, consumer consulting, maintenance and repair, among others such as internet sales.
- People differentiation: This is about gaining competitive advantages by hiring and training people who are better qualified than your competitors. Basically there are six characteristics: competence, courtesy, credibility, reliability, responsiveness and communication
- Differentiation through the distribution channel: it is about obtaining differentiation by the way in which its distribution channels are developed, especially in terms of coverage, experience and performance such as Natura, Avon, Demillus and others.
- Differentiation through image: buyers may respond differently to the image of the company or brand. The image basically involves four aspects: symbol, audiovisual and written media, atmosphere and events.

As for positioning, each company will want to develop differences that will more strongly appeal to its target market. She will develop a focused positioning strategy, the

company's offer and image, so that they occupy a distinct and valued place in the minds. We call this simply positioning, and we define it as follows: it is the act of developing target consumers.

Being a resource with great power to influence organizations, information plays a prominent role in the management of companies, regardless of their size or area of activity.

However, we must distinguish two basic concepts that make up information, the concept of data and information itself. According to Oliveira (2002, p. 36),<sup>49</sup> we can verify: data is any element identified in its raw form that, by itself, does not lead to an understanding of a certain fact or situation. Information is the data worked on that allows the executive to make decisions. For data to be transformed into information, it is necessary to process it, that is, the data receives a treatment that gives it meaning, functioning as a system where data are the inputs and information is the results of this process or outputs

In the era of sharing and digital technological generation, e-commerce is promising in Brazil. According to a report from the Brazilian Micro and Small Business Support Service (Sebrae), "the market for baby items, in the age group from zero to six months, is the most promising. It is part of the family budget to permanently buy baby items, because at each stage of life of the baby and the child, it requires different products". (BRAZILIAN MICRO AND SMALL BUSINESS SUPPORT SERVICE, 2016).<sup>50</sup>

E-commerce represents part of the present and future of commerce. There are several business opportunities spread across the internet, in addition to many that are created all the time. It is very likely that a price search on the internet will bring not only the lowest price, but also the best options for goods. And, despite the bottleneck represented by the "digital illiteracy" of a large portion of the population, e-commerce is already emerging with a generation that was born with the computer "in their lap" or "in their hands". The growth in the number of Internet users in the last decade is astounding. (TEIXEIRA, 2015, p. 19).<sup>51</sup>

The demanding market values the details and quality of the products, which can generate differential at the time of purchase. The arrival of a child causes changes in the family environment. Before the baby is born, it is necessary to prepare the layette, decorate the baby's corner and other details.

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<sup>49</sup> OLIVEIRA, Djalma de Pinho Rebouças. Systems, organization & methods: managerial approach. 9. ed. São Paulo: Atlas, 1995, p. 85 - 97.

<sup>50</sup> BRAZILIAN SUPPORT SERVICE FOR MICRO AND SMALL ENTERPRISES. How to set up a baby supply store.. Accessed on: 09.23.2020

<sup>51</sup> TEIXEIRA, Tarcisio. Electronic commerce: according to the Civil Rights Framework for the Internet and the regulation of e-commerce in Brazil. São Paulo: Saraiva, 2015.

Future parents are going through a unique experience and want to purchase products that meet these needs, however, it is important to have a company that complies with the law. In this sense, the potential of the market is observed, because, "It is increasingly common to find families where both parents work, which means a more significant income to be spent on the children". (BRAZILIAN MICRO AND SMALL BUSINESS SUPPORT SERVICE, 2016).<sup>52</sup>

It is interesting to note that "the consumer, in the search for authenticity, has sought to relate to their brands as a way of getting to know them and analyzing whether to put them in their life or not". (VAZ, 2016, p. 169). For the author, credibility is a fundamental point, regardless of the type of business, because "credibility goes through the consumer's perception of ethical behavior on the part of companies". (VAZ, 2016, p. 169).

The author adds: You only allow someone to become your friend if you trust them. Something similar happens with brands nowadays. Credibility is everything. No matter your business, you have to generate credibility in your consumer so that he buys from you and not from your competitor. (VAZ, 2016, p. 169).

Therefore, the ethical posture is essential for building a solid brand in the competitive market, because with the establishment of attitudes that a differential can be made. It cannot be forgotten that we live in an era in which transparency is a fundamental point for digital marketing intelligence. As Conrado Adolpho Vaz (2016, p. 168) shows,<sup>53</sup> "being ethical is more than telling the truth and being transparent in your attitudes. To be ethical is to reveal the secrets of your institution to the consumer as a way of asking for their consent."

And yet, according to how to proceed in an e-commerce, the author adds: It is to allocate time to your customer to explain why your company is doing this or that. To be ethical is to give back to society what it has given it in the form of profits. A movement that started a few years ago and that has only increased its influence, the search for ethics in relationships, has changed the market. (VAZ, 2016, p. 168).<sup>54</sup>

In a virtual world in which geographical and temporal barriers are broken, in the understanding of Tarcísio Teixeira (2015, p. 27), with the use of the internet there is a need for attention to the consumer. With the support of computers, merchants now have a greater

<sup>52</sup> Ibid. item 36

<sup>53</sup> VAZ, Conrado Adolpho. The 8 P's of digital marketing: your digital marketing strategic guide. 7. Reimp. São Paulo: Novatec, 2016.

<sup>54</sup> Ibid. item 38

radius of reach, considering that with the internet there are practically no geographical barriers for business; at least as far as the disclosure of goods is concerned, as there are still some obstacles regarding the difference between legal systems and the borders between countries, especially when a physical delivery of the product or an on-site service is required.

E-commerce requires a series of planning, obligations, and monthly expenses that must be thought out, focused, and planned. The strategies, whether they are marketing, customer care from purchase to delivery and a possible exchange, as provided for in the legislation, the right of repentance, must be in perfect harmony at all times for the good performance of the product, the brand and the store in a market that grows more and more every day.

According to Fábio Ulhoa Coelho (2016, p. 80)<sup>55</sup> "currently, with the diffusion of e-commerce, the parallel is no longer significant. The internet is seen, today, no longer as a virtual establishment, but as a specific business channel [...]" . The changes that have occurred in the behavior of society in the information age, "the law faces new challenges and needs to adapt in order to guarantee social peace, disciplining relations and imposing new norms of conduct consistent with the virtual environment". (MARTINS, 2015, p. 09)<sup>56</sup> element. For this, it is important to know the legislation on e-commerce, such as the Civil Rights Framework for the Internet, the Civil Code and the Consumer Protection Code to seek the correction of the e-commerce site of the First Steps Baby Store so as not to generate distrust to customers.

The Civil Rights Framework for the Internet brought specific civil regulation for cases related to the use of the Internet in Brazil. The lack of a specific law made many consumers suspicious of the type of commerce carried out through a virtual environment. Insecurity stems from issues related to rights, whether administrative or judicial. For negotiations via the internet in Brazil, the Civil Code and the Consumer Protection Code apply. Also mentioned are Decree No. 7,962, of March 15, 2013,<sup>57</sup> on contracting in e-commerce, regulating the Consumer Protection Code, and also the validity of Law No. 12,965, of April 23, 2014, the Civil Rights Framework for the Internet, which brings rules and principles for the security of internet users.

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<sup>55</sup> COELHO, Fábio Ulhoa. Manual de direito comercial. 28. ed. ver. current. eampl. São Paulo: Revista dos Tribunais, 2016.

<sup>56</sup> MARTINS, Vanessa do Sul. Electronic law. Palhoça: UnisulVirtual, 2015.

<sup>57</sup> BRAZIL. Decree No. 7,962, of March 15, 2013. Regulates Law No. 8,078, of September 11, 1990, to provide for contracting in electronic commerce. Accessed on: 09.23.2020

As Tarcísio Teixeira (2014) explains,<sup>58</sup> "when analyzing the Marco Civil, one may have the initial impression that the rule does not clearly deal with electronic commerce in the strict sense (regarding the purchase and sale of products and provision of services), but only with other operations carried out in electronic commerce in a broad sense (such as issues involving the protection of privacy and the prohibition of the improper capture of data and its commercialization). However, its rules and principles have a direct implication in everything that occurs on the internet in Brazil, including e-commerce, as operations involving the production and circulation of goods and services."

João Paulo de Mello Filippin (2016, p. 6),<sup>59</sup> corroborates the analysis above that "with regard to electronic commerce, the aforementioned law practically does not provide anything. In fact, in the justification of the law itself, it was said that the Civil Rights Framework for the Internet would not deal with e-commerce." However, the same author points out that "[...] This law imposed a limitation on the collection of information from users' personal data.

It assured that it is their right to 'express consent to the collection, use, storage and processing of personal data, which must occur separately from the other contractual clauses (BRASIL, Law No. 12,965/2014)<sup>60</sup>". In this sense, there are implications in electronic marketing, consequently in e-commerce. (FILIPPIN, 2016, p. 7)<sup>61</sup> element. The Civil Rights Framework for the Internet makes clear, in the case of e-commerce, the obstacle in carrying out remarketing, and it is "necessary to include in the contract entered into with the buyer (whether consumer or not) the information of what will be carried out, as well as to ask for his authorization to carry out promotions or offers". (FILIPPIN, 2016, p. 7).<sup>62</sup> The more consumers talk (well) about your brand on the internet, the greater the credibility it will enjoy and the greater the number of buyers per hundred visits.

When I say "buyers" I mean people who reach the site's goal. This goal can be an email contact, a registration, a request for a quote, or a purchase, in fact, if your site is an e-commerce site. The conversion rate will give you the direct measure of your brand's credibility and the degree of sellability of your website. In order for you to have good credibility on the internet, your website must use and abuse testimonials on and off the site and do intense

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<sup>58</sup> Ibid. item 36

<sup>59</sup> FILIPPIN, João Paulo de Mello. Legislation. Article written for UA E-commerce. Instructional design: Marina Melhado Gomes da Silva. Spelling review: Diane Dal Mago. Graphic design: Noêmia Mesquita. Palhoça: UnisulVirtual, 2016.

<sup>60</sup> BRAZIL. Civil Rights Framework for the Internet. Law No. 12,965, of April 23, 2014. Establishes principles, guarantees, rights and duties for the use of the Internet in Brazil. Accessed on: 09.23.2020

<sup>61</sup> Ibid., item 44

<sup>62</sup> Ibid., item 44

work on social networks so that the consumer's opinion of you on the web is positive and viral. (VAZ, 2016, p. 172-173).<sup>63</sup>

Also in this area, it is important to warn that the Civil Rights Framework for the Internet establishes access to the Internet as an essential part of the exercise of citizenship and the user. To this end, some rights are ensured: (I) inviolability of intimacy and private life, their protection and compensation for material or moral damage resulting from their violation; (II) inviolability and secrecy of the flow of its communications over the internet, except by court order, in accordance with the law; and (III) inviolability and secrecy of your stored private communications, except by court order.

It is worth noting that one of the main achievements of the Civil Rights Framework for the Internet was the recognition, in article 7, XIII, of the need to "apply consumer protection and defense rules in consumer relations carried out on the Internet". In addition, the law provides soon after, in its article 8, the guarantee of the right to privacy and freedom of expression in communications as a condition for the full exercise of the right to access the internet. It is, as can be seen, an attempt to create security in a complex scenario, bringing the possibility of future and beneficial reflections on consumer relations carried out via the internet. (URNAUER; BARRETO, 2014, p. 281).<sup>64</sup>

Legal certainty is a key factor in the times of the Internet, with attention to principles, guarantees and the good use of digital media in Brazil. For Suellem Aparecida Urnauer and Ricardo de Macedo Menna Barreto (2014, p. 284),<sup>65</sup> "the Marco Civil then proceeds to normatively redefine the complex consumer relations that occur in cyberspace, revealing itself as an important logical principle to face issues involving not only traditional electronic commerce, but also electronic social commerce". Therefore, it is interesting to understand the laws that govern e-commerce in Brazil, as legal certainty is a primary factor in a commercial context.

The objective of this study is to investigate the strategic management of information in the application of relationship marketing in retail. As a research method, exploratory research was chosen. According to the objectives, according to Gil (2002, p. 41)<sup>66</sup> "exploratory

<sup>63</sup> Ibid. item 38

<sup>64</sup> URNAUER, Suellem Aparecida; BARRETO, Ricardo de Macedo Menna. Legal security in the consumer cyberspace: reflections in the light of Law No. 12,965/2014 (Civil Rights Framework for the Internet). In: Journal of the Master's Degree in Law of the Catholic University of Brasilia, v. 8, n° 2, p. 263-287, jul-dez, 2014

<sup>65</sup> Ibidem item 49

<sup>66</sup> GIL, Antonio C. Classifying research IN: How to develop research projects. 3 ed. São Paulo: Atlas, 1996. (p. 86 - 101).

research aims to provide greater familiarity with the problem, with a view to making it more explicit or to constitute hypotheses. [...] improvement of ideas or the discovery of intuition". For Marconi and Lakatos (2003, p. 124),<sup>67</sup> exploratory research:

It is the first step of all scientific work. The purposes of an exploratory research, especially when bibliographic, are to provide more information on a given subject; facilitate the delimitation of a work theme; define the objectives or formulate the hypotheses of a research or discover a new type of approach for the work that is in mind.

The present work also assumes a descriptive research character, since it seeks to establish a relationship with the information necessary to subsidize relationship marketing with the data collected from customers. According to Gil (2002, p.42),<sup>68</sup> it is characterized as:

[...] the description of the characteristics of a given population or phenomenon or, alternatively, the establishment of relationships between variables. [...] Included in this group are surveys that aim to survey the opinions, attitudes and beliefs of a population.

As for the design or the means, it is a matter of defining its conceptual and operational model, that is, the design of a research "refers to its planning in its broadest dimension, which involves both the layout and the prediction of analysis and interpretation of data collection." (GIL, 2002, p. 43). Thus, the definition of the research is important for the process of data collection and analysis.

In view of this, the present research in relation to the means or delineations is of the survey type, which is characterized by the direct interrogation of the people whose behavior is desired to be known through quantitative analysis, obtaining the conclusions corresponding to the collected data (GIL, 2002, p. 50).<sup>69</sup>

Like all research, bibliographic analysis is also an integral part of this study, given the need for theoretical foundation focused on the object of study and data analysis. According

<sup>67</sup> MARCONI, Maria de Andrade; LAKATOS, Eva Maria. Fundamentals of Scientific Methodology. São Paulo: Atlas, 2003, p. 195 – 202; 223 – 224

<sup>68</sup> GIL, Antonio C. Classifying research IN: How to develop research projects. 3 ed. São Paulo: Atlas, 1996. (p. 86 - 101).

<sup>69</sup> Ibid. item 65

to Gil (2002, p. 45)<sup>70</sup> "bibliographic research is developed based on material already prepared, consisting of books and scientific articles".

To complete the theoretical foundation of this work, it was also used internal documents of the company, characterized as a documentary research. Highlighting that every new posture or attitude taken by an organization brings many changes with relationship marketing, this is no different.

In order for the company to put it into practice, it is necessary to promote changes in the culture of its managers, employees and shareholders, where the sense of establishing relationship marketing is a factor in generating competitive differential, and that it is understood by all that information has a main role in this new scenario.

#### 4 CONCLUSION

The present work in accordance with the PIN developed about such a cuddly baby clothes manufacturing company brings an analysis of the importance of financial management in companies as a result of success and profits, through a set of actions and procedures aimed at digital marketing and e-commerce sales, such as planning, analysis and control of financial activities. It was understood that the financial function in a company requires care, planning and a lot of responsibility in managing finances.

We understand through the literature review that the currently predominant concepts are the result of the accumulation of knowledge and previous experiences. It was highlighted by the history that the evolution of the financial function is not finished. Studies are underway and new points of view are being explored.

In view of the literature that supports the steps and procedures to be followed for the constitution with expansion of marketing in the digital world, it was possible to verify that every process, even if online, requires management, and needs interventions from different areas such as purchases, accounts payable and receivable, production and inventory control, logistics. And to institute this concept, there must be a systemic connection between these sectors, there are two important tools that the financial manager needs to master, such as: cash flow and income statement. Every financial manager needs to be up to date to manage finances with the capacity and awareness to lead the company to success and growth.

Marketing is going through the greatest moment of sensitivity in history with its consumer. More than ever, strategies prove to be the main element in the market. Knowing

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<sup>70</sup> Ibid. item 65

how to win in a trade as treacherous as today's is not easy, but strategic planning has been able to reinvent itself with the internet, which presents the challenge of being in constant change. Finally, it is worth noting that digital marketing revolutionizes the market by bringing an unprecedented interaction between consumer and brand, allowing for greater precision in communication. The market has become more challenging with digital marketing, however the possibilities that came along with this tool have no limits.

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## DEDICATION

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