

Estrategias de comercio electrónico: oportunidad de negocios en las empresas del sur de Sonora

E-Commerce strategies: business opportunities in Sonora Sur companies

Estratégias de comércio eletrônico: oportunidade de negócio em empresas do sul de Sonora

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Resumen

El presente documento se realizó con el fin de dar a conocer y demostrar que las estrategias de comercio electrónico pueden ser una oportunidad de trabajo en el área sur de Sonora. Este tipo de comercio hoy en día es uno de los más utilizados, ya que las pequeñas y medianas empresas (pymes) dan a conocer sus productos o servicios a través del Internet; principalmente a través de las redes sociales, las que han tomado un papel muy importante, pues son el medio electrónico por el cual las personas se comunican con mayor facilidad y frecuencia. La metodología utilizada tuvo como base información documental, la cual, además, permitió proponer una estrategia ideal para las empresas de la geografía en cuestión.

Como resultado se encontró que las redes sociales logran ser un gran aliado para las pymes por su bajo costo y fácil acceso; asimismo, se recomiendan estrategias de comercio electrónico para las empresas del sur de Sonora, tales como el uso de las ya mencionadas redes sociales, el desarrollo de páginas web y la implementación de carritos de compra.

Palabras clave: comercio electrónico, estrategias de *marketing*, Internet, pymes.

Abstract

The present document was carried out in order to present and demonstrate the e-commerce strategies as an opportunity to work in the area of southern Sonora. This type of commerce today is one of the most used, since small and medium enterprises (SME) publicize their products and / or services through the Internet; this is presented with the help of social networks, which have taken a very important role, constituting the electronic means by which people communicate more easily and frequently. The methodology used is based on documentary information, based on the information allows to propose an ideal strategy for companies in the South of Sonora.

As a result, we find that social networks can be a great ally for SMEs, because of their low cost and easy access; e-commerce strategies are recommended for companies in the South of Sonora, such as the use of social networks, web page development and the implementation of shopping carts.

Keywords: E-commerce, marketing strategies, Internet, SMEs.

Resumo

Este documento foi feito com o objetivo de divulgar e demonstrar que as estratégias de comércio eletrônico podem ser uma oportunidade para trabalhar na região sul de Sonora. Este tipo de comércio é hoje um dos mais utilizados, uma vez que as pequenas e médias empresas (PMEs) divulgam seus produtos ou serviços pela Internet; principalmente através de redes sociais, que assumiram um papel muito importante, porque são os meios eletrônicos pelos quais as pessoas se comunicam com mais facilidade e frequência. A metodologia utilizada baseou-se em informações documentais, que, além disso, permitiram propor uma estratégia ideal para as empresas da geografia em questão.

Como resultado, verificou-se que as redes sociais podem ser um grande aliado para as PME, devido ao seu baixo custo e fácil acesso; Da mesma forma, estratégias de e-commerce são

recomendadas para empresas do sul de Sonora, como o uso das redes sociais mencionadas, o desenvolvimento de páginas na web e a implementação de carrinhos de compras.

Palavras-chave: comércio eletrônico, estratégias de marketing, Internet, PME.

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Introduction

With communication networks is born a tool of utmost importance: the Internet. This tool was made to create a modern worldwide network among computers and allow communication in general among people. However, the Internet has not only reached its goal as a mass channel of communication, but has also played a large role in the world's economy, and is growing exponentially.

Electronic commerce, also known as E-commerce or Electronic commerce, basically deals with the sale of products and services electronically. This way of doing business began to be implemented in the seventies, but it was not until the mid-nineties when it acquired a great role for companies, by becoming, through electronic payments using credit cards, in a channel of sale of goods and services through the Internet.

Today, communications work through technology and devices such as laptops, smartphones and tablets, as well as Facebook, Pinterest, Twitter and Hotmail messaging applications. There is no doubt that these new tools are helping e-commerce to grow in small and medium-sized enterprises (SMEs) in the state of Sonora and in Mexico in general.

In the present investigation, a series of e-commerce strategies is presented as a business opportunity in the companies of southern Sonora. It aims to disseminate some strategies of this type for SMEs to increase sales of goods or services, as they are a great support of Internet marketing.

In this regard, Docavo (2015) mentions some steps for the realization of an online marketing plan. First of all, companies should ask themselves questions such as: Why is it important to have a marketing plan if we want to be successful on the Internet? How can we develop an online marketing plan? How are online marketing and marketing strategies integrated? mix?

Having a marketing plan is fundamental, because currently the competitiveness of companies depends to a large extent on the knowledge of the technology at their disposal and on the elaboration of strategic objectives, as well as on market positioning, the differentiation of the competition and marketing mix strategies.

According to Novoa (2015), marketing mix strategies are tools that marketers use to achieve goals through the combination or mixture of elements. The elements controllable by the company form the total marketing or marketing mix, that is, the products, the price, the promotion and the distribution, which make up what is also known with the name of the 4 pes of marketing. These variables can be combined in different ways, depending on the specific case, and that is why the term in English mix is used.

Method

In order to carry out the present investigation, a documentary research was undertaken to determine which variables and strategies are part of a good implementation of electronic commerce to be carried out in companies in southern Sonora.

Hernández, Fernández and Baptist (2000) mention that documentary research consists of detecting, obtaining and consulting the bibliography and materials that start from other knowledge or information collected moderately from any reality, selectively, so that they can be useful for the purposes of the study. Following this recommendation, we have analyzed some bibliographical sources, specialized magazines, news, opinion blogs and information on the network related to the context and foundations of electronic commerce at a national and international level.

Results

What are the strategies that SMEs must follow to implement electronic commerce? To publicize a small company or business there are many tools: advertising on radio, television and the newspaper. Nowadays, however, what has the best positioned companies are social networks. In other words, through these are disclosed most of the companies "brands", because now, as never before, customers have become more demanding, looking for good quality at a good price, as well as the realization of a purchase quickly, without queuing.

Labastidas (2015), in his publication Strategies for electronic commerce, says that before undertaking efforts and committing resources, it is convenient to plan the process of strategic formulation. It is also convenient to be aware of the situation facing the company and the time it is going through, since the process should be coupled as part of daily activities, which implies the risk of falling before the harassment of the routine. Thus, taking time to define the goals in the formulation, as well as the checkpoints involved to ensure progress in the right direction, is useful to avoid unnecessary efforts.

For its part, Rauda Consultores (2014), a network of consultants who give proposals for conducting electronic commerce, warns that "knowing if your company or business can be incorporated into electronic commerce is not as difficult as you think, since it is to publicize the service or product that a company or business offers, the characteristics of the company."

In that sense, an important point is to know if the product or service that a company or business offers is demanded within electronic commerce. To do this, a thorough market investigation must be carried out and an investigation of the product or service offered on the Internet must be carried out.

To be able to do this, the company or business must take on the role of client; perform a search on the Internet, know the options already available. The information available there helps to decide if it is accepted to add or adapt the company or business to electronic commerce, and in this way earn points to know how they do other companies that already have electronic commerce or digital marketing.

In turn, a company or business must reflect security to the client, must provide information on privacy policies, let the client know that the information provided during the purchase process will be confidential and thus transmit confidence to the client at the definitive moment of make an economic transaction.

Therefore, one of the main weapons of SMEs is having a website. No matter the size of the company, having a place on the Internet is very convenient.

Finally, Turistica (2015) mentions that electronic commerce should be viewed as a long-term operation and not as a total commitment.

E-commerce strategies

The strategies for the implementation, application or use of electronic commerce within a company are the following.

- a) Have a page or website: Through a website a company announces the products or services it manages. It says what it is, the reason for your company, the objectives, missions, visions and their contact information: the address, telephone and, among others, your email.

Having a web page should clearly define or name the purpose of this, that is, it should be made clear for what it is: to sell products or services, for the publication of the brand, to support customers or simply to offer information about that company.

It should be noted that a large investment is not necessary to create a website, since all the activities are carried out online and, as already mentioned, a web page provides detailed information on the products or services that the company offers. company or business offers, which avoids sending information to the client in print, and thus save resources.

Another advantage of having a web page is that the information of the company will be available seven days a week, twenty-four hours a day, three hundred and sixty-five days a year. In such a way that the client can consult the information at any time, in any part of the state, the country or the world.

In addition to the above, having this tool or strategy will give an innovative aspect and provide greater confidence, as well as a better image to the company or business.

In summary, the benefits of having a page or website are the following:

- Actual results for obtaining customers and contacts with other companies.
- Promotes communication with customers and suppliers.
- Provide information about products or services offered by the company anywhere in the world.
- It gives a modern and technological image of the company or business.
- Savings in advertising and costs.
- Market expansion.
- Give value and satisfaction to customers.
- Gives growth opportunities

A web page is, in a nutshell, a cover letter that is offered to clients or prospects; It is the first impression of the company or business.

On the other hand, when creating a website or website, the following should be taken into account:

- Find an appropriate name for the type of product or service that the company or business offers.
- To build a website and host it, you must hire a company or person serious and capable of designing web pages that also offer the hosting of this.
- Establish procedures to avoid duplicate sales of the same item in the real and virtual store. In such a way that an inventory must be secured for each sales channel.
- Establish alliances with horizontal portals and search engines to establish clear channels to direct users to the virtual store.
- Use online search engines like Google.

b) Publicize the company or business through social networks: The company or business must be clear that a social network is a tool with which people share information about things they like: books, photos, videos , etc. They are places where there are too many people involved; media increasingly used.

In Wikipedia (2015) you can find the different definitions of the main social networks used, which are:

- **Blog:** A blog (digital log, logbook, cyber log, cyber diary, web blog or weblog) is a website in which one or several authors publish texts or articles chronologically, with the most recent one appearing first, and where the author always retains the freedom to publish what he thinks is relevant. It is also common for readers themselves to participate actively through comments. A blog can serve to publish own ideas and opinions of third parties on various topics.

The English terms blog and web blog come from the words web and log (log in English is synonymous with diary).

- **Facebook (fan page):** It is a social networking website created by Mark Zuckerberg and founded with Eduardo Saverin, Chris Hughes and Dustin Moskovitz. Originally it was a site for students at Harvard University, but it was opened to anyone with an email account (Wikipedia, 2015).
- **Twitter:** It is a microblogging service, based in San Francisco, California, with branches in San Antonio (Texas) and Boston (Massachusetts) in the United States. Twitter, Inc. was originally created in California, but has been under the jurisdiction of Delaware since 2007. Since Jack Dorsey created it in March 2006, and launched it in July of the same year, the network has gained worldwide popularity and it is estimated that it has more than 500 million users, generating 65 million tweets a day and manages more than 800,000 search requests daily.

The network allows you to send text messages of short length, with a maximum of 280 characters, called tweets, which are displayed on the user's homepage. Users can subscribe to the tweets of other users - this is called follow and subscribers are called followers, followers and sometimes tweeps (Twitter plus peeps, novice followers who have not yet made many tweets). By default, messages are public, although they can also be broadcast privately by showing them only to certain followers.

- **LinkedIn:** It is a business-oriented social network. It was founded in December 2002 and launched in May 2003 (comparable to a social network service), mainly for professional use. It was founded by Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and Jean-Luc Vaillant.

- Youtube: It is a website in which users can upload and share videos. It was created by three former PayPal employees in February 2005. In October 2006, it was acquired by Google Inc. in exchange for \$ 1,650 million and now operates as one of its subsidiaries. Currently it is the website of its type most used on the Internet.
- Google+: It is a social network service operated by Google Inc. The service, put into operation on June 28, 2011, is based on HTML5. Users must be over 13 years of age to create their own accounts. Google+ is already the second most popular social network in the world with approximately 343 million active users.

Within these tools or strategies should produce content and make updates on a daily basis, as well as make weekly promotions in order to win more customers, become known as an SME within social networks, to reach the ears of people who Maybe they do not even have a notion or idea of the existence of this company.

These marketing tools or strategies help to have direct contact with the client, know what they think about it, their points of view, as well as to request and obtain improvement proposals with a view to providing a better service and giving comfort to the client.

This tool helps companies to make themselves known with the help of their customers, namely, through the recommendations of customers to their friends and the recommendations in turn of these to their friends, forming a chain of recommendations for all the world, gaining more and more customers and making known the products or services and finally generating more sales.

So that to be in direct contact with customers and promote the products or services that account, the company must open an account within social networks. It is noteworthy that the increase of these has been surprising, since people use them anywhere, including where they work

In addition, social networks, especially those oriented to the professional field, such as the aforementioned LinkedIn, are useful for conducting business contacts and recruiting future employees.

Within social networks, as in any aspect related to the company or business, it is necessary to plan appropriate strategies to publicize the products. In such a way that a detailed

and goal-oriented strategy must be created. It is important to have a solid business plan to be able to specify and increase sales.

- c) Publicize your company or business through a virtual store: Technology is used to market products and services, and thanks to this you can offer a catalog of products from a traditional store in a virtual store.

As already mentioned in previous points, this is called e-commerce and today is used by the business world; It has become a competitive advantage within companies or businesses, since people find great advantages when buying online.

A virtual store is a very useful resource for the complementation of traditional sales channels with which a company or business has, because it allows to position the business in an important place within the market in such a way that it helps to offer a better service to the clients.

The benefits of a virtual store can be summarized as follows:

- Savings in installation and maintenance costs: personnel, rent of premises and derived expenses.
- Offer your products to a whole market.
- Wide range of item offers.
- Help cover needs of a potential market much greater than a traditional store.
- Global reach, in such a way that multiply the sales opportunities.
- The virtual store is operational and open to the public to generate sales at any time of the year.
- Different payments made quickly through online transactions.
- Attract clients who are not known not to reside near a physical establishment.

This e-commerce strategy is growing slowly, but it is constant in its progress, very few can afford not to have this option.

Based on the information found and the international context, table 1 proposes an electronic commerce strategy to be applied in SMEs in southern Sonora.

Tabla 1. Estrategia de comercio electrónico en las pymes del sur de Sonora

Crear un sitio web	Desarrollar una página web, de preferencia con un dominio con terminación .com, alineada con la identidad empresarial; deberá contener el logotipo, los colores y se debe de considerar la ergonomía.
Crear carrito de compras en el sitio web	Se recomienda alguna de las siguientes opciones: <ul style="list-style-type: none"> ▪ Prestashop. ▪ Wordpress y WooCommerce. ▪ Wix.
Crear una página en Facebook	Dentro de Facebook se puede crear un grupo o página. Es posible publicar la publicidad y promociones que la empresa maneja. Esta herramienta permite controlar el gasto total de la publicidad.
Publicidad en Google	Esta publicidad aparece cuando se realiza una búsqueda en Google con las palabras clave que se indiquen.
Boletines electrónicos	El uso de boletines permite mantener a los interesados enterados de nuevos productos, servicios o promociones.

Fuente: Elaboración propia

Conclusions

E-commerce has become a good selling alternative for SMEs. Thanks in large part to the social networks that in recent years have been evolving and have become one of the best buying and selling strategies for electronic commerce, because they are responsible for publicizing products and services that different companies offer.

Undoubtedly, electronic commerce is growing, due to the constant development of new technologies such as tablets, cell phones and laptops. This practice is conceptualized as buying and selling products or services through the Internet, a service that is increasingly available to more people around the world.

There are different methods or strategies that help organizations increase sales of the services and products they offer. It was observed that within SMEs an important area of opportunity are social networks, since through their use they are made known and have a closer relationship with the client. There are more and more organizations that use social networks every day and with them they promote offers, discounts and coupons, to name a few, which increases their competitiveness. With this information, we can conclude that an e-commerce strategy opens a gap of opportunities for companies in southern Sonora, and for this a series of suggested strategies were identified (see table 1).

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