

IMPACT OF TV MEDIA ON E-COMMERCE GROWTH AND PERFORMANCE IN DEVELOPING COUNTRIES

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Abstract

Development of technology information and communication has led to emergence and growth of e-commerce. E-commerce is endowed with benefits to both retailers and consumers that has fuelled most of the business direction. Despite of e-commerce development in developed countries, some challenges still hinder the full realization of growth and performance in developing countries, this brings our research gap. Research method used qualitative analysis, using interpretative phenomenological analysis technique and critical realistic approach in literature review. The discussions and conclusions show that if online retailers can pay attention to the concerns of online consumers, then these barriers can be eliminated. Results predict 65 percent of potential online consumers would be converted to actual buyers. In conclusion, online sellers must ensure their websites are secure, coupled with privacy policy, that will increase trustworthiness among buyers.

Keywords:

TV media, e-commerce, performance, growth, trust, security, privacy, developing countries

JEL Classification: O33, O47, P31

Introduction

Today, electronic commerce (E-commerce) is growing very fast. Business through the internet is an essential component and will be the heart of global economic trade in the 21st century which has an enormous and undoubted impact on almost all organizations and markets (Dunay et al., 2011; Falk & Hagsten, 2015; Khan, 2016; Mlelwa, 2015; Santos et al., 2017).

E-commerce is growing in both developed and developing countries (Terzi, 2011). In developed countries, e-commerce has generally grown very significantly (Khan, 2016). This development is supported by a large number of internet users and the improvement of infrastructure that enables e-commerce to develop rapidly (Santos et al., 2017). However, in some developing countries, e-commerce does not grow as fast as developed countries (Alyoubi, 2015). For example, in the state of Tanzania, e-commerce growth is not quickly adopted by the public (Mlelwa, 2015). In Nigeria, e-commerce is still in its early stages because internet usage is still low (Mohammed & Abdulkadir, 2012). According to Ndogo (2012), e-commerce in many African countries is still small due to the limited ICT infrastructure, less of ICT knowledge, and the high threat of crime in cyberspace. In another country like Indonesia, although e-commerce growth has begun to increase, it is still relatively low compared to developed countries. According to a 2012 World Economic Forum and INSEAD report, Indonesia ranked 80th (out of 142 countries) based on the Networked Readiness Index (NRI). This position is lower compared to other Asia Pacific countries, where Singapore is in the 2nd position; Malaysia 29, 51st China, and 77th Thailand. The NRI ranking is assessed based on four factors, namely the environment (politics and regulation; business and innovation), readiness (infrastructure, affordability, and skills), use (individual, business, and government) and impact (social and economic) (Janita & Chong, 2013). Other researchers mention, in Indonesia, the problem of buyer satisfaction, risk, expertise and reputation of the seller, and the convenience of purchasing are still obstacles (Sfenrianto et al., 2018). In other developing countries in Asia, Latin America also faces the same problem.

On the other hand, TV has become a popular media in all countries, especially in developing countries. In developing countries, TV can have a very positive influence, namely accelerating development and reducing poverty (Eltzroth, 2006). The TV is very much needed because it has a function as a medium of entertainment, information, and education (Holtz et al., 2001). Television can have a wide range of positive influences, including promoting e-commerce. A television show can give viewers a visualization of e-commerce. Studies on the use of internet TV show that television can influence consumer behaviour in using e-commerce (Blasco et al., 2013). However, this research does not mean the use internet TV, which requires the public to have an internet connection as a prerequisite. The use of free to air television will be considered since provide more extensive opportunities for people because free to air TV does not require internet connection prerequisites. Based on the description above, it encourages researchers to raise the question, what can TV do to foster the use of e-commerce in the community of the developing countries? The gap is established that no research conducted on TV media can influence the growth and performance of e-commerce on developing countries. In this article, researchers present some argument to answer that question, based on a literature review.

The aim of this study is to hence and influence the growth and development of e-commerce in the developing countries. TV media can have much influence to create more awareness of e-commerce among its viewers. Especially in developing countries, where TV to air is free. Most of the viewers spend best part of the day watching TV for education, entertainment, and information. To be precise, it is through this part of information where online retailers can use to promote e-commerce to the public in general. Retailers can emphasizes and address how they have mitigated the challenges that has been hindering most consumers from buying online. For example, how they have dealt with the issues of privacy and security, enhancing trustworthiness in their websites and payment systems. Through TV media can foster and educate the public how to use e-commerce. Therefore, creating knowledge, skills, and good culture that consumers can start trusting e-commerce as the best means of shopping, that is convenient, safe, reliable, cheaper and with wide variety of goods and services to choose from.

Literature review

The definition of e commerce

E-commerce also known as electronic commerce; internet or online shopping, is the activity of buying and selling of goods and services via the internet and its network system. In another words it involves business transactions of buying and selling of goods and services or exchange of information between business to business or business to consumers without both the buyer and seller meeting physically but rather over the internet (Mehra, 2015; Rahman, 2018). In the last 3 decades, the revolution of internet from 1960s, to date is fascinating. There is much development and penetration of internet. E-commerce has resulted to globalization of products and services (Nair, 2017). E-commerce is a very vital to tool for any country GDP, efficiency, and improvement of the economy. E-commerce has brought with it a lot of benefits to the consumers as well as companies over the traditional retail. Consumer benefits range from comparison of prices before purchase, shopping while at your comfort zone, wide range of products choice, cheaper in shopping since no travelling costs, and time wastage, information is easily available on a click of a button. For the companies can enjoy the following benefits: large market, new customers, decrease in inventories, monitoring customer preference changes, efficient and competence, scalability, reduce costs and boost brand awareness. According to Alavinasab & Taleghani (2016), mention the significance of e-commerce on business performance and growth.

Especially, with the developed countries enjoy high volume of e-commerce sales compared to developing countries. However, the developing countries are yet to realize the full potential growth and performance of e-commerce. Although, according to emarket.com shows that by 2022, developing countries will be leading in e-commerce, especially Africa. Despite, developed countries have realized full potential, still developing countries are faced with challenges that hinder growth and performance of e-commerce. This gap leads us to investigate the following Consumer barriers on ecommerce.

Lack of privacy, security, and trust

Several researches have been carried out on trust though there seems to be a lack of uniformity on growth of e-commerce in developed countries as compared to developing countries due to lack of trust. Consumers in developing countries feel insecure or difficult to trust online companies to share their personal information. Privacy and security are great concern for the consumers. If this is not guaranteed it affects the development of online shopping and makes consumers shy off and abandon e-commerce transaction, hence recoils to traditional shopping. This is echoed by Gupta & Dubey (2016) emphasized the importance of trust, consumers trustworthiness, security and privacy is a key paramount for the success of e-commerce (Rehman et al., 2018). Therefore, it upon the e-commerce companies to ensure that privacy, security, and trust is fostered. Privacy means that the information that consumers provide to the e-commerce companies must be protected, encrypted and never to be used without the customer consent. While, security is the safeguarding the information collected from consumers from unauthorized access or use by other persons for their own advantages of which was not initial intent by the company. For online companies to ensure trust, privacy and security, the following must be put into high regard, data integrity, authentication, non-repudiation, data confidentiality and access control and the word of mouth will be enough to fuel e-commerce growth (Rehman et al., 2018).

Similarly, consumer would feel more confident and buy online only if they have trust with the e-commerce companies they are dealing with, that their data, is protected and used for the intended purpose (Rybak, 2019). He noted that when customers have high level of trust, tend to have better experience and high satisfaction in e-commerce shopping. In return it creates loyalty and consumers tend to be associated with such kind of brands that value consumer trust. In such a case the online companies can easily monitor the changing behaviours of consumers and can supply consumers with customized information to their inboxes. Consumer trust has become a major focused for online consumers. Trustworthiness will be only bridge to the gap or distance between the consumer and the retailer (Teo & Liu, 2007). Trust should be built across all the network and partners involved in the e-commerce industry, from manufacturing of products, right quality, in logistics, time taken to deliver the goods and on secure payment mode. According to Oliveira et al., (2017) stated that e-commerce can create intention to purchase online by showing respect consumers by the online retailers. However, according to Thuo (2014) Kenya among other developing country are faced with challenges of security, privacy and trust, hence the low e-commerce performance. He urged the government to come up with the policies that gives e-commerce thriving ground. Similarly, Consumer trust is indicated to be one of the key influence of e-commerce as emphasized by these researchers (Hong et al., 2019; Kim & Peterson, 2017; Kitukutha & Oláh, 2018; Nguyen et al., 2018)

Cultural aspects

Culture is the beliefs, values, norms, and artefact of a certain society. Culture dimensions could be used to illustrate why different variances in e-commerce as cited by (Hallikainen & Laukkanen, 2018). Different countries have different cultures and therefore, there 5 types of cultures: Collectively- groups interest is considered more valued than

individual person in a community. Uncertainty avoidance- rules and guidelines are set pre to achieve same goals. Long-term orientation- where can have short, medium- and long-term cultures. Power distance- is expected of the management of organization to make better decisions concerning consumers and masculinity- it is the culture of female to be assertive in online purchase compared to men. For e-commerce companies have overcome the challenge of geographical location and therefore support ease culture for consumers to be receive their orders wherever despite of the distance or location, which is a positive effect on e-commerce (Khan, 2016).

In the most emerging markets, customers prefer to visit physical shops so that they can ask for discounts before purchase, which seems to be a challenge for online consumer to ask for the same, since no infrastructure in place, especially, in developing countries. Consumer behaviour and attitude can be largely determined by the social culture in the society as antecedent and dimensions of social culture are expressed differently and influences the purchase decisions (Yin et al., 2019). The culture and literacy in a country also can determine uptake of e-commerce. Not forgetting to mention region culture, technological and individual culture differences is a major factor to consider as you establish a business in a specific region (Chien et al., 2014). Consequently, e-commerce should study the culture of every niche market want to enter to evaluate the impacts on the business (Akhter, 2016; Lin, 2015). Zhang & Khare (2009) mention that locally oriented consumers will give a higher preference to local brands.

Lack of knowledge and skills

Consumers to have knowledge and skills, can be done by fostering awareness (Aghamirian et al, 2015; Kulyk et al., 2017). Awareness is the ability or state to perceive the easy use of e-commerce consciously or unconsciously. That is to say the conscious is the most important part because not only show that understanding of the matter but also, means you have the knowledge and skills required and how to do it (Yaseen et al., 2017). Awareness is understanding and knowledge that create the usefulness and ability to use e-commerce as a business model as consumers can purchase goods and services online (Hashemi & Hajiheydari, 2012). Secondly, it is through awareness that consumers adopt innovation of technology and its benefits to actualize the activity of e-commerce (Babinska et al., 2016). At the initial stage consumers develop needs, proceeded by visit an e-commerce website. Check and identify product or services one is in need. Ability to make informed decision to go on and make the actual purchase. Therefore, if consumers have a positive and good experience on online shopping at the first time. They may continue using e-commerce rather than visit physical traditional store to make a purchase.

Consequently, customers need information about products and services before actual purchase (Hashemi & Hajiheydari, 2011; Yaseen et al., 2017). Where and how to get this information will be termed as the skills. Several media and searching engines are available. Gaining this knowledge and understanding is very important for the adoption, acceptance, and growth of e-commerce in developing countries which seems to be lacking. Moreover, if consumers are able to obtain information and then make decision to purchase with the ease use of internet, the possibility of abandoning online shopping in the developing countries will be a thing of the past (Al-Dmour et al., 2017). Additionally, according to Fauska et al., (2013) state that customers go several process in e-commerce, before buying, search for information, and make buying decision, if the process was smooth and ease as in the following order; need of product/service, search of information, evaluation of alternatives, decision to purchase and behaviour after post purchase.

However, the process of purchasing online goes under several stages (Shanthi & Kannaiah, 2015). Firstly, stage the customer would like to find, gather information of the

availability of products and services online. Secondly, actual purchase, thirdly experience and satisfaction will determine if the consumer will continue buying online or will retaliate to traditional retail store (Bilgihan et al., 2016; Deyalage & Kulathunga, 2019; Radziszewska, 2013; Vakulenko et al., 2019). Therefore, if consumers enjoy better online shopping experience and high satisfaction, this will lead to spontaneously visit online shopping whenever they wish to buy, instead of physical store. First positive experience on online shopping create positive altitude and significance influence to remain as online consumer. At the same time will pass this news to his friends and family (Khan, 2016).

The influence of TV media to e-commerce

Television became the mainstream media for decades in the 20th century. Before the internet boomed, TV media became the belle of people to get entertainment and information. Television becomes an exciting medium because the audience does not need to have special skills to access it, as does access print media for newspapers. TV viewers who cannot read and write can access TV information. Also, the audience does not require high educational requirements for watching TV. If consumers understand the language used by TV and have a sense of sight, they can access TV broadcast content.

At present, television is still an essential medium for the public, although the internet has become increasingly popular in many developed and developing countries. In developed countries, 88% of the British public are still loyal to watching TV (Ofcom, 2015). In America, 70% of people still enjoy watching TV (Deloitte, 2017). Meanwhile, in developing countries, people also do not leave the television. Research Silva et al. (2014) mentions, Brazilian teenagers, both men and women respectively amounted to 70.9% and 66.2%, giving their time to watch TV. In India, 55% of the people put TV as entertainment and infotainment media (Narasimhamurthy, 2014). Likewise, in Bangladesh, TV media as a media that is much in demand by people (Islam et al., 2019).

Besides still attracting people's interest, television also has a positive and significant influence in various fields on audiences in many countries. TV media can become an effective promotional media in various fields. In Tanzania, TV media has a positive influence on audience knowledge about handwashing (Alexander et al., 2019). In South Korea, the Tuberculosis campaign through TV has a significant influence on viewers (Lee et al., 2018). The researchers also revealed that TV could foster the influence of specific values on its audience (Medrano et al., 2010). Information through TV influences views and engagement with the environment in the audience (Wonneberger & Kim, 2017).

Materials and methods

The authors use qualitative methods to analyse the effect of television media on the growth and performance of e-commerce in developing countries. Data sources of research data in the form of literary journals that are relevant to the research topic. Sources of data in this study journal articles that are relevant to the research topic. Researchers analyse data using interpretative phenomenological analysis (Smith, 2016). In this interpretation, the authors uses a critical-realist approach (Danermark et al., 2002), where the authors analyse data based on relativity over existing realities (Losoncz, 2017).

Discussion

Empirical research shows that penetration and access of internet is one of the major factors that lead consumers to buy online. 65% shows that consumers would like to shop online because of its convenience. 72% ability to search for information of products and services with easiness. Consumers can call to the customer service support even after working hours since its available 24 hours, 7 days a week. Therefore, can get feedback on information on what they

require online shop as compared to offline shop that operate on specific hours of the day. Most of consumers, prefer online shopping because they can save a lot of time. For example, looking for parking space at the mall, long queues on cashier desk and salespeople with who impose you to buy things you had not planned for. In a snapshot, online consumers are endowed with huge benefits at the click of a button. Just to mention a few, we group the in several groups: convenience, easy availability of information on retailers' web stores, wide choice and availability of products and service, and cost and time efficiency.

Even though, after analysing huge theoretical and literature review, it depicts that developing countries are still experiencing hinderances on growth and performance of e-commerce. Hitherto, challenges are, trust, privacy and security, culture aspects, lack of knowledge and skills. TV media is a great tool that can be used to influence the growth and performance in the developing countries.

The development of world wide web has fuelled the growth and performance of online shopping. It plays a crucial role in the modern-day society. Information technology and communication is the backbone of economic, social, environmental, as it hence achieving of sustainable e-commerce (Oláh et al., 2018). Therefore, online retailers need to be aware of the challenges that make consumers to abandon online shopping and offer solutions. This will create good experience, great satisfaction, and loyalty to remain online shoppers for the rest of their lives.

Trust, privacy, and security- security is a great concern to online consumer. Even though, there are several ways to make payments on online purchase. Credit card is the most convenient way. Consequently, consumers would feel insecure and abandon the online shopping if they do not trust retailers with their personal information on the website. However, if retailers are subscribed to guarantee security seals like Verisign on their page this challenge can be minimised. Customers tend to associate themselves with trusted brands. Trusted brands influence customers on online purchase. Trust can determine either loose or gain customers as well as failure or success of online retailers on e-commerce. Why is security and trust important to online consumers? Because by the virtual customers using credit card online, retailers can access private information of the consumers. Consumer worry a lot if they are not guaranteed their information would not be used otherwise, for different purpose. Privacy indicates infringing the rights of another person using their information without their consent. Research shows that 71% of online consumers are worried that retailers can misuse, customer personal information data without their consent.

Culture aspect- traditionally, consumers are used to shop in traditional way. Brick and mortar, visiting physical shops, to see, feel and touch the product before actual purchase. Online shopping, the culture is different, there is intangibility of the products, and this may lead some products not purchased online. Also, according to some cultures and religion, consumer may not be interested of buying a product or service. Hence retailers should be aware of this fact and avoid offending consumers by directing customised ads to the wrong consumer, otherwise, might have a negative impact on the brand. Statistics shows that is the culture of male to do more online shopping than female by 67 percent. Fashion is the leading, followed by travel, electronics, among others. It is important for the online retailers to have in mind the culture of a certain countries, behaviour, and beliefs. In this aspect can promote the development and performance of e-commerce in a diverse way.

Television has a significant role in society in various countries, especially in developing countries. In many developing countries, television has received the attention of the government, so that the mass media is often explicitly regulated. Almost all developing countries throughout the world have and manage TV stations in the form of public TV, for example, Kenya, Nigeria, Iraq, Jordan, Mongolia, Afghanistan, Pakistan, Indonesia, Malaysia,

the Philippines, Vietnam, Thailand, and others. Many countries also have rules that can force private TV stations to broadcast government programs situations.

Generally, governments in many developing countries recognize that TV has a far-reaching impact on society. They can use TV media to change attitudes, mindsets, and individual habits of people with a new business system. Studies in Pakistan prove that TV media can influence the behaviour of both literate and illiterate audiences (Yousaf, 2013). TV media can be used to promote e-commerce businesses as a more profitable and efficient business way. The promotion of e-commerce through TV media will become more widespread, because at this time TV media is converging with online media (Mikos, 2016), so TV broadcasts can be saved and repeatedly watched whenever the audience wants. Audio-visual TV media is suitable for explaining in detail all the things about e-commerce. Messages through TV can be recorded and broadcast repeatedly, adjusting to the habits of people watching TV. The goal of e-commerce promotion through media is not only for e-commerce consumers but also for sellers who use online media to run their business so that a robust environment in e-commerce is built.

Messages that contain e-commerce can take many forms, ranging from news, features, news magazines, documentaries, advertisements, talk shows, reality shows, even quizzes and soap operas. The program can be direct and interactive. All TV programs will have a stronger impact if designed in an integrated manner with various other activities and programs. Research shows that integrated campaigns can have a substantial impact on consumers (Chattopadhyay et al., 2010).

Conclusions

It is of no doubt for e-commerce to thrive in developing countries the following challenges needs to be addressed urgently. Online shopping has come of age, it is no longer an option but a vital business model that contribute to economic aspect for both retailers and consumers. In general, to the country's GDP. Online retailers need to pay close attention to factor that can turn a way online customer. Similarly, provide a solution aiming to get larger market and turn potential customers to actual online buyers. Understanding of the obstacles by online retailers or sellers will close the gap. Create websites that guarantee online consumers safety of the personal information. Enshrine policies on retailers' website page that gives assurance of the protection every private information collected can only be used with customer's consent.

Trust, privacy, and security- online retailers to institute trust among its customers, by subscribing to features that display trust. For example, VeriSign, etrust signs, SSL certificate can be ascribed to from genuine vendors. When consumer visit online retailer's page with these signs gain more trust to these brands. Encrypted websites that would not leave the credit card users vulnerable to hackers, would go in hand. Trust critical factor considered by consumers, at pre-purchase, during purchase and post-purchase. For instance, when consumers buy online products and find them with default. Contact information should be available for the seller's web and customer can have an easy way to return the product for exchange or get a refund without hitches. This makes consumers build more trust with the brands. Also, transactions should be secured by ensuring protection of the data of the consumers when they use credit cards. Retailers should keep customers' information encrypted and all employees made to sign binding contract that forbid them from using consumer private data for their personal gain. This clause can be included on the sellers' website on privacy protection. All above measures is to create trust in the mind of the consumers and online sellers are holding themselves accountable hence makes e-commerce more viable and sustainable.

Culture aspect- there are different factors that determine a culture of a society. Could be religion, race, country, language, and business dynamics. It is upon the online sellers to

study their market niche and create their website into the values, beliefs, interests' norms that go with that niche. Otherwise, it can be difficult for a certain market niche if the online vendor use language that is not known. Similarly, using colours, themes that mean bad omen to certain races can be offending. In addition, not only that online sellers to consider secure websites but also culture of the local markets in terms what to avail on their websites. Should go in hand with the interests of the locals, norms, behaviours, needs, desires, customs, and traditions. Different communities respond different to different cultures, so online sellers need to pay attention to be successful. For example, its offensive to use a cow image or in a language setting in India or Pakistan's as cow is related to their God. When Pepsi company was doing the advertising campaign. It used the phrase "come alive" in china that means ancestors to come from their graves. So, in china it is a bad omen and Chinese online consumers would disassociate themselves with a such a product. Just to mention a few, there are a lot of many issues related to culture that can make online consumers avoid buying from a certain vendor. By taking this into consideration can reduce the barriers associated with culture and will fuel the growth and development of e-commerce around the globe.

In summary, e-commerce has changed the way businesses are conducted around the world. E-commerce has brought a lot of efficiency, time saving and cost reduction for the online shopping malls. Likewise, online consumers are can shop online 24 hours a day, avoid traffic jams, enjoy convenience, great customer satisfaction coupled with amazing shopping experience. However, web shops must pay keen attention to the things that will make online consumers avoid online shopping. For example, ensure user friendly website, ease to use, adequate availability of information upon search. Secure websites that guarantee safety and privacy of consumer private data. Create trustworthiness among consumers by subscribing to features that provide confidence with the consumers. On their website give the policies that protect consumers. Online sellers to ensure that they are aware of the consumers and respect their cultures, beliefs, norms, and customs. According to Akhter (2016), 65 percent influence the e-commerce with the positive culture established. Online shopping malls to have an effective customer service that can assist and guide consumers when they need help or guidance.

Retailers could also use TV media as advertising agent. This gives a lot of hope to consumers, when the see such brands on the commercial TV's and become more familiar with them and hence end up trusting them. TV media is a tool that is widely used in every country for entertainment and passing on of information and can promote the widely use of e-commerce in the developing countries. Television has an extensive influence on society. This media can give effect to cognitive, affective, and behaviours on the individual. Changes that occur collectively will ultimately change a culture. Television can help grow trust, knowledge, and improve the technical skills of the community in e-commerce. The author believes that the ability of TV media like this, e-commerce can proliferate. The performance of e-commerce will also be better. Promotion of massive e-commerce through TV media is believed to accelerate the growth of e-commerce.

Results of this study shows that the mention barriers if well considered by the online sellers then would give the right environment for e-commerce to thrive in the developing countries. Online sellers would benefit by increasing their sales, entering new markets, and keeping the existing consumers. The online consumer is guaranteed of the safety of their private information by use of credit cards while the they can shop online while enjoying the overwhelming benefits, that comes with e-commerce. Further research can be done different aspects of culture that influence e-commerce growth and development.

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