



Commercialization Model of the Electronic Sales Using the Grounded Theory

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Abstract

Objective

In today's competitive world, commercialization and the use of new ideas are vital. If a store fails to present its ideas to the market, it will fail. Therefore, it is important and necessary to have the ability to commercialize in e-shops that requires special attention in order to be successful. There is also a lot of competition among online stores these days and a store can be successful if it acts according to the requests of its customers. Customers ask for online and innovative purchase due to the many concerns and problems. Therefore, the present study aims to explain the commercialization model of the idea of electronic sales in online stores in the city of Tehran. Hence, the most important question in this study is that what model can be used to commercialize e-sales ideas?

Methodology

Qualitative research methods and in particular the grounded theory (systematic approach) were used to achieve a rich description of the experiences, attitudes and perceptions of the interviewees towards the commercialization of the idea of electronic sales. The statistical population includes the management ranks of companies in the field of e-sales and digital media in the country with sufficient knowledge of e-sales. The purposeful sampling was used and in this regard, the data were obtained through semi-constructed interviews with 12 people. Moreover, in order to ensure the reliability of the data, 2 more interviews were conducted. Thus, the final number of participants was 14. The data were then analyzed based on a systematic approach that included three stages of open, axial, and selective

coding. It should be noted that due to the interpretive and in-depth nature of the research, the codification and analysis of the interviews were applied using MaxQDA software version 11.

Findings

According to the analysis of the interviews, 277 initial open codes were identified, which were reduced to 20 main codes and 5 selected codes. Finally, based on a systematic approach in the grounded theory, the identified codes were classified into six classes of causal conditions, contextual conditions, intervening factors, strategies, and consequences. The results showed that the causal conditions (knowledge and understanding of market needs, intellectual property support and adoption of marketing perspectives); main categories (creativity and ideation, applicability, idea support and risk-taking); strategic categories (education, research and development, management mechanisms and identification of customers' needs); contextual categories (environmental studies, financial and human resources and organizational contexts); intervening categories (legal infrastructure, social, economic and cultural factors, and technology development) and consequential categories (sales and higher profits, customer satisfaction, innovation, and service development) can influence the commercialization of e-sales ideas.

Conclusion

In short, it can be concluded that in order to be able to commercialize the idea of electronic sales, it is necessary to gain sufficient knowledge of the needs of the market. In the commercialization of the idea of electronic sales, proper management is necessary and it will lead to commercialization of the idea of electronic sales. The environment of any company is the main and influential factor on the activities in that company, because the changes and the developments that take place in the environment of companies, both positive and negative, have a direct impact on the company's activities. This is necessary in commercialization of the idea of e-sales and there is a need for a positive perspective on the environment before commercialization. In order to commercialize the idea of e-sales, its legal infrastructure must be respected. In other words, if these infrastructures are not followed, one cannot expect to succeed. In the case of commercialization of the idea of electronic sales, if there is no good sales and profit in the company, one cannot expect to successfully continue the idea of electronic sales because the company cannot offer its products and services to customers. Therefore, the income would not compensate for the expenses.

Keywords: Commercialization, Innovation, Electronic sales.

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