

Exploring the Marketing Strategy of Imported Books Trading on Social Media Platforms

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Abstract

Technological progress has had an impact on various fields. The economic sector has not been spared either. With the development of technology businesses, the right strategy must be embraced. This study aims to determine the marketing strategies businesses adopt in trading imported books on the Instagram platform. A qualitative research method was using interviews and documentation data. A total of six businesses were interviewed, and the data was then presented with some analysis. The results indicate that the marketing strategies used by the traders are promotions through Instagram features, market segmentation, and consumer engagement. The paper humbly suggests that businesses may widen their market by adopting other social media and involving e-commerce. In addition, the study argues that businesses must consider several factors in their promotions, such as price, quality, and trend. The paper carries some limitations and comes with several recommendations.

Keywords: Marketing Strategy, Online Businesses, Imported Books, Social Media.

Abstrak

Kemajuan teknologi telah berdampak pada berbagai bidang. Sektor ekonomi juga tidak luput dari perhatian. Dengan berkembangnya bisnis teknologi, strategi yang tepat harus diterapkan. Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang diterapkan pelaku usaha dalam perdagangan buku impor di platform Instagram. Metode penelitian kualitatif menggunakan wawancara dan data dokumentasi. Sebanyak enam bisnis diwawancarai, dan data kemudian disajikan dengan beberapa analisis. Hasil penelitian menunjukkan bahwa strategi pemasaran yang digunakan pedagang adalah promosi melalui fitur Instagram, segmentasi pasar, dan keterlibatan konsumen. Makalah ini dengan rendah hati menunjukkan bahwa bisnis dapat memperluas pasar mereka dengan mengadopsi media sosial lain dan melibatkan e-commerce. Selain itu, penelitian ini berpendapat bahwa bisnis harus mempertimbangkan beberapa faktor dalam promosi mereka, seperti harga, kualitas, dan tren. Makalah ini membawa beberapa batasan dan dilengkapi dengan beberapa rekomendasi.

Kata Kunci: Strategi Pemasaran, Bisnis Online, Buku Impor, Media Sosial.

Introduction

The rapid development of technology and information makes it easier for society to carry out their activities. The development of technology and information affects human behavior and relations, especially in the business sector.¹ With the presence of technological information such as social media for business, this is a great potential and opportunity as a sales communication tool.² The ease of buying and selling online will potentially attract many consumers. This is evidenced with a survey by the Association of Internet Service Providers in Indonesia (APJII) in 2016, where social media among frequently visited by Indonesian people, especially Instagram, was reached 19.9 million or 15% of the total users.³

One of the features in online shopping is there buying on pre-orders base, this scheme of transaction enables the purchaser to pay at any time of transactions. The concept very much supported by the advance of social media.⁴ With various products presented in online buying and selling with a pre-order buying and selling system, indeed, it affects business competition in each online shop in attracting customers. One example is imported book products. Therefore, this competition requires a strategy for each online shop, mainly imported book products to market their products.

In marketing strategy, companies or business actors find a plan to market their products by identifying the targeted market with the products or services provided. So that companies and business actors can develop their strategies for gaining profits from competitive challenges in the market.⁵ Meanwhile, companies or actors must have characteristics in the form of points that include all illustrations of strategies in the form of capabilities, abilities possessed, and efficiency in processing resources which are taken into account.⁶ All strategies mentioned above to expand the market of the product with the right marketing strategy.

From the discussion above, this paper attempts on exploring and examining further marketing strategies implemented by online shops in social media in particular Instagram. The study focuses on the sales of imported book through pre-order system in Indonesia. The paper is expected to complete the untapped area of the study and be one of the references in future studies. In addition, the paper is expected to bring some practical implication enhancing the practice of online shops in Indonesia.

¹ Antasari, D. (2016). *Strategi Pemasaran Dan Pengembangan Bisnis Online (Studi Kasus Kediri)*.

² Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur_Batik). *Widya Cipta*, 2(2), 271–278. [Http://Ejournal.Bsi.Ac.Id/Ejurnal/Index.Php/Widyacipta](http://Ejournal.Bsi.Ac.Id/Ejurnal/Index.Php/Widyacipta)

³ Nasution, D., Junaidi, & Ulfa Batoebara, M. (2021). *Strategi Peningkatan Penjualan Usaha Kecil Menengah Melalui E-Commerce Studi Kasus Mitra Ukm Perusahaan X*.

⁴ Ambawani, T., & Mukarromah, S. (2020). Praktik Jual Beli Online Dengan Sistem Pre-Order Pada Online Shop Dalam Tinjauan Hukum Islam Online Buying And Selling Practices With The Pre-Order System On The Online Shop In The Islamic Law Review. In *Jurnal Studi Islam* (Vol. 1, Issue 1).

⁵ Shin, N. (2021) *Shin: Strategies For Competitive Advantage In Electronic Commerce Strategies For Competitive Advantage In Electronic Commerce*.

⁶ Varadarajan, R. (2020). Customer Information Resources Advantage, Marketing Strategy And Business Performance: A Market Resources Based View. In *Industrial Marketing Management* (Vol. 89, Pp. 89–97). Elsevier Inc. <https://doi.org/10.1016/j.indmarman.2020.03.003>

Literature Review

Social media is an online technology that many people practically use to share content, experiences, views, perspectives, and ideas.⁷ Meanwhile, other researches defined social media as a collection of software technology devices, which are presented digitally with websites or applications that provide a digital place for users to share or receive digital content or information.⁸ Nowadays, social media cannot be separated from human especially the youth generation. This denotes the huge influence of social media on young generation.

Similarly, e-commerce as the activity of buying and selling goods or services via the internet. With the use of the internet by many people, it is not just buying and selling but also a place to exchange information about prices or new products offered before making payments.⁹ Meanwhile, an online shop appears to be a transaction in exchanging products carried out by buyers with sellers without physical encounters with information technology based on the media or the internet. This helps the efficiency and productivity of a person in his transactions. Accordingly, with the easiness provided by technology there has been an increasing volume of transactions through e-commerce.¹⁰

In Islam, buying and selling is an agreement between parties who make an agreement in which one party is bound to hand over the object of the deal, and the other party must pay the promised fees. In a sale and purchase contract, there is a process that must be followed, namely: Intention or desire in the buying and selling process, the process of making an agreement or contract, the process of transferring ownership of the object, payment process, fulfillment of transactions, closure of the sale and purchase contract. Moreover, Islam permits sale transactions and prohibits usury as a mode and guidance of transactions for Muslims.¹¹

From the perspective of Islamic law, pre-order transactions in Indonesia implemented based on *istishna* contract following the fatwa of DSN-MUI No. 06/DSN-MUI/IV/2000 concerning the sale and purchase of *istishna*. The contract itself carrying a meaning of sale and purchase contract in the form of an order and production. The contract has been widely applied by Islamic financial industry across the globe.¹²

⁷ Bagaturia, G., & Johnson, M. (2014). The Impact Of Social Media In Marketing Management. In *The Impact Of Social Media In Marketing Management Journal Of Business* (Vol. 3, Issue 1).

⁸ Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The Future Of Social Media In Marketing. *Journal Of The Academy Of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/S11747-019-00695-1>

⁹ Khan, A. G. (2016). Electronic Commerce: A Study On Benefits And Challenges In An Emerging Economy. *Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc*, 16.

¹⁰ Dedi. (2022). E-Commerce Online Buying And Selling Transactions In The Perspective Of Islamic Law. *International Journal Of Artificial Intelligence Research*, 6(1), 2579–7298. <https://doi.org/10.29099/Ijair.V6i1.365>

¹¹ Tlemsani, I., Marir, F., & Majdalawieh, M. (2020). Screening Of Murabaha Business Process Through Quran And Hadith: A Text Mining Analysis. *Journal Of Islamic Accounting And Business Research*, 11(9), 1889–1905. <https://doi.org/10.1108/Jiabr-05-2020-0159>

¹² Pekerti, R. D., Faridah, E., Hikmatyar, M., & Rudiana, I. F. (2021). Implementasi Akad Istishna (Psak Syariah 104) Dalam Transaksi Jual Beli Online. *Aktsar: Jurnal Akuntansi Syariah*, 4(1), 19.

<https://doi.org/10.21043/Aktsar.V4i1.8562>

On the other side, marketing strategy is an integrated decision pattern that determines crucial choices regarding market products, marketing activities and resources in the manufacture. In other words, the understanding of marketing in a company is by determining the formula and implementation of a specific pattern in applying the resources it has to achieve the marketing objectives to the targeted market.¹³ Determining a company's marketing strategy must at least focus on the main factors of marketing strategy. The main elements are divided into two elements: those from outside and those within the company to develop a strategy. Creating a marketing strategy must consider the influence of the internet which might be applied by the marketing mix strategy. The strategy covers some essential aspects such as product, pricing, promotion, and place.¹⁴

Methodology and Data

The type of research in this paper is a case study or field research. Case study is research conducted by observing, analyzing, and describing what is in the object under the study. The research is in everyday life situations.¹⁵ This research approach is a qualitative approach which is a research approach that produces findings without relying on quantitative measurements or statistical calculations. The methods include individual and focus group interviews, participant, observation, and other approaches.¹⁶

The data of the study was obtained by collecting primary data sources through interviews and observations from six respondents who are owners of the online shops of imported books on the Instagram platform. Secondary data sources were taken through journals or articles that support this study. As for the research mechanism, the first step is by interviewing respondents and observing the businesses owned by the respondents. Then the data that has been obtained will be analyzed with three components namely data reduction which is to reduce unnecessary data without eliminating existing information, presenting data with the relationship between the appropriate categories, and assembling and verifying conclusions.

The data was taken over 3 months, starting in October 2022 and ending in December 2022. By taking it online, the place for this research was at each respondent's platform. The data obtained in this study came from the results of interviews and observations conducted with respondents, who are business owners buying and selling imported books online. Where respondents sell imported books using a platform with a pre-order system, which consists of 6 respondents, namely:

¹³ Varadarajan, R. (2020). Customer Information Resources Advantage, Marketing Strategy And Business Performance: A Market Resources Based View. In *Industrial Marketing Management* (Vol. 89, Pp. 89–97). Elsevier Inc. <https://doi.org/10.1016/j.indmarman.2020.03.003>

¹⁴ Shin, N. (2001). *Strategies For Competitive Advantage In Electronic Commerce Strategies For Competitive Advantage In Electronic Commerce*.

¹⁵ Aziz, H. A. (2017). Comparison Between Field Research And Controlled Laboratory Research. In *Arch Clin Biomed Res* (Vol. 1, Issue 2).

¹⁶ Hamilton, A. B., & Finley, E. P. (2019). Qualitative Methods In Implementation Research: An Introduction. *Psychiatry Research*, 280. <https://doi.org/10.1016/j.psychres.2019.112516>

No	Respondents	Name Of Respondent's Instagram Account	Product	Time Of Establishment	Turnover
1	Q	Smashbooks	Imported books	August 2021	Rp. 5-10 million per month
2	A	Lights Up The Book	Imported books	January 2021	Rp. 75 million per two years
3	S	prenotare_books	Imported books	December 2021	Rp. 4-18 million per month
4	P	Psyche Books	Imported books	2020	Rp. 4-5 million per month
5	S	shabsself	Imported books	May 2021	Rp. 1-3 million per month
6	G	BookUnhails	Imported books	June 2021	Rp. 4 million per month

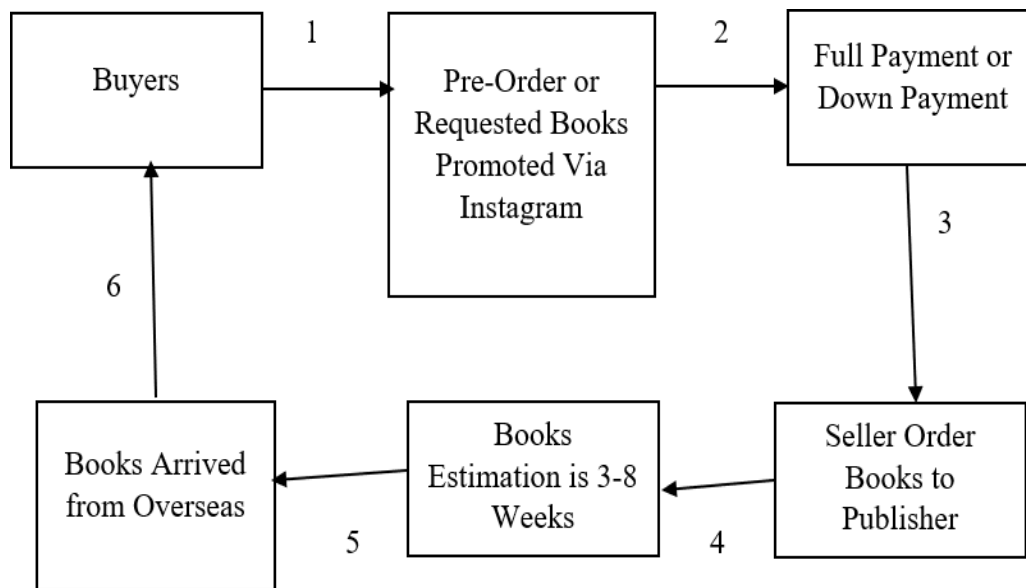
Table 01: Detail of respondents

Results and Discussion

Based on the data obtained in this study, the analysis indicates that the six respondents in buying and selling imported books with the Pre-order system are using an *istishna* contract which in Islam is a sale and purchase contract in the form of an order or production of goods that has been agreed upon by both the person making the order or purchase or sellers.¹⁷ The selling mechanism carried out by the respondents is by using the Instagram feature. In terms of the mechanism, the six respondents have something in common, using the story, feed, direct messages, or instant chat features on Instagram. The features used to share a catalog of books that will be sold on a pre-order basis. The use of these features by respondents also has its advantages, where the advantages are in the form of ease of use, and being able to reach the target market of sellers that are specific to readers.

As for the purchase mechanism, respondents have the similar mechanism, namely requesting products that consumers can directly buy using via direct messages or instant chat on the Instagram feature and some respondents use Google from. The then followed by payment of a deposit or down payment, where this down payment is paid in the amount of 50% of the cost while some practiced by setting at Rp. 100,000 for each purchased product. Then the product will be ordered by the respondents to the book publisher, according to the specifications requested by the consumer. The mechanism for purchasing Pre-Order imported books can be seen through the diagram as follows:

¹⁷ Pekerti, R. D., Faridah, E., Hikmatyar, M., & Rudiana, I. F. (2021). Implementasi Akad Istishna (Psak Syariah 104) Dalam Transaksi Jual Beli Online. *Aktsar: Jurnal Akuntansi Syariah*, 4(1), 19.
<https://doi.org/10.21043/Aktsar.V4i1.8562>



Picture 01: Purchase mechanism

description:

1. The buyer orders books from the seller, pre-order books or books that can be ordered with predetermined titles or specifications. Orders can be made through direct messages or instant messages on Instagram.
2. After making an order, the buyer must make an initial payment. The payment can be in the form of a down payment of 50% of the total price of the product purchased or a full payment, which is paying the entire price of the purchased product.
3. After the buyer makes the initial payment and provides proof of the transaction to the seller, the seller will order the book from the book publisher that matches the specified book description.
4. After ordering the book with the publisher. Buyers must wait approximately 3-8 weeks for the book to arrive.
5. Books that have arrived will be sent to the buyer if the buyer has paid off the remaining product payments and has provided proof of the transaction.

Buying and selling in Islam is an activity of an agreement between parties, where one party is bound to hand over the object of the deal, and the other party must pay the promised fees. As for it, there is a sale and purchase contract called *istishna*. An *istishna* contract is a sale and purchase contract in the form of an order or production of goods that have been agreed upon by the person placing the order.

Even though pre-order buying and selling is a form of *istishna* contract, it cannot be said that all pre-order buying and selling are by *istishna* contracts.¹⁸ In the mechanism of buying and selling pre-order imported books, it must be able to fulfill the permissible conditions of the *istishna* contract so there is no ambiguity in its implementation. Meanwhile, in the *istishna* contract, some conditions allow this contract to occur with the conditions of the object of the agreement must be transparent, and there must be no ambiguity between quantity, quality or other related characteristics. The object of the agreement is generally used by many people or commonly used by the community, such as jewelry, food, clothing, or other things. There is no suspension time specification. The cost of goods is known, and this price cannot be increased or decreased due to labor costs or other costs accompanying the process. The goods ordered are goods from the manufacturer who agreed.¹⁹

From the data obtained in the mechanism of buying and selling pre-orders of imported books through the Instagram platform, when analyzed from the permissible requirements, namely the first and second requirements which are the clarity of objects and objects that are commonly used. The buying and selling of pre-orders of imported books have fulfilled the *istishna* contract where objects that are sold physically are clear and are objects that are commonly used by many people, namely books. For the third condition, there is no delay because payments and goods will be sent according to the conditions that have been determined. Where payment is made at the beginning of the purchase with a DP of 50% of the price of the goods, the remaining amount can be made at the end or in the middle of the finished goods deadline. Even at the basic price of buying and selling imported book pre-orders, there is clarity when the seller provides a catalog or review, which is shared through Instagram features. The goods ordered are from producers, where sellers buy from publication companies which will then be distributed to buyers when the goods arrive in Indonesia.

Digital Marketing Strategy

The marketing strategies carried out by the respondents in marketing their products have similarities between them. The similarity of the marketing strategy lies in promoting the products being sold, namely by using the story and feed features on Instagram in promoting the product. Each respondent uses these features by distributing book catalogs that will be sold by pre-order, but there are also respondents who not only use book catalogs but also share book reviews that will be sold by pre-order. Some respondents use the Instagram ads feature to promote the products being sold. As for the marketing strategy, some respondents also gave an approach by giving discounts or book discounts that are being targeted by many buyers.

In the marketing strategy, respondents use in marketing their products through the Instagram platform, respondents have their strategies on other platforms that are usually used. Several respondents stated that the same strategy was also applied to other

¹⁸ Ambarani, T., & Mukarromah, S. (2020). Praktik Jual Beli Online Dengan Sistem Pre-Order Pada Online Shop Dalam Tinjauan Hukum Islam Online Buying And Selling Practices With The Pre-Order System On The Online Shop In The Islamic Law Review. In *Jurnal Studi Islam* (Vol. 1, Issue 1).

¹⁹ Muhammad, M., & Chong, R. (2007). The Contract Of Bay' Al-Salam And Istisna' In Islamic Commercial Law: A Comparative Analysis Labuan E-Journal Of Muamalat And Society. In *Labuan E-Journal Of Muamalat And Society* (Vol. 1).

platforms with almost the same features as the Instagram platform. However, some implement the different strategy on other platforms. Apparently, almost all respondents use other media to support sales, so no specific marketing strategies are implemented on other platforms, for example, Shopee or Tokopedia platforms, where these platforms are only used to support payments.

In implementing marketing strategies, companies or e-commerce should understand and observe the opportunities in the market.²⁰ The process of forming an effective marketing strategy is to include input in the form of data obtained from observations that have been made.²¹ Afterwards, apply the formula by taking into account the business's goals and objectives, then the marketing strategy's implementation must pay attention to tactics and practices.²²

Implementing an online marketing strategy cannot be separated from the factors that must be considered by companies or e-commerce.²³ In other words, there are some factors that have to be taken into account when a business want to market their products through an online marketing.²⁴ What companies or e-commerce must pay attention to is the development between the company's capabilities and the business strategy that has been implemented by the company itself so that the company can easily observe an effective marketing strategy.²⁵

In running an online business, the strategy needed is to rely on a product strategy, pricing strategy, or a strategy using promotions.²⁶ The best result of an effective marketing strategy can lead to an increase in consumer purchase interest.²⁷ Supported by Al & Al-Ahliyya's research (2019), online marketing strategies with research results that rely on e-branding and e-promo strategies can attract consumer interest in purchasing.²⁸

²⁰ Hamdun, N. (2022). Strategi Pelaku Bisnis Electronic Commerce (E-Commerce). *Jurnal Locus Penelitian & Pengabdian*, 1(2). <https://Locus.Rivierapublishing.Id/Index.Php/Jl>

²¹ Varadarajan, R. (2020). Customer Information Resources Advantage, Marketing Strategy And Business Performance: A Market Resources Based View. In *Industrial Marketing Management* (Vol. 89, Pp. 89–97). Elsevier Inc. <https://doi.org/10.1016/j.indmarman.2020.03.003>

²² Morgan, N. A., Whitler, K. A., Feng, H., & Chari, S. (2019). Research In Marketing Strategy. In *Journal Of The Academy Of Marketing Science* (Vol. 47, Issue 1, Pp. 4–29). Springer New York Llc. <https://doi.org/10.1007/S11747-018-0598-1>

²³ Katsikeas, C., Leonidou, L., & Zeriti, A. (2020). Revisiting International Marketing Strategy In A Digital Era: Opportunities, Challenges, And Research Directions. *International Marketing Review*, 37(3), 405–424. <https://doi.org/10.1108/Imr-02-2019-0080>

²⁴ Rungtapisawat, S., Sriyakul, T., & Jermisittiparsert, K. (2019). The Era Of E-Commerce & Online Marketing: Risks Associated With Online Shopping. In *International Journal Of Innovation, Creativity And Change*. *Www.Ijicc.Net* (Vol. 8, Issue 8). *Www.Ijicc.Net*

²⁵ Nadeem, A., Abedin, B., Cerpa, N., & Chew, E. (2018). Editorial: Digital Transformation & Digital Business Strategy In Electronic Commerce - The Role Of Organizational Capabilities. In *Journal Of Theoretical And Applied Electronic Commerce Research* (Vol. 13, Issue 2, Pp. I–Viii). Universidad De Talca. <https://doi.org/10.4067/S0718-18762018000200101>

²⁶ Shin, N. (2001). *Strategies For Competitive Advantage In Electronic Commerce*.

²⁷ Biasa, K., Tumbel, A., Mario Biasa, K., Tumbel, A., & Donald Walangitan, M. (2021). *Study Kasus Online Shop Manado) Utilization Of Online Marketing Systems And Marketing Strategies In Increasing Consumer Purchases During The Covid-19 Pandemic (Case Study Online Shop Manado*. 9(2), 948–956.

²⁸ Al, A., & Al-Ahliyya, A. (2019). *E-Marketing Strategic For Jordanian Small Business To Increase Sale In Local E-Market A Cyber-Consumer Protection Framework For Prevention Of Online Deceptive Advertising View Project*. <https://www.researchgate.net/publication/344189718>

In contrast to previous research, online marketing strategies, mainly buying and selling through social media are more based on the use of social media, the role of social media, and the benefits of social media that influence consumer buying interest.²⁹

The marketing strategy that has been implemented by respondents, namely by developing various aspects of the strategy, product strategy, promotion strategy, price strategy, and place strategy. The product strategy is where the seller must provide clear specifications for the product being sold. As for buying and selling products for pre-order imported books, the seller provides specifications for book products through a distributed catalog, where these specifications include book titles, book contents, publication companies books, and other information provided by the seller.³⁰

As for the pricing strategy, some of the respondents used price discounts or discounted prices. However, in this pricing strategy, most of the respondents did not use discounted deals to attract consumers so many of the respondents used the cost of books sold. As for the place strategy, the place strategy is a strategy that prioritizes the distribution of goods. With the convenience offered by technological advances. Respondents use platforms such as Shopee and Tokopedia to distribute to discounted distribution prices. Through this platform, sellers can attract more consumers with the discounted prices mentioned.

In the marketing strategy on social media, there are main aspects that must be considered, promotion where there are two things that must be considered, by building connections with customers or followers, and by building interesting content. The second is by using the features found on social media itself. In this aspect, e-commerce owners of imported books also focuses their marketing strategy on promotion strategies. Where e-commerce buying imported books focuses on strategies by building relationships with consumers through promoted content, which the content is shared through Instagram features with story and post features. As for the content in it, it is content that attracts consumers according to the intended target consumers.³¹

There are also practical steps in establishing a digital marketing strategy, namely monitor conversations related to products through online platforms, primarily through social media, identifying individuals who can develop product information, identifying the factors of individuals who have influence, allocate influential individuals who have the same interest in the product, recruit these influential individuals to expand product information to consumers, provide insensitive to these influential individuals to expand product information to consumers, and get results from the campaigns that have been carried out.³²

²⁹ Bagaturia, G., & Johnson, M. (2014). The Impact Of Social Media In Marketing Management. In *The Impact Of Social Media In Marketing Management Journal Of Business* (Vol. 3, Issue 1).

³⁰ Shin, N. (2001). *Strategies For Competitive Advantage In Electronic Commerce Strategies For Competitive Advantage In Electronic Commerce*.

³¹ Bagaturia, G., & Johnson, M. (2014). The Impact Of Social Media In Marketing Management. In *The Impact Of Social Media In Marketing Management Journal Of Business* (Vol. 3, Issue 1).

³² Nanjappan, D., & Surendra Deshmukh, S. (2013). *Social Media Marketing: The Next Generation Of Business Engagement Study Of Business Management Practices In Different Poultry Farming Systems View Project Rkvy Raftaar View Project*.

Conclusion

With technological advances, buying and selling can be done through internet. So that comes with the term called e-commerce. In an online shop buying and selling pre-order are brought together with various platforms that already exist on the internet, such as Instagram. With the convenience of the features offered by Instagram, buyers can easily access the products offered by sellers through the available stalls.

However, the seller as the owner of the pre-order buying and selling business, must pay attention to the right marketing strategy so that he can compete with other sellers. The strategies that need to be considered in implementing a marketing strategy are to pay attention to the promotion strategy, product strategy, price strategy, and place strategy. By paying attention to these things, business sellers are expected to be able to compete in the online market.

This strategy can be applied by E-Commerce owners. In the product strategy and promotion strategy, E-Commerce owners can carry out promotions with the features found on Instagram by providing a clear description of the product. The cost and place strategy provides product price descriptions and certain discounts, while the place strategy uses distribution services. The cost strategy and place strategy can be combined with other platforms that provide distribution services by offering discounted prices for their distribution services, such as the Shopee and Tokopedia platforms.

This study carries some limitations such as the limited respondents and methodology. It is hoped that the study can be one of the references in the study of e-commerce marketing strategy. In addition, the paper urges other researchers to explore more on the topic since its development and improvement unstoppable and shaping the future model of businesses.

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