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Marketplace communications with entrepreneurs and consumers in the media space

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Currently, we can talk about the rapid development of the e-commerce industry. According to Data Insight [n1], the e-commerce market will grow by 45.1%, to 8.3 trillion rubles, in 2023, and may grow to 24 trillion rubles by 2027. Ozon is the second largest player in the e-commerce market (market share of about 20%), behind Wildberries (market share of about 30%) [n2]. In a rapidly changing world, where new players appear on the market every quarter, and long-established players continue to grow multiples, interaction with key stakeholders in the form of entrepreneurs and consumers is of paramount importance.

The purpose of our research is to track the share of Ozon's media communications with SMEs and consumers. The empirical base of the study was media texts of federal, regional, industry, as well as specialized business media, news portals and news agencies: RBC, RIA Novosti, TASS, Forbes, Kommersant, Gazeta.ru, Ura.ru, Lenta.ru, Izvestia, Vedomosti, cnews.ru. Chronological period of the study - 01.01.2024-04.04.2024 to study the qualitative parameters of Ozon's media presence.

To track the addressee of messages, we used 2 parameters: key message and frame. Key message - the main message of the message, formed by the company itself. Frame - interpretation of the subject in the media (not by the company, but by the distributor of the message).

We have identified four key messages:

3.111 Ozon is a large marketplace that is ahead of consumers' needs and exceeds their expectations (25 media texts): opening of new geographical areas, appearance of new products on the marketplace, expansion of delivery functionality, growth of the company's sales turnover, Ozon getting into professional ratings.

3.112 Ozon - a platform for the growth and development of small and medium-sized businesses in the Russian economy (29 media texts): news about the reduction of the service fee for sellers, growth in the turnover of sellers on Ozon, overall growth in the company's sales turnover.

3.113 Ozon is a company that observes general ethical principles and follows its values (11 media texts): launch of a charity campaign, resolution of conflict situations between the company's stakeholders, care for vulnerable groups, socially oriented campaigns, crisis situations.

3.114 Ozon is a company that cares about its current and potential clients, employees and partners (25 media texts): creating new jobs, solving conflict situations between the company's stakeholders, protecting consumers, organizing internships for students.

We identified 5 main frames:

6.111 Ozon as a platform that takes care of customers: high service and quality of goods (22 media texts): Ozon as a company that prioritizes customer care, quality service and timely consumer support.

6.112 Ozon as a platform that cares about SMEs: timely and transparent business support (19 media texts): Ozon as a platform to support SMEs.

6.113 Ozon is a large marketplace that develops and grows daily (26 media texts): Ozon appears as a rapidly developing platform that holds a leading position in the marketplace market.

6.114 Ozon is a large marketplace that solves many complex problems on a daily basis (23 media texts): Ozon is presented as a company that faces inevitable problems and solves them.

6.115 Ozon is a company that acts in a non-transparent, incorrect and unethical manner (10 media texts): Ozon appears as a company that does not solve crisis situations that arise in a timely manner, acts within the framework of Russian legislation, but does not follow ethical principles.

Thus, 29% of key messages affect the interests of actual and potential sellers, 25% are consumer-oriented. 19% of the identified frames are aimed at small and medium-sized businesses, 22% - at consumers. This indicates the systematic and strategic nature of Ozon's communications with entrepreneurs and consumers.

Источники и литература

- 1) Маркетплейсы 2024: тренды, стратегии, точки роста [Электронный источник] // Data Insight — URL: https://datainsight.ru/sites/default/files/DI_FedorVirin_SandM_2024.pdf
- 2) Ozon: есть куда расти — аналитический обзор [Электронный источник] // T-Investments — URL: <https://www.tbank.ru/invest/social/profile/T-Investments/ecbfc121-4955-413e-a226-bbdb6d6e1215/?author=profile>