

# Journal



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# Journal of Public Relations Research Middle East

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## **Pricing Strategies Used on E-commerce Sites in Sales Occasions: A comparative Analytical Study of Souq.com and Jumia websites. Egypt**

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### **Abstract**

In keeping with the tremendous technological acceleration, the increasing intensity of global competition in the field of e-commerce, and continuous updating of formal and marketing elements that form an effective website serves the special nature of online sales and purchases. One of the most important of these elements is pricing strategies being the most flexible element according to the composition of the Egyptian market, which is characterized by the acceptance and adoption of various cultures associated with occasions and sales seasons.

The study also provides a general indicator of e-commerce sites' use of non-price services as a factor attraction for both seller and consumer. An analytical study was applied to a sample of 150 pages of content for various products on Souq.com and Jumia Egypt on 15 different occasions.

The study found that Jumia site generally outperformed the site's technical performance in the form of quick content appearance and readiness to interact, while SEO tools showed the superiority of Souq's performance in general and its ability to attract the largest percentage of the audience. Most of the strategies used aimed to increase market sales on analytic sites using the promotional pricing strategy as the most widely used pricing strategies. With 48% on Souq, and 58.7% on Jumia.

The study also found that the occasions sales were neglected on most content pages, at rates of 53.3% on Souq website, and 48% on Jumia website. Both sites provided a range of non-price services classified as vendor services, logistics services, and services to ensure ease of communication and handling depending on their usage rate on each site.

**Keywords:** Pricing Strategies - Occasions Sales - Non-price Services.