

# Chapter 101

## E-Marketing and Online Consumer Behavior

**Neha Jain**

*Jaypee Business School (JIIT), India*

**Vandana Ahuja**

*Jaypee Business School (JIIT), India*

**Y. Medury**

*Jaypee Group, India*

### ABSTRACT

*The evolution of human society, improvement in communication processes, and digital convergence have provided innovative opportunities and challenges for marketing as the Internet moves ahead to play significant roles in the consumer decision making process. This chapter explores significant issues in the context of the Internet, consumer decision making, and organizational strategy formulation. This framework addresses noteworthy aspects with respect to the role of the Internet in decision making, effect of the Internet on consumer behavior, post-purchase behavior, and the consumer decision-making process. It traces the research design and formulation of a research instrument to address the proposed issues.*

### INTRODUCTION

The Internet offers many innovative advantages to businesses, such as the ability to reach new segments, since products can be sold globally rather than locally or regionally, and the potential to reduce cost through streamlining of the supply chain (Thompson & Yeong et al., 2003). In the 21<sup>st</sup> century, e-commerce and online shopping have reached a stage of steady growth. To encourage consumers to shop online, internet advertising has become one of the most important marketing

strategies (Wu, Sheng et al., 2011). The dimensions of the pre-sale phase have a significant impact on the dimensions of the post-sale phase of B2C Electronic Commerce (Alzola et al., 2010). Organizations today are re-tooling for the future of the web-devising strategies for new and multiple screens (television, mobile, tablet/PC) and applications stores as these signify relatively new and massive opportunities. Significant technology shifts, for example, the move towards mobile and multiple screens, the era of social media and the trend of the cloud, whereby everybody expects

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access to data anytime, anywhere, enabled via the cloud, has changed the way business is conducted today.

In this context we propose a framework for studying the impact of the Internet on the Consumer purchase decision, taking into account Internet usage Demographics, Internet usage parameters, Pre purchase Behavior & Decision Process, E-commerce and Post purchase behavior.

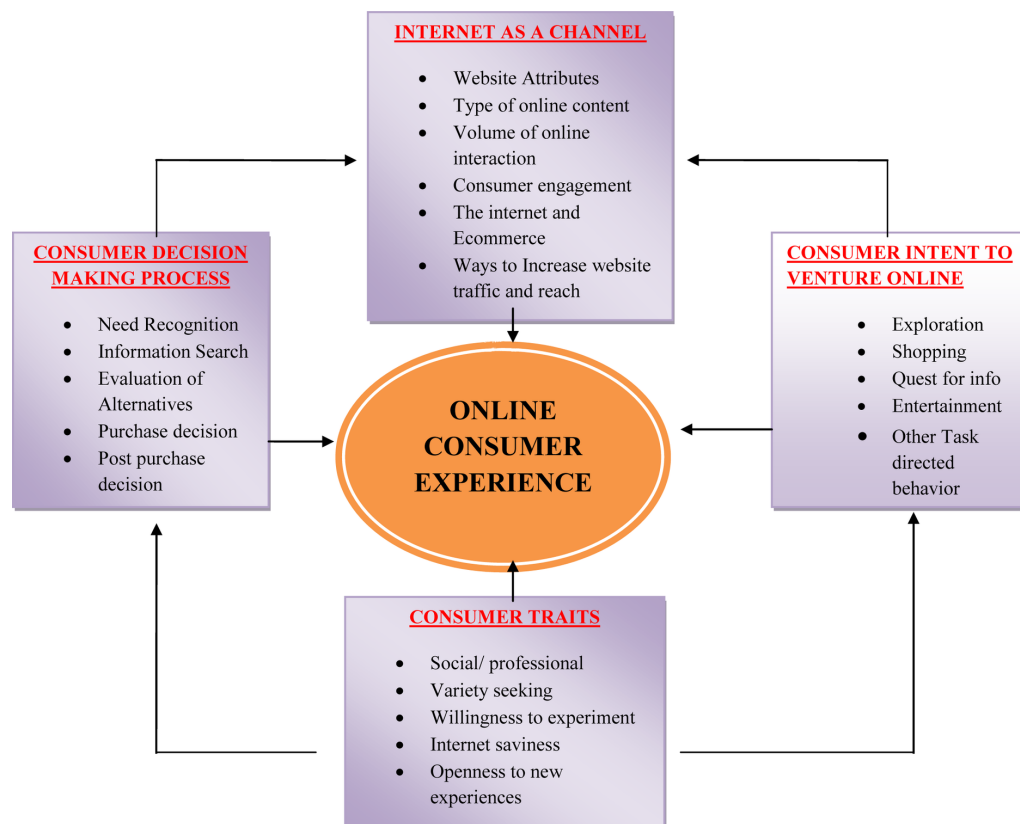
This chapter proposes the following:

1. A research framework for studying the role of the internet in the consumer decision making process (Figure 1).
2. Proposes a summary of constructs (Table 1) for formulation of a research instrument.
3. Creates a summary of proposed research models (Table 2) that will be developed to address the proposed intent.

## INTERNET USER DEMOGRAPHICS

Demographics describe a population in terms of its size, distribution, and structure. It influences consumption behaviors both directly and by affecting other attributes of individuals such as their personal values and decision styles (Stafford, 1996). The proper methodology for forecasting a specific individual's likelihood to be an internet user simultaneously consider the impacts of location, income, age, education, and other important factors (Kalyanam.p-114). Literature review outcomes where internet shoppers were older and earned higher income than internet non-shoppers (Donthu & Garcia,1999) further emphasizes these concepts.

*Figure 1. The online consumer experience*



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