

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 21ST 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

DOI: 10.4018/978-1-4666-7357-1.ch101

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.

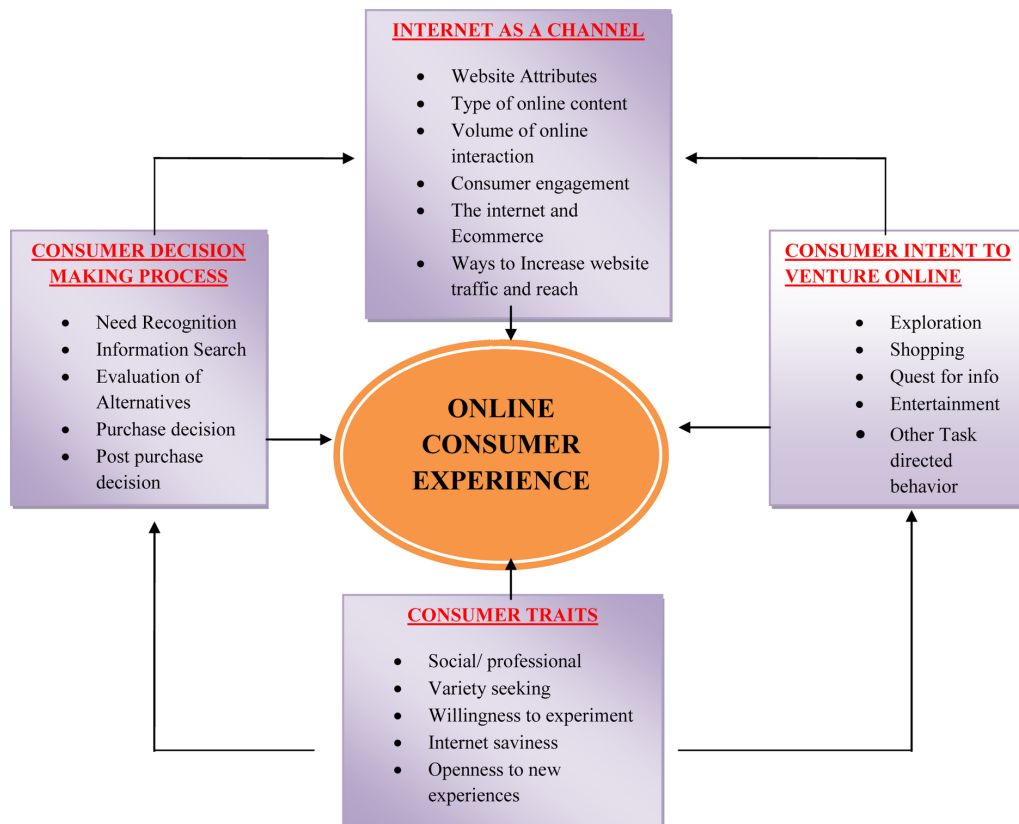
This chapter proposes the following:

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



14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/e-marketing-and-online-consumer-behavior/123050

Related Content

E-Marketing Practices from Jordanian Tourism Agencies Perspectives: A Qualitative Evidence

Ghazi Al-Weshah (2018). *International Journal of Online Marketing* (pp. 21-36).

www.irma-international.org/article/e-marketing-practices-from-jordanian-tourism-agencies-perspectives/198325

The Cultural Relationship Management: Case Study "Sassi of Matera"

Lucia Aiello and Salvatore Ferri (2014). *Handbook of Research on Management of Cultural Products: E-Relationship Marketing and Accessibility Perspectives* (pp. 41-57).

www.irma-international.org/chapter/the-cultural-relationship-management/104858

The Impact of Team's Identification Congruence Between Football Celebrities and Fans on Celebrities Credibility, Advertising, and Brand

Ali Ahmed Abdelkader and Hussein Moselhy Syead Ahmed (2019). *International Journal of Online Marketing* (pp. 1-22).

www.irma-international.org/article/the-impact-of-teams-identification-congruence-between-football-celebrities-and-fans-on-celebrities-credibility-advertising-and-brand/231831

Environmental Marketing Awareness and Consumer Purchase Behaviour: A Survey of Food and Beverage Products in Nigeria

Oseremen Ebhote and E.O. Odi (2019). *International Journal of Marketing and Sales Education* (pp. 1-11).

www.irma-international.org/article/environmental-marketing-awareness-and-consumer-purchase-behaviour/251210

Saudi Consumers Attitudes Towards Online Shopping: An Attempt Towards Building Online Shopping Framework in KSA

Raja Yahya Alsharief (2017). *International Journal of Online Marketing* (pp. 16-36).

www.irma-international.org/article/saudi-consumers-attitudes-towards-online-shopping/175825