



The Consumer Buying Behavior

In The Digital Age

Online Consumer Behavior Online Consumer Behavior

Yuan Gao



Online Consumer Behavior Online Consumer Behavior:

Online Consumer Psychology Curtis P. Haugtvedt, Karen A. Machleit, Richard Yalch, 2005-03-23 Addresses many of the issues created by the Internet and goes beyond the topic of advertising and the web to include topics such as customization site design word of mouth processes and the study of consumer decision making while online *Online Shopping Habits and Consumer Behavior* Murali Guruswamy, 2014-02-19 Master s Thesis from the year 2013 in the subject Business economics Offline Marketing and Online Marketing grade 64 6 University of Lincoln PG Business School course MBA language English abstract In the last few decades the internet has been a powerful tool The advent of internet has removed major industry barriers and made shopping much more easily The development of internet from last 5 years has significantly increased the web users which are due high speed data transmission and other technology developments have created an advantage for the firms to promote themselves more significantly In the current era of internet customers use internet for varied purpose and activities searching information about products services companies product features and prices availability of the product selection of products placing order and paying them online ensuring a smooth transmission of the complete process According to the UCLA centre for communication policy online shopping has become the third popular internet activity which further followed up by e mails and web browsing Many researches have indicated that the internet shopping particularly in B2C has risen and online shopping become more popular to many people According to The Emerging Digital Economy Report in some companies the weight of e commerce sales is high Dell computer reached 18million sales through internet This advent of internet has made the marketers to realise that the consumer behaviour transformation is unavoidable and thus they have to change their marketing strategy **Online Consumer Behavior** Angeline Close, 2012 First Published in 2012 Routledge is an imprint of Taylor Francis an informa company An Analysis of Online Consumer Behavior Between Different Generations Mert Aktan, 2019-12-30 Master s Thesis from the year 2019 in the subject Sociology Consumption and Advertising grade 4 zmir University of Economics course Online consumer behavior language English abstract As a result of the internet comes into our lives fast around the world the shopping habits of individuals have started to change Technological developments bring forth the idea of the continuous change This paper is focused on online consumer behavior between Gen Ys Gen Xs and baby boomers The importance of this study is to analyze and make evident of the reasons behind online shopping between different generations Since the online shopping activities are increasing nowadays it is necessary to understand the leading reasons behind individuals online shopping activities in order to develop better choices for consumers in a competitive market The paper builds on the relevant literature and it examines the consumer behavior of individuals by questionnaires Furthermore the hedonic and utilitarian motivational functions and their sub dimensions will be measured in order to understand the online consumer behavior To reach those objectives non random convenience sampling method is applied in Izmir to 384 sample sizes to identify all aspects of the online shopping and impact on consumer behavior The data

results obtained revealed in the paper to support the research questions It is determined that there are significant levels of hedonic and utilitarian motivations on online shopping between generations The differences are particularly observed between Gen Ys and baby boomers within the scope of utilitarian and between Gen Ys and older generations Gen Xs and baby boomers within the scope of hedonic motivations As a result of the evaluations according to questionnaire the results show that marketers need to focus on marketing campaigns to Gen Xs and baby boomers about utilitarian motivations Beside this they should concentrate on more hedonic motivations for Gen Ys and develop new marketing strategies

Online Consumer Behavior Angeline Close Scheinbaum,2012-05-04 Social media e g Facebook LinkedIn Groupon Twitter have changed the way consumers and advertisers behave It is crucial to understand how consumers think feel and act regarding social media online advertising and online shopping Business practitioners students and marketers are trying to understand online consumer experiences that help instill brand loyalty This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior

Web Systems Design and Online Consumer Behavior Yuan Gao,2005-01-01 Web Systems Design and Online Consumer Behavior takes an interdisciplinary approach toward systems design in the online environment by providing an understanding of how consumers behave while shopping online and how certain system design elements may impact consumers perceptions attitude intentions and actual behavior This book contains theoretical and empirical research from expert scholars in a number of areas including communications psychology marketing and advertising and information systems This book provides an integrated look at the subject area as described above to further our understanding of the linkage among various disciplines inherently connected with one another in electronic commerce

Social Commerce Rosy Boardman,Marta Blazquez,Claudia E. Henninger,Daniella Ryding,2019-02-22 This timely edited collection offers a multidisciplinary perspective on social commerce a phenomenon that has gained increasing interest over the last 8 years Investigating how social media can be used to generate value for brands beyond customer relationship purposes the skilled authors explore how social media users co create value for businesses influence other consumers and generate electronic word of mouth eWOM Providing insights from practitioners and academics this book goes further than simply exploring e commerce and social media and addresses the real relevance of social commerce in today s business landscape With a selection of contemporary case studies and a Foreword written by Inthefrow s creator Victoria Magrath Social Commerce will be an engaging read for those studying consumer behaviour online marketing and e commerce

Online Shopping Habits and Consumer Behavior Murali Guruswamy,2014-02-25 Master s Thesis from the year 2013 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 64 6 University of Lincoln PG Business School course MBA language English abstract In the last few decades the internet has been a powerful tool The advent of internet has removed major industry barriers and made shopping much more easily The development of internet from last 5 years has significantly increased the web users which are

due high speed data transmission and other technology developments have created an advantage for the firms to promote themselves more significantly In the current era of internet customers use internet for varied purpose and activities searching information about products services companies product features and prices availability of the product selection of products placing order and paying them online ensuring a smooth transmission of the complete process According to the UCLA centre for communication policy online shopping has become the third popular internet activity which further followed up by e mails and web browsing Many researches have indicated that the internet shopping particularly in B2C has risen and online shopping become more popular to many people According to The Emerging Digital Economy Report in some companies the weight of e commerce sales is high Dell computer reached 18million sales through internet This advent of internet has made the marketers to realise that the consumer behaviour transformation is unavoidable and thus they have to change their marketing strategy

Web Systems Design and Online Consumer Behavior Yuan Gao,2005-01-01 Web Systems Design and Online Consumer Behavior takes an interdisciplinary approach toward systems design in the online environment by providing an understanding of how consumers behave while shopping online and how certain system design elements may impact consumers perceptions attitude intentions and actual behavior This book contains theoretical and empirical research from expert scholars in a number of areas including communications psychology marketing and advertising and information systems This book provides an integrated look at the subject area as described above to further our understanding of the linkage among various disciplines inherently connected with one another in electronic commerce

Drivers and Barriers for Online Consumer Behavior Dr. Anita Maheshwari,2023-02-12 Who doesn't love shopping Of course most of us Evolution of internet and digitalization in all walks of life have created a paradigm shift in shopping patterns from bricks and mortar to online shopping Though consumers have started welcoming and adopting this new phenomenon but still the move is not in its full swing Consumers are somewhat reluctant to use it as they are facing various kinds of obstacles Since consumers are central point of any business to achieve success it is imperative to analyze and understand consumers behavior and attitudes to make them satisfied The book makes an attempt to assess the web based shopping behavior of consumers in India Specifically it presents a clear picture of concerns and issues that exist in the adoption of online shopping The main objective of this study is to explore major factors which consumers consider while making online purchases and to expose the factors which create hindrance to online shopping The present work is a modified version of author's research work for which she has been awarded a Doctorate degree by Department of Business

Administration University of Kota **Handbook of Consumer Behavior, Tourism, and the Internet** Juline E. Mills,Rob Law,2004 Available on Hospitality and Tourism Complete Publications via EBSCOHOST via internet A password may be needed off campus ONLINE CONSUMER BEHAVIOR, 2ND EDITION ,2017 **Online Impulse Buying and Cognitive**

Dissonance Giovanni Mattia,Alessio Di Leo,Ludovica Principato,2021-02-12 Consumers beliefs and attitudes towards online

sales significantly influence buying behavior on the internet. However, the impact of these thoughts and beliefs on the decision to make an online purchase is not direct. It can be moderated by the emotions experienced while browsing an e-commerce website. Impulse buying in particular is influenced by a number of factors, for example, how stimulating the e-shopping platform is and how easy it is to click on the cart for a certain product, for instance, a smartphone. But what happens after an online impulse buy is made? Often the customer can regret the purchase and in the throes of anxiety look for reasons to justify the choices made. Consumer behaviour scholars and psychologists call this phenomenon cognitive dissonance, and certain individuals are more sensitive than others in developing this. This book offers a deep investigation around online impulse buying and subsequent cognitive dissonance. Specifically, the authors present a research case study of a group of millennials who are shopping for smartphones to study whether an initial positive state can reduce the onset of cognitive dissonance in consumers. Based on substantial research and a sample of 212 impulsive millennial buyers, the book provides a comprehensive but simple and synthetic framework of impulse buying, cognitive dissonance, and positive affect state, highlighting their relationships.

Consumer Behavior on Online Grocery Shopping Adoption. A Quantitative Analysis in the Context of the COVID-19 Pandemic, Contrasting the Markets of Peru and Germany José Alonso Pisfil Manchego, 2023-03-13. Master's Thesis from the year 2022 in the subject Business economics. Market research, grade 1-3. University of Applied Sciences Munich. Language: English. Abstract: The COVID-19 pandemic raised the demand for online food shopping in traditional Peru and Germany. This urged an in-depth examination since consumer attitudes in specific cultural contexts had received little attention. Thus, this research aims to ascertain the factors that significantly influence Germans and Peruvians' intention to use online grocery shopping as well as to identify significant differences between the two countries. Two particular research topics serve as the framework for this study, which are as follows: Are there significant differences in the usage of online grocery shopping between Germans and Peruvians during the COVID-19 pandemic? What factors significantly influence Germans and Peruvians' online grocery shopping usage during the COVID-19 pandemic? As indicated by both research questions, this study's primary emphasis is on online grocery shopping behavior during the COVID-19 pandemic that peaked one year ago in the year 2020 yet has persisted worldwide. Therefore, this study focuses only on empirical data from the COVID-19 outbreak since online grocery shopping in both nations was not a significant event before the pandemic. Furthermore, there was no previous scientific research on online grocery shopping's behavior in Peruvian literature preventing comparison between the two countries. Given that the pandemic's breakout aided in the partial adoption of online grocery shopping in both nations, the researcher judged it appropriate to frame both research questions exclusively in terms of the COVID-19 pandemic to capture better the influence of the digital transition that was experienced in 2020.

Consumer Behavior During the Online Business Era Dewi Indriani Jusuf, 2018-11-30. Content of the web. This book is about consumer behavior during the era of the online business in which the discussion also includes the shifting from the

conventional consumer behavior in the online one The book discussion includes

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Consumer Behaviour Theory In Internet Marketing Lucy Adams, 2014-03-11

Seminar paper from the year 2010 in the subject Communications Multimedia Internet New Technologies grade A University of Leeds language English abstract This study focuses on consumer behaviour in relation to internet marketing There is a relationship between consumer participating on online marketing and their behavioural perspective For instance the behavioural perspective of consumers towards e shopping varies depending on several factors First it is based on the media system dependent theory which explains dependency relationships between individuals and the medium of communication It is also based on the perceived usefulness of e shopping in meeting and understanding ones society or self orientation meaning actions or interactions of consumers and finally it depends on play that deals with e shopping and interactive goals

For example using an email survey that focused on 166 respondents that were randomly picked from the staff faculty and student population in a mid western university in US studied the influence of consumer behaviour on online business chatting with friends and news reading was empirically tested. Averagely consumers surveyed had purchased eight various products online in the last seven months spent twenty minutes in daily reading news online and ten minutes were spent on net chatting with clients. The consumers also portray positive attributes towards e shopping and overall e commerce. This report thus seeks to analytical research on how consumer behaviour can be used on internet marketing.

A Comparison of Online Shopping Behavior of American and German Consumers Silke Kühn, 2010 Diploma Thesis from the year 2004 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 2.7 University of Duisburg Essen language English abstract A profound shift in the economy is underway the industrial age economy is rapidly giving way to the Internet age economy 1 Four years after the New Economy crash the Internet Economy is booming and hopes that mobile offers will further increase the speed 2 With the number of online sales for goods and services increasing every day 3 online shopping with sales growth rates outpacing traditional retailing purchases has become one of the fastest growing forms of shopping 4 The statement above explains the reason why the term Electronic Commerce has kept both business research and business practice as occupied as barely any other term in the last years 5 Warren D Raisch writes about this shift in the economy that the global development and acceptance of the Internet as the new standard for communication and commerce provides us with a powerful new global Internet based E Business network 6 Realizing that we live in a global marketplace with international trade 7 additionally pushed by the Internet companies face a stronger competition and the need to create more value for customers than their competitors In this context it is important for companies to realize that through the Internet there is a power shift to the customer Furthermore as customers will demand and tolerate only delighting buying experiences it is a necessity to capture and analyze information about buying behavior in the 21st century business 8 When talking about E Commerce which is a part of Electronic Business E Business describing the sale of goods and services via the Internet targeting a mass market 9 the following two areas have to be differentiated Business to Customer B2C E Commerce meaning the settlement of buying contracts between a commercial company and a consumer

A Focus on Consumer Behaviours and Experiences in an Online Shopping Environment Emerald Group Publishing Limited, 2015-11-02 A Focus on Consumer Behaviours and Experiences in an Online Shopping Environment is a collection of key articles offering insights across a range of sectors Some of the topics the book looks at include Influences of socioeconomic characteristics in online shopping behaviour The role trust plays in an online shopping environment

Mobile Marketing Channel Mahmud Akhter Shareef, Yogesh K. Dwivedi, Vinod Kumar, 2016-04-23 This book attempts to address explore and conceptualize the epistemological paradigms of SMS as an alternative marketing channel or in combination with other existing traditional channels It promotes a multichannel strategy in the light of synthesized marketing distribution consumer behavior and

information and communication technology ICT related behavioral theory to develop establish and launch a guiding theory and practice for this emerging area Usage of mobile phones and hand held wireless devices is growing and diffusing so quickly that 21st century marketing managers find a great potential for this wireless channel to be the most effective media for maintaining a consumer relationship that provides the highest quality service The emergence of SMS based direct marketing as a distinct channel or embedded with other channels is characterized by several issues challenges barriers and limitations This book examines and postulates the following interrelated issues related to wireless marketing particularly the SMS based marketing channel i Consumer behavior for mobile phone SMS perception exposure and attention ii Consumer attitudes toward SMS based marketing channels iii The scope of SMS to meet consumer service output demands from an online channel iv Consumer selection criteria for mobile phone SMS channel structure v Mobile channel structure as an efficient and effective consumer interaction mode and vi Consumer multichannel behavior It is important to use the SMS based mobile channel as a radical tool of interactive marketing and seamless service marketing as there is the opportunity to maximize until now unutilized benefits of this efficient and popular direct marketing channel *Artificial Intelligence*

Predicts Consumer Behaviors John Lok, 2021-09-10 To apply AI learning machine technology to understand customer online purchase behavior it will raise business e commerce successful chance For example AI learning machine can help businesses to gather data to analyze to determine whether short term or long term signals in the online consumer behavior that indicate higher purchase intents to let every online business to know AI learning machine can find that online users with long term purchasing intent tend to save and click through on more content However as online users approach the time of purchase their activity becomes more topically focused and actions shift from saves to searches from online consumption channel Then AI learning machine will further find that the brand product purchase signals in online behavior can exist weakness before an online purchase is made and can also be traced across different online purchase categories Finally AI learning machine synthesize these insights in predictive models of online user purchasing intent to the brand of product Taken together it s work identifies a set of general principles and signals that can be used to model online user purchasing intent across many online content discovery applications Thus AI learning machine can help online businesses to gather any online users click online behaviors data to judge whether there are how many online users will choose to find their online business websites to make final decisions to buy their products from online channels Then it will give opinions to help the online businesses to let it to judge whether what are the important website factors will help its online business to attract many online consumers e g designing unattractive website issue online unattractive product photos issue unclear website color issue unclear website advertisement message contents and words impressions issue lacking image movement frequent attractive seeing issue etc different website factors Thus online digital channel will be one good choice to apply AI learning machine to help businesses to predict consumer behaviors

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