

# Consumer behavior in the new methods of e-business

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**ABSTRACT:** Marketing literature and the humanities in all human behavior and decisions based on rationality is established. Of Habermas views, attitudes and patterns of human rationality governing the calculation of the profit or loss does not include the functional and cultural factors and values, but also the mental processes are involved. In recent years, with the increasing number of Internet users and e-commerce, identifying consumer behavior in the digital space is very important. Consumer behavior, a set of activities is to acquire, use or non-use of goods and services takes place. The key points of this paper is to examine consumer behavior in electronic commerce. It is extremely helpful for consumers to purchase.

**Keywords:** consumer behavior, e-commerce purchasing decision.

## INTRODUCTION

It should be noted that based on the actual experience of shopping online purchasing is not based on such images, format, quality of information and advertising of goods is based. After the acceptance of Internet shopping and doing it largely depends on the computer, communications, consumer, and how to interact with people. E-commerce can be useful for various reasons. For example, it provides easy access to products that may not be possible to access it without the internet (Cohen, 1988 and Foxall, 1990).

E-commerce, a new way of business electronically, using networks and the Internet. In this approach, the purchase, sale or exchange of goods, services and information via computer networks including the Internet, telecommunications and done. Today, e-business landscape, characterized by great competition and a market for high-speed and dynamic environment changing (Xia, 2002; Solomon, 2002 and Peter et al., 2005). E-shoppers increasingly buy time, have become more skilled and more experienced. They seek fun and excitement are purchasing experience, is increasing. Understanding consumer behavior is one of the most important success factors for the company (Vohs et al., 2007 and Engel, 1995).

But the new research, information processing style, customer buying patterns, customer preferences, and related fields to create more attractive for users of online stores are placed into consideration. Marketing researchers believe the decision lies buy an important process that should be investigated. Steps up to the buyer to decide which type to purchase products that they purchase decision process. In this model, there are many models of decision making and purchasing behavior by consumers show an understandable manner (Richarme, 2006).

With the increasing number of Internet users, usage of interactive tools as part of the effective purchase decisions and actions, it has attracted the attention of researchers and scholars. Because nearly 72% of Internet users search online at least once a month to pay for various commodities. On the other hand, internal factors such as attitudes, habits and perceptions, willingness to purchase online are affected. The positive attitude of consumers shopping online can provide a competitive market survival and profitability of online retailers. Whether the customer and profit for the firm (Sandra, 2010).

### **Consumer behavior**

Today, many organizations have embraced the new marketing concepts and act accordingly. They have noticed that the basic assumptions tend to focus on the needs of the consumer marketing. vary, identifying the appropriate product or service to be marketed.

three perspectives studies consumer behavior guidance about the factors which influence consumers acquired offer:

1. The viewpoint of decision making: in this view, consumers are rational decision makers. These steps include problem identification, investigation, evaluation, selection and evaluation of the acquisition.

2. Experimental point of view: In this view, consumers are perfectly rational decision makers. Sometimes for fun, fantasy, emotions and feelings are attempting to purchase goods and services. The roots of this approach in motivational psychology, sociology and anthropology is.

3. Behavioral perspective: This perspective forces, environmental, consumer, that led to him without emotion or strong beliefs already made, shall proceed to purchase a product. In fact, his purchase due to a direct effect of environmental forces such as sales promotion tools, cultural norms, economic pressures, etc. Most purchases elements from each of the three views are discussed.

Based on these three perspectives can be presented cycle analysis of consumer behavior which constitutes the framework for the study is to analyze and understand consumer behavior. The cycle consists of three components: 1. Sense and knowledge, 2. Behavior, and 3. Environment. These three components are shown in Figure 1.

Emotional and cognitive factors in the formation of consumers is different. Some emotions evoked positive and some negative and non-custom and custom. Evoked emotions like love or anger, sometimes with more intensity and are sometimes less severe, such as frustration or satisfaction. Knowledge refers to knowledge and intellectual processes that are formed in response to environmental factors. Consumer behavior typically refers to actions like watching a commercial on TV, visit a store or purchase a product. Environment consists of objects, places, goods and other people who on cognition, emotion and behavior can influence consumers. Consumer behavior can be based on any of the three part cycle analysis and assessed. These three factors interact and affect on each other, so understanding consumer behavior requires attention to all factors. Marketing researchers believe the decision lies buy an important process that should be investigated (Valence, 1988).

### **Factors affecting on consumer behavior**

All processes, consumer behavior study selection, use, withdrawal of products and services, experience or ideas by individuals, groups and organizations for responding to customer needs and the effects of these processes on deals (Schiffman, 2004).

Opinion, McDaniel outlines how consumer behavior and consumer decision to purchase goods or services purchased by way of deals. Consumers in terms of age, income, education, tastes and other factors differ a lot (Alba, 1997; Erasmus, 2001). Consumer behavior is influenced by personal characteristics and decision-making process, he placed. Characteristics of the four factors of cultural, social, personal and psychological, will be formed. Then, each of these factors are briefly described :

a) cultural factors.

Cultural factors are highest and deepest influence on consumer behavior. As an example of cultural factors to the culture, subculture, social class etc.

b) social factors

Consumer behavior is influenced by social factors placed. The social factors of small groups, family status and social role of consumer form. Companies should carefully consider these factors when designing their marketing policies, because these factors strongly influence consumer reactions.

c) personal factors

A buyer's decisions are also influenced by his personal characteristics placed. These characteristics include age and life stage, occupation, economic status, lifestyle, and personality and personal image are.

d) Psychological Factors

Select and Order party, influenced by four major psychological factors, including motivation, perception, learning and beliefs were also placed.

### **Consumer behavior in the digital environment.**

Space-based digital media network that enables direct connection to consumers and producers as well as suppliers of goods and services to provide information. Mental structure, it is important to study consumer behavior in the digital environment, the concept of mental structure involves the cognitive tendencies (Bozinoff, 1982). The digital environment can alter these trends and the outcome of mental structure, thus leading them towards a purchase. In other words, enjoy the atmosphere and experience-oriented mental structure, that will lead him into

mental functioning (Bagozzi, 1990). Thus we can "model the formation and effect of mental structure" to be introduced.

**Model the formation and effect of mental**

The role of mental models in structuring consumer experience in digital media, it is expressed.

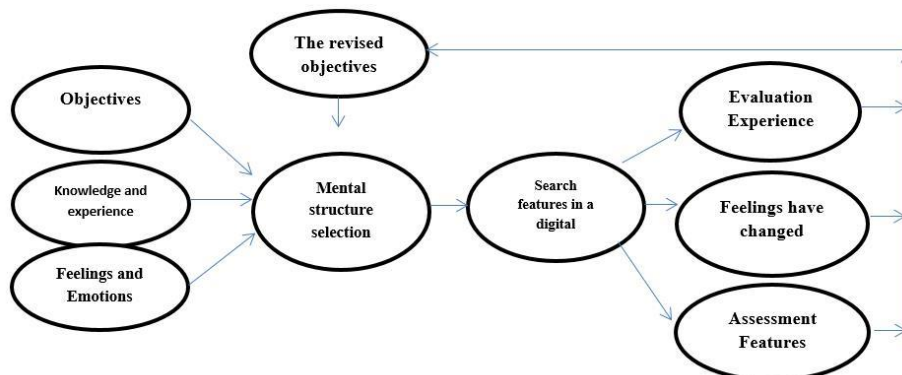


Figure 1. Models of the formation and effects of mental structures (MCFI)

Taking different approaches with regard to the specific objectives in the digital environment. Some may only have recreation and good times are passing. Consumers' past experiences and their knowledge in the search success. As the experience of visiting the site, or search for specific brands that have been done in the past. Emotional state of the consumer in the consumer's mind when searching the structure formation process is important.

MCFI model these three factors (goals, knowledge and experience, feeling or emotional state) structure taking shape mentally. Consumer pays to search the digital environment. For example, a user may be willing to banking activities via the Internet and digital media to do. counseling, to search for and focus on the acquisition and collecting information from different sites and the choice between them is (Brynjolfsson, 2000).

Mental structure, on how to assess the influence of experience in the digital image from a specific site, or a particular company's brand provides. His mind focused on the goal of the pragmatic and empirical mental structure changes. The features of the digital environment can alter mental structures and digital media influence on his subsequent searches. Therefore, using this model can be explained by differences in consumer behavior in the digital environment (Baumeister, 2002).

**Communication behavior of consumers in the digital environment**

digital environment. After a successful transaction, consumer goods suppliers and service providers rely on. Digital environment helps to provide the consumer with a wide selection, evaluation, information accuracy and comparison goods spend less time decide. This environment provides an evaluation of comparative data and may reduce the cost of searching and trying to decide to purchase. electronic format decisions. The discussion of the important factors in consumer purchasing behavior in e-commerce environment requires a focus on the availability of information. Success in buying a digital capability of predicting and responding to consumers' needs for information are linked. The basic requirement is to encourage consumers to purchase online information seeking to reduce costs and increase predictability (Jzen, 1991; Loudon, 2002).

According to studies, the relationship between data quality and quality of consumer information affects consumers' satisfaction. Data provided by digital store information about your products and services is divided. Product information, including cargo symptoms, evaluation and reporting recommendations to consumers. Information also includes information on member services, methods of accountability, provide information about the delivery and ordering of goods and publicity (Kassarjian, 1982).

**CONCLUSION**

With the spread of the Internet in a different life, one of the issues raised , the way transactions via the Internet, which has been considered by many organizations and customers. A lot of research support the launch has been made. For example concluded that online shopping as a way to save time shopping than in traditional shopping is done. In the same conditions, and typical enthusiasm person just because you repeatedly see something that

increases, then to sell products over the internet can through television commercials or advertisements of mouth customers with the phenomenon of online shopping to make frequent and familiar faces. Another way to gain the confidence of customers using public relations techniques to promote online shopping and news related to it, the thoughts and media, it.

Understanding consumer behavior is key to industrial development in developing countries. The more customers and consumers are set (Alba, 1997). The digital environment is a challenge for many consumers and consumer Search skill consider it as an experience.

According to the characteristics of digital media and consumer behavior in order to facilitate the process of purchasing properties consumers may be reasons that cause consumer distrust or poorly designed sites and the resulting lack of consumer purchasing digital media can be investigated and resolved. Challenges based on the characteristics of flexibility, biodegradability uninterrupted able to get feedback in time and the system interact and create mental images in a digital environment, it is the mental structure of the Order on the Internet focused on consumers decision process they were guided shopping.

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