**Research Article**

Üçüncü Sektör Sosyal Ekonomi Dergisi Third Sector Social Economic Review 54(2) 2019 783-796

**doi:** [**10.15659/3.sektor-sosyal-ekonomi.19.04.1046**](http://dx.doi.org/10.15659/3.sektor-sosyal-ekonomi.19.04.1046)

**Marketing On the Internet By Understanding the Online Consumer Behavior**

*Online Tüketici Davranışlarını Anlayarak İnternette Pazarlama*

|  |
| --- |
|  ***Canan TİFTİK***Doktor Öğretim Üyesi, İstanbul Gelişim Üniversitesi, ctiftik@gelisim.edu.tr[https://orcid.org/ 0000-0002-8327-5282](https://orcid.org/0000-0001-7207-4146) |

|  |  |  |
| --- | --- | --- |
| **Makale Gönderme Tarihi**11.09.2019 | **Revizyon Tarihi**19.09.2019 | **Kabul Tarihi**19.09.2019 |

# Öz

*1990 yılında, Dünya daha sonra bütün kuralları değiştiren yeni bir buluş tanıklık etmişti. İnternet önümüzdeki yıllarda anlaşılmaz bir şekilde dağıldı ve en popüler fenomen haline geldi. E-ticaret hızla artmış ve rekabetin yanı sıra 2000'li yılların başında milyon dolarlık hacme ulaşmıştır. Bu yeni ortamda zorlu rekabet ile birlikte, pazarlama ortaya çıktı. Ancak, İnternet'teki pazarlama kuralları, kullanıcıların toplam tüketiminden bu yana önemli ölçüde farklıdır. Sonuç olarak, internette verimli pazarlama için, çevrimiçi tüketicilerin davranışlarını anlamak hayati hale geldi. Çok çeşitli çevrimiçi alışveriş yapanlar ve sayısız motivasyon ve davranışlarının belirleyicileri vardır. Birinin psikografik özelliklerine ve kişisel değerlerine bakarak çevrimiçi alışveriş yapıp yapmayacağını tahmin etmek gerçekten mümkün. Tüm e-işletmeyi hedef pazarın davranışlarına göre belirlemek, bu ortamda kazanan bir strateji olabilir. Bu çalışma istatistiksel olarak ispatlamayı ve çevrimiçi tüketici davranışını anlamanın internette başarılı pazarlamanın anahtarı olduğunu ortaya koymaktadır.*

*Bu iş modeli ile beraber ekonominin getirdiği aşırı rekabet ile beraber hız, yüksek kalite ve tüketici tercihlerinin hızlı değişimi önemli hususlardır. Alışverişin hızlı bir şekilde internet aracılığıyla popüler olarak tercih edilmesi, iş yapış modellerinde dönüşümün başlangıcı olmuştur.*

*Bu makalede, literatür taraması internet pazarlamasının olgusal olarak incelemesini amaçlar.*

*Çevrimiçi alışveriş davranışını anlayabilmek için kavramsal model oluşturulmuştur. Alışverişin itici güçleri, tüketici psikografikleri, perakende tesisi ilgi durumu gibi unsurlardır. Tasarım ve metod incelendiğinde, yeterli veriye ulaşabilmek için, anket yönteminden faydalınılmıştır.*

*Araştırmada, tesadüfi olmayan örnekleme türlerinden kartopu örneklemesi kullanılmışıtr. Bu tür dağıtımda, araştırma ilintili cevaplarda sınırlamaya gidilmiştir. Ayrıca, ankette regresyon analiziyle ihtimal dahilinde olarak online tüketici, seçilen 3 adet belirleyici ile sonuçlar değerlendirilmiştir.*

*Bunun yanında, demografik olarak popülasyonun online alışverişe yönelik tutumları analiz edilmiştir. Sonuç ve bulgulara bakıldığında, anket sitesi on gün açık kalarak 327 kişi katılım göstermiştir. Demografik değişkenlerin sonuçları incelenmiştir. Bu sonuçlar; yaş, eğitim, gelir, bu değişkenlerin sebepleri kriterlere göre sıralanıp yüzdesel sonuçlara varılmıştır. Ürün ve servislerin kişi bazında tercih ve yüzdeleri saptanmıştır. Internet pazarlamasında, tüketici davranışlarında risk boyutları, uygunluk ve online alışveriş yapmayan kesimin de sebepleri, kriter olarak sıralanmıştır ve yüzdesel olarak çıkarımda bulunulmuştur.*

*Sonuç itibariyle, online internette başarılı olabilmek ve sürdürülebilirliğini sağlayabilmek için, e-iş’in süreç, prosedür ve pazarlama aktivitelerini online alışverişe yönelen tüketiciye yönelik oluşturmalı , web tasarımın hedef pazarı doğru bir biçimde tanımlamaları, ihtiyaçları belirlemeleri ve pazarlama stratejisi ile koordineli iletişim modeli kurmalıdır.*

*Sonuç ve bulgular; anket internet sitesi on gün boyunca açık tutulmuştur; üç yüz yirmi yedi kişi katılım göstermiştir. Katılımcıların % 46'sı 26-30 yaş arasındadır, katılımcıların% 23,8'i yirmi beş yaşın altında ve % 29,7'si otuz bir yaşından büyüktür. Katılımcıların % 61,2'si lisans,% 29,7'si ise mezun olmuştur.*

*Katılımcıların % 58,8'i aylık geliri 1500-4000 TL,% 16,8'i 1500 TL'nin altında ve geri kalanı 4000 TL'nin üzerindedir. Öte yandan çevrimiçi alıcıların bu rakamları; % 57,1,% 14,3 ve% 28,6 şeklinde vuku bulmuştur.*

*Ancak, katılımcıların% 98,5'inin internete her gün % 28 ve % 69 ile evden internete bağlandığı tespit edilmiştir. Nüfusun meslekleri % 18,7 ile Bilgi Teknolojileri ve yazılım ile finanse ederken,% 10,4 ile pazarlama yönetimini oluşturmaktadır.*

*Çevrimiçi alışveriş yapanlar, risk farkındalığı ile ilgili sorularına yanıt vermişlerdir. İnternetten alışveriş yapanların % 72'si, çevrimiçi olmayan müşterilerin % 60'ı aynı fikirde ve kesinlikle aynı fikirde değilken, aynı fikirde olduğu konusunda hemfikir ve hemfikir olduğunu düşünüyordur. İnternet üzerinden alışveriş yapmayanların % 71'i aynı fikirde olmadığını beyan etmiştir.*

*Lojistik regresyon analizi uygulanmıştır, bu dokuz soru grubu davranış değişkenleri, 70,2 (Cox & Snell R Kare = yüzde yüzdesi ile 100 (Nagelkerke R Square = 1) yüzde arasında bir tahminde bulunabilmiştir. Yüzde 70 ila 100 arasında bir tahminde bulunulmuştur.*

*Birinin çevrimiçi alışveriş yapıp yapamayacağına dair olasılıkları, kolaylık arayışı ve bilgi arama konusundaki tutumlarına bakılarak değerlendirilmiştir. Tüm değişkenlerin regresyon analizi anlamlı bir şekilde artmakta olup, ikinci kolaylık arayışı sorusu, sorunun yanlış anlaşılmasıyla güvenilmez olabilirliği ortaya çıkmıştır.*

*Çevrimiçi atlama yapmama nedenlerine bakıldığında, güvenli olmadığına ve fiziksel dokunuşun arzu edilmediğine dair en önemli hususlar olduğu tespit edilmiştir.*

***Anahtar Kelimeler:*** *Pazarlama, Tüketici Davranışı, İnternet Pazarlaması*

# Abstract

*In 1990, the World had testified a new invention that changed the whole rules afterwards. The İnternet inconceivably dispersed in the next years and become the most popular phenomenon. E-commerce rapidly increased and reach million of dollars volume in early 2000s as well as the competition.*

*In conjunction the tough rivalry in this new medium, marketing came on the scene. But the rules of marketing on the İnternet are significantly different since the total consumption of the users. Consequently, for fruitful marketing on the internet , it became vital to understanding the behaviours of online consumers. There are many types of online shoppers and numerous motivators and determinants of their behaviours. It is really possible to predict whether one will shop online by looking at his or her psychographics and personal values. Desighning the whole e-business according to the behaviors of target market can be a winning strategy in this medium. This study aims to prove it statistically and reveal the fact that understanding the online consumer behavior is the key for successful marketing on the internet.*

*Speed, high quality and rapid change of consumer preferences are important issues with the extreme competition brought by the economy with this business model. The fact that shopping is preferred quickly through the internet has been the beginning of transformation in business models.*

*In this article, the literature review aims to make a factual analysis of internet marketing.*

*A conceptual model has been developed to understand online shopping behavior. The driving forces of shopping, consumer psychographies, retail facility are the factors such as the state of interest. When the design and method were examined, the questionnaire method was used to obtain sufficient data.*

*The distribution of the questionnaire is snowball. In this type of distribution, research-related responses were limited. In addition, the results of the survey were evaluated with 3 determinants selected as online consumers, in case of regression analysis.*

*In addition, demographic attitudes of the population towards online shopping were analyzed. When the results and findings were examined, the survey site was open for ten days and 327 people participated. The results of demographic variables were examined. These results; age, education, income, causes of these variables are listed according to criteria and percentage results are reached. The preferences and percentages of the products and services have been determined. In Internet marketing, risk dimensions in consumer behavior, suitability and reasons of non-online shopping are cited as criteria and a percentage has been inferred.*

*As a result, in order to be successful and sustained on the online internet, e-business's process, procedures and marketing activities should be created for the consumer towards online shopping, web design should accurately define the target market, identify needs and establish a coordinated communication model with marketing strategy.*

*As a result and findings indicate that; the questionnaire web site was kept open for ten days; three hundred and twenty seven people participated. 46 % of the participants were between 26-30 years old, 23,8 percent of the participants are under the twenty five years old, and 29,7 % of them were older than thirty one years old. 61,2% of the participants had undergraduate degree,* 29,7 % of them were graduate.

58,8% participants had monthly income 1500-4000 TL, 16,8% had lower than 1500 TL, and the rest of them had more than 4000 TL. On the other hand, online buyers, these figures were; 57,1%, 14,3 and 28,6%, respectively.

However, it was found that 98,5 % of the participants connected to the Internet everyday from home with 28 % and place with 69%. Occupations of the population finance with Information Technology and software with 18,7%, marketer with 10,4%.

The online shoppers answered the risk awereness questions disagree 93 percents of the offline shoppers agree and strongly agree. %72 of the Internet shoppers thought agree and strongly agree with convenience while %60 of the non-online shoppers disagree and strongly disagree. %71 of the people who did not shop online said disagree.

Logistic regression exercised, these nine questions groups behavior variables were able to estimate between 70,2 (Cox & Snell R Square = percent of the percent and 100 (Nagelkerke R Square =1) percent of the item. In other words, it can be predicted, with a between 70 percent and 100 percent.

Probability whether or not someone will shop online by looking his or her attitudes toward, convenience seeking and information seeking. Regression analysis of all variables are significantly increase the prediction, the second question of convenience seeking, there could be a misunderstood of the question could be unreliable.

Looking at the reasons of not to shop online, the thought of not secure and desire the physical touch seem the most important ones.

***Keywords:*** *Marketing, Consumer Behavior, Online Marketing*

Önerilen Atıf /Suggested Citation

Tiftik, C. – 2019.Marketing On the Internet By Understanding the Online Consumer Behavior *Üçüncü Sektör Sosyal Ekonomi Dergisi,* 54(3)

Tiftik, C. , 54(3) 2019

# Introduction

In this information age, organization of consumer activities have become more complex with the availability of fast, efficient and powerful means of communication that can have a significant impact on the way consumers organize the environment they live and interact with it.

Shopping is increasingly popular on the Internet. For instance consumers increased their online shopping by 46% since 2000, with sales fort he year totaling $56 billion, according to a recent report from ActivMedia Research. They estimate that, as e-tailers continue to fine-tune their marketing and order processing, online for B2C marketers will reach medium one trillion dollars afterwards (Scott, 2001). Technological trends, including the development of better wireless access and fired-price Internet access, will fuel global e-business (Poet, 2000).

On the other hand, with typical conversion rates rarely exceeding 5 % , e-commerce manager are struggling to understand conversion behavior at their sites. Customer behavior online is, in some important respects, different from that in other environments.

New electronic media and the over 30000 web businesses selling directly to consumers (Berkeley & Carlton 2000) are rapidly changing advertising marketing and communicationsaround the world.

A range of companies selling over the Internet from catalog retailers and rational stores to pure İnternet operations –are adapting their web sites to use one-to one customization techniques to attract and retain icreasingly intelligent buyers who Access rapid price comparision and demand instant order fulfillment.

E-commerce is the use of information technology to enhance communications and transactions with all of an organization’s stakeholders (Watson, 2000).With the increasing online initiatives by traditional retailers, marketers can no longer afford to view the web seperate and distinct channel , but rather , must learn to integrate it with existing ones.

Electronic commerce is fundamentally changing the way consumers shop and buy goods services. Consumers have begun to learn how act in an ever-changing electronic market environment. Like any diffusion of innovation, there is a learning curve for most consumers to behave in electronic commerce in a way they feel the most comfortable.

It is important to fully understand consumer motivations for onine shopping , as these motivations will affect the web site attributes and experiences desired by shoppers.

Clearly understanding what motivates consumers tos hop online can and should inform strategy, technology, and marketing decisions as well as web site design.

Marketers now use numerous electronic communication vehicles in which the collection and use of personal information can influence the development of relationship between firms and individual consumers. However, the level of acceptance of the collection and use of personal information varies among consumers, and many consumers are unaware of the details of this process.

***Literature Review***

***Marketing on the Internet***

Within the span of only a few years, marketers have witnessed an explosion in the number of available electronic communication vehicles. These new media channels include the firm’s web site, directed online advertisement placed on web pages, commercially oriented e-mails, text messaging. In each of these communication medium, the collection and use of personal information can influence the development of relationship between firms and individual consumers. Firms that seek to diffrentiate themselves from the competition and beter target their messages must collect and use personal information.

***Role of Communication in Relationship Marketing:***

Generally speaking , marketing communication in the electronics environment are viewed as any action that results in electronically based information beings shared between an individual and a firm. Therefore, electronic communication is more than just firm-created communications and encompasses individual actions with the electronic communication vehicle such as visiting a firm’s Web site, sending a firm e-mail, receiving opt-in newsletters, filling out forms, engaging in text messaging with service personel, or tracking a package.

***Information Integration and Marketing Communication:***

Information integration is a technology –based approach that assimilates relevant data from internal and external sources to develop a valuable application fort he firm (Jhingram, Mattos&Pirahesh, 2002).

This information is then integrated to offer a targeted marketing communication to the user. The user’s response is collected to be used to calibrate and modify future communications (Gatarski ,2002; Sherman & Deighton ,2001).

Existing Information: It encompasses any information that has been collected previously about or from a particular user. An individual firm may posses or have access to data not only on a user’s purchasing history, demographics or financial status, but it may also have Access to data about the user’s previous usage patterns on the İnternet (Bhat, Bevans & Pirahesh, 2002), as well as communications that the user may have had either directly with the company through telephone conversations, e-mails, online comments (Romano, Donovan, Chen & Nunamaker, 2003), responses to previous wireless communication, or from contracted secondary sources.

Site specific information: Beyond the obvious collection of information related to a specific purchase (e.g name, address, payment method, and items purchased), Web sites and partnered third parties utilize technological tools to obtain real-time information about a user. The use of client-and server- side Technologies allows the specific actions in a current internet sessions to be tracked and recorded.

The most prevalent client-side technology , which resides on the user’s computer is the cookie. Cookies are small text files that are capable of tracking and recording information such as the specific visited Web page URLs and information provided to such web site server side Technologies are under the control of a web site’s owner. Log files keep track items such as which web pages are called and how long a page is kept open.

Information Integration: The ability to efficiently and systematically combine information from many sources is no small task (Somani, Choy & Kleewein, 2002). The amount of potential information available about an individual user is staggering . However, the ability of firms to integrate and extract situation –specific data and apply them in a targeted marketing communication is a valuable asset which, if used effectively , can provide the firm with a strategic competitive advantage (Roth, wolfnoen, klweewein &Nelin, 2002).

Server Actions: In terms of internet marketing communications, the information integration process utilizes information resources to have the server react differently for each customer . The degree to which the server reacts differently is driven by the amount of information integration used to form a profile (Wiedmann, Buxel & Walsh, 2002).

Pettier, Schibrowsky, Schultz and Davis, in 2002 suggest that to effectively segment customers into prospects requires integrating informational elements beyond just demographic data into a profile. They note that psycoraphic informationsuch as values, motivations, beliefs, attitudes and lifestyle can be used in the creation of profiles for specific relational segments of customers.

For each profiled segment, cross-selling opportunities and marketing communications can be developed to match the purchasing needs of that segment. This type of integration was implemented by a financial services firm to determine current customers probability of purchasing supplemental services by combining their transaction history with competitors products and service information . (Kamakura, Weddel, de Rosa & Mazzon 2003).

Marketing Communications: the use of technology to integrate individual information for marketing purposes has been generally available to marketers since the early 1900s (Blattberg Leighton 1991).

Firms at that time were using proprietary customer data as the basis for determining new product sales based on previous purchasing patterns.

Today, most electronic marketing communication efforts of firms are matched with some aspects of the individual (Raghu, Kannan, Rao & Whinston 2001). These efforts include both synchronous and asynchronous communication formats. Asynchronous formats are exemplified by brand building web sites (i.e. Sony. Com, Disney.com, )in which the visitor interacts with the brand itself. (McAllister & Turrow, 2002), online advertisements (i.e. pop-ups or interstitials) which are ads placed on content sites (Zhou & Bao, 2002) and commercially oriented e-mails , which may be requested by recipents (Khrisnamurthy2001 )or unsolicited ‘’spam’’.

Permission marketing refers to a marketing communication technique that suggests users will be more accepting of a message if they agreed to receive it ( Godin 1999) Khirisnamurthy (2001) built on this premise and coined the term permission intensity a combination of a user’s willingness to receive a message and the leeway he /she allows the marketer to use personal information.

Because the İnternet is perceived as a powerful tool for consumer information search, marketers remain highly intererested in understanding the relationship between consumers’ use of the Internet for information search and their choice of channel fort he final purchase.

***Online Consumer Behaviour:***

Electronic commerce is fundamentally changing the way consumers shop and buy goods and services. Consumers have begun to learn how act in an ever-changing electronic market environment. Like any diffusion of innovation, there is a learning curve for most consumers to behave in electronic commerce in a way they feel the most comfortable.

Understanding of online customer behaviour is indeed difficult to predict- about half of the items put into a shopping card are never bought. The understanding of the attitudes , preferences, and behaviours of online customer is the biggest challenge facing web site personalization and e-commerce success.

In the consumer behaviour literatüre, the purchase process encompasses several steps. The process starts with a recognition of needs, which generates an information search. Through information search consumers are able to make purchasing decisions after evaluating alternatives.

Although this flow of of buying decision making may seem to be habitual and predictable, it is actually quite dynamic, and implications fort he process of information search cannot be ignored.

A thorough understanding of how consumer serach is critical for effective marketing communication strategies because information search represents a primary stage at which marketing can provide information and influence consumers decisions.

One of the most important characteristics that differentiate online and offline shopping behaviour is the low ‘’transportation costs’’ required to visit a virtual store. In studies of offline shopping behaviour one key component of modelling a customers store choice and purchasing decision is the costs- both tangible and psychological –associated with to travelling to one or more stores. (Dellaert, 1998). In contrast, it is essentially costless for a customer to visit an online store site. This has several effects on observed behaviour. First, because the costs are much lower, online shoppers may be more likely to visit a store without any intention of buying. In the offline World, where the shoppers incur costjust by taking the time and effort to visit a store it is less likely that he will ‘’waste a trip’’ and not buy. As a result, we observe lower conversion rates online.Second, the low cost of visiting the web site also makes the shopper more likely to delay a purchasing decision and later to buy. In the offline World, by contrast, there are very limited economies of scale for follow-up trips , so shoppers may rush to closure to avoid incurring more travel costs. For these reasons, we are more likely to see online shoppers making multiple trips to the same store for a single puchasing decision, even for lower-involvement purchasing decisions.

Online and offline environments present different shopping experiences even when the same products can be purchased. The virtual marketplace may not mirrorthe offline Marketplace in the foreseeable future for reasons that have little to do with technological limitations. The online environment has unique capabilities that might be compromised by attemting to mirror the brick and mortar shopping experience too closely. Moreover, the experience of being present online, is currently far less compelling than the multidimensional , multisensation possibilities offered by offline shopping.

Shopping orientations are conceptualized as a specific dimension of lifestyle and operationalized on the basis of activities interests and opinion statements pertain of shopping.

Stone identified four kinds of shopping orientations: economic , personalizing, apathetic. Koangar examined six groups of shoppers: recreational shopper, store-loyal shopper, price-oriented shopper, psych-socializing and time oriented shopper.

In addition, sometimes consumers shop for reasons other than obtaining results. Tauber noted that consumers often shop out of personal motives (role playing, diversion from the routine of Daily life, self-satisfaction, learning about new trends, and social motives (social experiencesoutside the home, communication with others having a similar interest, peer group attraction, status and authority, and pleasure of bargaining. Although some online stores offer auction, chat rooms and other functions, they cannot compete with retail stores in meeting many of the recreational needs.

In the literatüre , there are also some behaviors such as experiential, goal-oriented time starved.

Experiental behavior is especially likely in categories where shoppers have an ongoing hobby-type interest.

Goal-oriented or utilitarian shopping has been described by various marketing scholars as task-oriented, efficient , rational and deliberate.Thus, goal-focused shoppers are transaction oriented and desire to purchase what they want quickly and without distraction.

It has been found that online shopping is more likely to be goal-focused rather than experiental. Time-starved consumers are especially likely to be online shoppers. Another clue is that early and heavy users of the Internet tend to have strong internal locus of control and thus are goal-oriented personalities. Moreover, the online medium facilities utilitarian behavior as search costs for product information are dramatically reduced.

There is evidence that some online shoppers engage in experiential shopping, or shopping for fun.

A behavioor desirable to marketers as fun seekers tend to be impulsive and make more purchases.

With availability of information and ease of use, customer service is exteremely important. Most consumers want to serve themselves and will serve themselves by locating information as long as it is relatively easy to find. Online buyers largely do not expect or desire ‘’high touch ‘’ service unless they have questions or problems with customer service, in which case they expect relatively speedy answers responsive to their individual problems. In a recent survey it has been found that customer loyalty increased substantially when online buyers learned that customer service representatives were available online and were willing and able to resolve the situation quickly.

Purchasing online requires consumers to change their conventional behavior. Behavioral change is difficult and often requires incentives such as explicit monetary savings or increased convenience. Online buyers have wired lifestyles are time starved and seek new ways to find information and buy things that are faster and more convenient. Consumers who decide tos hop online often expect minimal external search cost.

Offering utility –based value (e.g. low prices) represents only one dimension by which companies can gain a competitive advantage (Portaer & Millar ,1985)Consumer behavior is not only determined by purchase cost but also by psychological motivations and shopping experience (Oliver, Rust & Varki, 1997).With so many sellers offering discount prices and limitless selections on the Internet, evidence suggests consumers are beginning to differentiate between competitors based on these other factors. In a recent survey of online buyers, trust in and recognition of the merchant was the most important factor driving selection of an online vendor. Additional evidence shows consumer use of the Internet to make purchases is based largely on the easthetic enjoyment and positive experience of emotion online (Kogaonkar & Wolin, 1999). If purchase intentions and repeat business is increasingly driven by factors at work in the minds of online consumers, vendor’s profits online will depend on meeting or exceeding customer expectations.

Accrording to some researchers, past visits do have effects, above and beyond the baseline , which accumulate and increase purchasing probabilities. Subsequent visits have a diminishing (but still positive) impact on purchasing behavior as the shopper makes more visits to the site and these visits systematically evolve the shopper’s experience.

Purchasing thresholds increase as a function of previous purchasing experiences, perhaps due to decreasing novelty of buying online.

***Studies on Online Consumer & Online Consumer Behavior:***

Donthu & Garcia , Journal of Advertising Research, internet shoppers are older and make more Money than non-shoppers.

Internet shoppers are more convenience seekers, innovative, impulsive, variety seekers, and less risk averse than non-shoppers are .

Internet shoppers have a more positive attitude toward advertising and direct marketing than non-shoppers do.

Li, Kuo &Russell, Journal of Computer Mediated Communication , Channel knowledge, perceptions of channel utilities, convenience orientation, experiantal orientation, income, education, and gender are predictors in the model of online buying behavior.

Jarvenpaa, Journal of Computer –Mediated Communication, favorable attitudes towards an Internet store and reduced perceived risks associated with buying from an Internet store will increase the consumer’s willingness to purchase from that Internet store.

Swaminathan, Lepkowska –White & Rao, Journal of Computer mediated communication,

Perceived superiority of web vendors, price competitiveness and Access to information positively affects frequency of consumer shopping on the Internet.

Miyazaki & Fernandes, Journal of Consumer Affairs, perceived risks, security concerns, Internet experiences, and the adaptation of established methods for remote retail purchase transactions are found to be associated with the online purchase rate.

Shim, Journal of Retailing, Intention to use the search for information is the strongest predictor of Internet purchase intention and other predictors (attitude toward ınternet shopping, perceived behavioral control, and previous internet purchase experience.

Lynch, Kent & Srinivasan, Journal of Advertising Research : Three characteristics – site quality, affect and trust significantly affect consumers purchase behavior.

Menon &Kahn , Jounal of Retailing, The characteristics of products and web sites encountered earlier can significantly influence consumers’ later shopping behavior.

***Online Search Behavior:***

The continued success of online shopping will be determined by the degree to which consumers utilize the Internet during their decision making process, mainly the acquisition of product information.

The Internet provides vast possibilities for information search and comparisons unconstrained by time and place which traditionally restricted consumer behavior in the physical Marketplace (Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer and Wood, Shet and Sisodia,

1999

Several reasons suggest that conventional economic theories do not adequetly explain consumer behavior in this new Marketplace. First, the fundamental premise of economic theory is that information search will increase when search costs are reduced. (Stigler, 1961)

Information search is a stage of the decision making process in which consumers actively collect and utilize information from internal and / or external sources to make better purchase decisions. Internal search occurs when consumers Access information previously stored in memory. It is the primary source used for habitual and limited decision making. On the other hand, external search involves seeking information from resources outside of memory because the required information was not previously acquired or cannot be recalled from memory. (Schmidt &Spreng ), Sources such as friends, packaging or other in store displays, advertisements and magazines are often utilized by consumers to facilitate their decision making. Lately, the Internet has joined other traditional media and has become a majör source of information about many products and services.

In the online environment, the distinction between browsing and goal-directed behavior is necessary because browsing behavior, like window shopping may be a form of entartainment or time filling activity. This distintion is particularly important because the attrativeness of links may be a factor for browsing, often referred to as web surfing rather than the information itself.

Information search is the effort expended by a consumer to acquire information in a web – based Marketplace that is directed by a specific purchase under consideration. The online environment is characterized as a non-broadcast electronic medium requiring an active consumer (Hodkinson, Kiel & McColl-Kennedy ) to efficiently locate and process information. Two main tasks that consumers face in an online environment include: location of web sites of interest and the movement to between those sites (inter-site search)and the acquisition of information within sites of interest (intrasite search) (Hodkinson )

***Economics of Information***

When searching for information such as price, a particular buyer may not be willing to search for a small amount of savings in price, but may find greater search worthwhile ıf the amount of Money saved is large.

Recent empirical studies seem to suggest that although the Internet reduces external search costs, the amount of information searching does not seem to increase(Jansen; Johnson)

Conceptual framework of online search behavior:

Human rational behavior is shaped by a scissors whose two blades are the structure of task environments and the computational capabilities of the actor.

Consumer behavior is determined by the interaction between the properties of personal information processing systems and the properties of task environments. Consumer decision processes are constructive in natüre –contructed by the decision makers themselves as well as the context of the particular external environment in which decisions are made(Brettman, Johnson, Luce & Payne; Bettman Kakklar; Cupey; payne)

From the perspective of consumers , the Internet has changed their relationship with sellers because of the

 Unprecedented increase in the number of choices and levels of control over the message (Sheth and Sisodia) It has also changed the decision-making environment by the amount , type and format of information available to consumers because it provides tools for information storage, for information search and for decision analysis.

In addition, the Internet has transformed consumer behavior in two ways: transformation of the consumers into online shoppers that requires the usage of computers and transformation of the physical storesinto a marketplacethat is information technology intensive . In order to understand online consumer behavior, it is necessary to include the interaction between the combined roles of consumer / computer user and information technology provided by the online stores.

***Consumer Channel Choice***

With the Internet as an additional option, consumers can choose whether to focus on a product or service category, or a brand at any stage of the information acquisition process, whether to use the Internet or a conventional retail channel for information acquisition, and whether to use the Internet or a conventional retail channel fort he final transaction and brand acquisition .

There are four possible choice outcomes:

Serach online and purchase off-line

Search offline and purchase online

Search and purchase online

Search and purchase off-line

There are several ways to identify the location of web sites. Via search engine, via manual entry of a URL and via memory aid of a browser such as bookmarks.

It is necessary to note that knowledge of the electronic environment could precede the knowledge of product categories and thus play an important role in the process of information search in an online environment.

The abilities to begin and end, to read from the screen , to make selections from various types of menus, and manage various functions on the computer as well as navigate the WWWin 2000s , Hodkison noted that consumers’ search techniques will seriosly affect their decision processes.

***Interruptions***

The Internet is an interactive information search and decision environment for consumers , providing them with greater control over information. Features such as banner ads, pop up Windows, and intelligent agents that make purchase recommendations are being used frequently by marketers to push information, to attract consumer attention and to promote sales. Other interactive features such as surveys and user registration act as distractions to the consumers’ search process and further affect their decision performance and satisfaction (Xia , & Sudharslan,2000)An interruption leads to extra time needed fort he original task . Interruptions distract attention and place great demands on cognitive processing (Norman & Bobrow, 1975). In order to keep the consumer motivated there must be an appropriate level of interuption (Xia &Sudharslan 2000).

Managerially, understanding consumer search in an online environment can have a direct impact on a firm’s capability to meet customer needs.

An understanding of online consumer search behavior will add to the firm’s knowledge of the effects of the web-based environment in a number of areas. For example, in this environment where consumers have the control over and Access to vast amount of information , a significant challenge is determining how prolong the consumers’ visits and turn them from browsers to buyers ; in other words , how to get consumers to make their purchase decision online after thay have gathered information.

Reducing search costs, while at the same time reducing the number of clicks has an important implication for marketing objectives of online retailers.

***Online Shopping Behavior***

In the online consumer behavior literature, there are two generally accepted online shopping behavior models. Besides, both models have their own propositions.

***Model developed from traditional retailing literature:***

The conceptual model is forged on the basis of the learning from traditional retailing theory and practice.

Shopping motives:

Convenience seeking P1

Deal seeking P2

Affilation motive P3

Recreation motive P4

Consumer Psychographics:

-Risk Awareness P5

-Consumer innovativeness P6

- Self confidence P7

-Attitude toward local shopping conditions P8

Attraction of a Retail Facility:

Accessibility P9

-Wide selection P10

Store image atmosphere P11

Service quality P12

This is bounding with probability of online shopping.

Shopping motives:

Motivational theorists have typically regarded human behavior as the product of both internal and external stimuli perceived by individual (Westbrook & Black 1985)

Economic motivation: From an economic man perspective, a shopper will minimize the time required to accomplish the needed shopping task .

Bellenger and his colleques classify shoppers , according to their shopping motivations, into two brand categories: Functional –economic and recreational shoppers.

Convenience Seeking:

Consumers perceive convenience in product acquisition as a major advantage associated with in home shopping . This economic orientation is expressed both in the desire for convenience (to lower the search cost and to limit the shopping time ) and for lower prices.

There are two major types of convenience that shoppers seek:

Savings in time and flexibility in time management ; and the trouble / problem minimization during a transaction. Competing businesses in the world of electronic commerce are only a few Mouse clicks away. Thus, there is the potential for shopping to become less time consuming. It also eliminates the worry and hassles associated with traffic, travel, and parking.

Therefore:

P1: Consumers’ desire for convenience enhances the probability of online shopping.

**Deal Seeking:**

Another factor that leads shoppers to a store is the offer of price promotions. The Internet mimics a giant-sized shopping center in the sense that many product categories and brands are available. Price competition on the Web is perceived to be more intense than in the on-ground marketplace, as consumers’ search cost is substantially reduced. Price search and price comparison can be done almost effortlessly. Various search engines, shopping bots and intelligent agents allow users to surf a plethora of bargains within seconds. Therefore:

P2: Consumers who like to search for deals are more likely to be Internet shoppers.

**Non-Economic Motivation:**

Hedonistic motives can be important precursors of consumer behavior ( Hirschman & Holbrook, 1982; Halvena & Holbrook , 1986). Bellenger’s recreational shoppers are individuals who shop fort he pleasure of the shopping experience itself. Recreational shoppers enjoy shopping as a leisure activity, ahop impulsively, place higher importance on store decor, spend more time shopping per trip, continue shopping after making a purchase and prefer closed malls and department stores.

**Consumers’ Affilation Motive**:

McClelland defines the affiliation motive as the need to be with people. One of the most basic social behaviors is the urge for human contact and connection for alleviating the feelings of boredom and loneliness. ‘’going shopping’’ is one such activity that people pursue.

Non-store retailers may inadvertently create a sense of isolation and a feeling of loneliness among their customers . Even though technological, innovations may potentially create consumer advantages, they have the effect of insulating and detaching consumers from their fellows. In attempt to ofset this isolating effect , some e-stores strive to create communual effects by fostering community sentiments and encouraging collective action.

P3: Need for affiliation has a negative influence on the probability for online shopping.

**Shopping Pleasure:**

Personal motives are influential in shopping behavior. Among the most satisfactions obtained from shopping includes: experiencing self-gratification, learning new trends, experiencing physical exercise; and receiving sensory issues from retail environment. A desire for power authority over salespeople, and action from the shopping environment are related experiences

P4: Recreational shoppers are less likely to be Internet shoppers.

**Risk Averseness:**

The willingness to purchase products is inversely related to the type and amount of perceived risk associated with a purchase decision (Bauer, 1960; Bettman , 1973-1975; Korgaonkar 1982 ; Peter & Tarpey 1975)

In home shoppers tend to be more adventurous, cosmopoliton , and self-confident in their shopping behavior. İnternet shoppers , is one group of in-home shoppers, should be more tolerant of purchase risk .

P5: Risk Averse consumers are less likely to s hop on the Internet than those who are risk taker.

**Consumer Innovativeness:**

It is defined as the degree to which consumers posseses a favorable attitude towards trying new idea sor different practices. At the most basic level, this preference motivates a search for new experiences that stimulate the mind and or the senses (Mirschman 1984, Pearson 1970, Venkatraman & Price ,1990).

The Internet , as an emerging mode of retailing , has characteristics very different from more traditional retail operations (e.g creates remote buying experiences ; computerized transactions empowers the consumer with a sense of computer ). Because of this freshness, it tends to attract innovative consumers. Therefore:

P6: İnnovative shoppers are more likely tos hop on the Internet.

**Self-Confidence:**

Boone (1974) posits that innovative buyers have greater self-confidence. Also Reynolds (1974) finds that self-confident people tend tos hop more frequently at home. In-home shoppers belong to a higher-than –average socio-economic group, measured by education, income, social class and occupational status (Gillett, 1976; Saltse ,1996). These socio-economic differences may become especially pronounced among Internet shoppers, are more willing to take risks and try new things and less conservative that their store-counterparts.

P7: The higher a consumer’s self-confidence, the more likely that consumer is tos hop on the Internet.

**Attitude toward local shopping conditions:**

Attitude about local shopping is the most salient psychographic variable in differentiating between different patronage groups. The typical out-shopper is seen as an innovator, an on-the-go, cosmopolitan person who is generally dissatisfied with local retail facilities. (Papadopoulos ,1980)

Internet shoppers, unrestricted by geographical boundaries, are essentially one type of out-shoppers, i.e. consumers who shop outside the residents trading area.

Shoppers may want to avoid some of the unpleasant aspects of shopping in stores.

P8: Negative attitudes toward local shopping conditions enhance the probability of online shopping.

**Attraction of a Retail Facility:**

**Location:**

It has always been treated as an important factor in attracting patrons to a shopping area.

The most widely accepted location theory central place theory (Craig & Ghosh & McLafferty 1984) , which views shopping areas as commerce centers to which consumer households travel to obtain needed goods and services.

The Internet has the characteristics of a central shopping are within a wide selection of products. Based on the central place theory:

P9: A sizeable segment of consumers perceive the Internet to be an easily accessible shopping channel. This perception enhances the likelihood of online shopping.

P10: A sizeable segment of consumers perceive the Internet to be a central shopping location that offers a wide selection of goods. This perception enhances the likewlihood of online shopping.

**Store Image:**

Berman and Evans (1995) divide atmospheric stimuli into four categories :1. The exterior of the store, 2. The general interir 3. The layout and design variables , and 4. The point-of-purchase and decoration variables.

Web-based retail environment variables include the layout and design of an e-store Web Site, ease of use, the download speed, and ease of navigation within e-store. So:

P11: Consumers’ image perception of an online store affects their purchase behavior. Specifically, a favorable image perception is associated with an increase likelihood of online patronage.

**Service Quality:**

Service is always counted as an important factorcontributing positively to the shoppers’ overall experience service offered in an online store takes a slightly different form. Online shoppers very draw clues about service quzlity based on intangible attributes such as store operations .

P12: Good service is associated with an increased likelihood of online patronage.

The objective study was finding and explaining the determinants of the online consumer behavior. Once they were identified, risk averseness, convenience seeking and information seeking seemed the leading determinants. Thay were also suitable for a research on Turkish people. Therefore, the ability of these three determinants to clarify the probability of online shopping was investigated; moreover , most important attributes of both the only shopping and online stores, the reasons for not tos hop online, and products and service bought online were researched.

***Design and Methodology:***

To obtain the required data for the research, a questionnaire was created, and questions related research were asked to participants. When a participant finished it, he or she submits it by only pushing send button. The questionnaire set as a web site and distributed via e mail with the URL link of the questionnaire.

In the first sixteen questions, there were nine questions about the three determinants of online shoping behavior. Participants were asked with the same questions until the sixteenth question which asked participants that they had ever shopped online. After that question, no one asked why they had not shopped; yes voters asked both what they bought online and the opinion regarding the attributes of their online buying and online stores. In the sixteenth and eighteenth questions participants allowed to choose more than one alternative.

Distribution method of the questionnaire is called as snowball. Snowball sampling’’ is the techniq for the researchers in order to recruit other participants for a questionnaire. This system usually preferred to find the potential participants where it is not easy to get. Why this name is given as Snowball Sampling is beause when you have the Ball Rolling, it is started to get and find more “snow” along the process and gets huge. Snowball sampling is a [non-probability sampling method.](https://www.statisticshowto.datasciencecentral.com/non-probability-sampling/) It doesn’t need the [probability](https://www.statisticshowto.datasciencecentral.com/probability-and-statistics/probability-main-index/)involved, [simple random sampling](https://www.statisticshowto.datasciencecentral.com/simple-random-sample/) (that odds are the same for any particular participant being chosen). Indeed, the researchers used their own judgment to choose participants. These steps are continued as the needed [sample size](https://www.statisticshowto.datasciencecentral.com/probability-and-statistics/find-sample-size/) is found. It is important to judge that, the study participants ought not be asked to identify other potential participants. On the other hand, they should be encouraged others to come forward. Snowball sampling can open a huge door for you in order to find characteristics about a population that you weren’t aware existed.

The link was emailed tp 50 people ; it was requested both to fill the questionnaire and to send it to another people. Due to snowball distribution, there might be a limitation regarding to research about answers. Also, there is another limitation in the questionnaire which is the missing question frequency of online shopping.

The regression was conducted to determine how much of the probability of an online could be clarified through the selected three determinants of online consumer .

As the dependent variable was dichotomous , the yes or no answers of the sixteenth questions which asked the participants whether or not tos hop online until that time, , it was conducted instead of linear regression.

Furthermore, the opinions of online-buyer participants about online shopping and online stores, the reasons of not to shop online, and the online purchased things were designated by tabulation.

Also, the relations of demographic attributes of the population with shopping online were examined.

***Results and Findings***

The questionnaire web site was kept open for ten days; three hundred and twenty seven people participated. 46 % of the participants were between 26-30 years old, 23,8 percent of the participants are under the twenty five years old, and 29,7 % of them were older than thirty one years old. 61,2% of the participants had undergraduate degree, 29,7 % of them were graduate.

58,8% participants had monthly income 1500-4000 TL , 16,8% had lower than 1500 TL, and the rest of them had more than 4000 TL. On the other hand, online buyers, these figures were; 57,1%, 14,3 and 28,6%, respectively. However, it was found that 98,5 % of the participants connected to the Internet everyday from home with 28 % and place with 69%. Occupations of the population finance with IT and software with 18,7%, marketer with 10,4%.

|  |  |  |  |
| --- | --- | --- | --- |
|  |   | INTERNET SHOPPING  |   |
|   |   | YES | NO |
| AGE | 14-18 | - | 2 |
|   | 19-25 | 46 | 30 |
|   | 26-30 | 118 | 34 |
|   | 31-40 | 50 | 23 |
|   | 41-50 | 15 | 6 |
|   | 51+ | 2 | 1 |
| EDUCATİON | ELEMENTARY HİGH SCHOOL | \_ | 1 |
|   | UNİVERSİTY GRADUATE | 15 | 9 |
|   | PHD+ | 135 | 65 |
|   |   | 76 | 21 |
|   |   | 5 | - |
| INCOME | 1-1000 | 20 | 13 |
|   | 1001-1500 | 13 | 9 |
|   | 1501-2000 | 39 | 18 |
|   | 2001-3000 | 43 | 30 |
|   | 3001-4000 | 50 | 11 |
|   | 4000+ | 66 | 15 |
|   |   | Demographics of the Population |   |
|   |   | NON ONLINE SHOPPER  |   |
| REASONS | PERSON | PERCENTAGE |   |
| Not Secure | 56 | 58,30% |   |
| No Courage | 6 | 6,30% |   |
| Desire to physical touch | 56 | 58,30% |   |
| Like traditional shopping | 24 | 25,60% |   |
| Unreasonable prices | 4 | 4,20% |   |
| others | 3 | 3,10% |   |
| ONLİNE SHOPPERS: PRODUCTS SERVICES | PERSON | PERCENTAGE |   |
| Book | 119 | 51,50% |   |
| CD DVD | 75 | 32,5 |   |
| Clothing | 23 | 10 |   |
| Cosmetics | 13 | 5,5 |   |
| Cell phone | 45 | 19,5 |   |
| PC | 36 | 15,5 |   |
| Electronics | 92 | 39,8 |   |
| Baking Investment | 134 | 58 |   |
| Food order | 85 | 36,8 |   |
| Betting | 41 | 17,7 |   |
| Tickets | 160 | 69,3 |   |
| Others | 32 | 13,9 |   |
|   | Products and Services bought |   |   |

**Table 1. Demographic Variables’ Results**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
|  |  |
|  |  |  |  |  |  |
| ONLİNE SHOP  |   | YES |  |  |  |
|  |  |  |  |  |  |
| CONS BEHAVİOR | SA | S | NAND | D  | SD |
| Risk 1  | - | - | 33 | 198 | - |
| Risk 2  | 2 | - | 184 | 40 | 5 |
| Risk 3  | 7 | 154 | 66 | 2 | 2 |
| Convenience 1  | 44 | 119 | 56 | 6 | 6 |
| Convenience 2  | 17 | 49 | 52 | 81 | 32 |
| Convenience 3  | 161 | 63 | 2 | 1 | 4 |
| Information 1  | 75 | 130 | 21 | 3 | 2 |
| Information 2  | 68 | 127 | 33 | 1 | 2 |
| Information 3  | 57 | 137 | 33 | 1 | 3 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| ONLİNE SHOP  |   | NO  |  |  |  |
|  |  |  |  |  |  |
| CONS BEHAVİOR | SA | S | NAND | D  | SD |
| Risk 1  | 24 | 69 | 3 | - | - |
| Risk 2  | 50 | 44 | - | - | 2 |
| Risk 3  | 8 | 74 | 11 | 2 | 1 |
| Convenience 1  | 3 | 2 | 62 | 20 | 9 |
| Convenience 2  | 8 | 25 | 24 | 28 | 11 |
| Convenience 3  | 2 | 2 | 26 | 45 | 21 |
| Information 1  | 2 | - | 20 | 48 | 26 |
| Information 2  | 2 | 1 | 12 | 56 | 25 |
| Information 3  | 7 | - | 38 | 44 | 7 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| NON ONLİNE SHOPPER  |  |  |  |  |  |
|  |  |  |  |  |  |
| REASONS | Person | Percentage  |  |  |  |
| Not Secure | 56 | 58,30% |  |  |  |
| No Courage | 6 | 6,30% |  |  |  |
| Desire to Physical Touch | 58 | 58,30% |  |  |  |
| Like Traditional Shopping | 24 | 25,00% |  |  |  |
| Unreasonable Prices | 4 | 4,20% |  |  |  |
| Others | 3 | 3,10% |  |  |  |
|  |  |  |  |  |  |
| **Table 2.**  | **The Online Shopping vs. Consumer Behavior**  |

The online shoppers answered the risk awereness questions disagree 93 percents of the offline shoppers agree and strongly agree. %72 of the Internet shoppers thought agree and strongly agree with convenience while %60 of the non-online shoppers disagree and strongly disagree. %71 of the people who did not shop online said disagree.

Logistic regression exercised, these nine questions groups behavior variables were able to estimate between 70,2 (Cox & Snell R Square = percent of the percent and 100 (Nagelkerke R Square =1) percent of the item. In other words, it can be predicted, with a between 70 percent and 100 percent.

Probability whether or not someone will shop online by looking his or her attitudes toward , convenience seeking and information seeking. Regression analysis of all variables are significantly increase the prediction , the second question of convenience seeking, there could be a misunderstood of the question could be unreliable.

Looking at the reasons of not tos hop online, the thought of not secure and desire the physical touch seem the most important ones.

***Conclusion***

Shopping on the Internet has been increasing for many years; in this user –controlled environment, it is vital to understand needs and wants of the target market. Therefore, e-tailers and web marketers must first clarify the online consumer behavior and its components.

Although there are many types of online shoppers such as goal-oriented , recreational , brand –loyal, store-loyal, price oriented, psych-socializing, and time-oriented, the determinants of their behavior can show similarity. In other words, it is possible to say that the main determinants of the online consumer behavior are definite but can interchangeably person to person. These are convenience seeking, deal seeking, info seeking, affiliation motive, recreation motive experiental motive risk averseness, consumer inovativeness, self-confidence , shopping intensives, attitude toward local shopping conditions, accessible interactive control, wide selection, store image, service quality, among these; risk averness, convenience seeking and information seeking variables seem to met he most important ones.

In my study, I strived to investigate the most important three ones. Possible relations between the demographics and online shopping. Lastly, the opinions of online shoppers about the features of online shopping were examined.

The logistic regression conducted in the study suggests that it can be predicted, with between 70 percent and 100 percent probability, that whether or not one will shop online.

The result also means that online shoppers genuinely attach the most importance to these three factors. Among them, information seeking, convenience seeking and risk averness are arranged respectively.

The results of the study fairly show similarities between past studies done by academicians and explained in the literature review section of this study.

The research also suggested that most common reasons tos hop online are the thought that being not secured of online shopping and the need for physical touch, it can also be understood by looking at the less preference of high touch products such as cosmetics, clothing and cell phones. E-tailers and web marketers must come up with ideas to solve these problems. On the other hand, being the most preferred things of banking and investment services which psyscologically require security and high touch demonstrate an irony.

To sum up, for achieving the success in this totally user-controlled environment, namely in the Internet, in general, e-tailers must design their whole e-businesses including processes, procedures, marketing activities, etc according to the generally desired features by online consumers; in particular, web marketers must clearly define the target market, determine needs, wants, psychographics and motivators of segments and then design and communicate the marketing strategy accordingly.

***References***

Bauer, R.A.(1960). Consumer Behavior As Risk Taking, *Dynamic Marketing for a Changing World*, Chicago: AMA

Chiang, K., Dholakia R.R. & Westin S. (2005). E-Search: A Conceptual Framefork Of Online Consumer Behavior, *Web System Design and Online Consumer Behavior*. 1-18.

Donthu, N. & Garcia, A. (1999). The Internet Shopper, *Journal of Advertising Research*, 52-58.

Gefen, D (2004). TAM or Just Plain Habit: A Look at Experienced Online Shoppers, *Advanced Topics in End User Computing*, 3,1-14.

Goldsmith R. (2002). Explaining and Predicting Consumer Intention to Purchase Over the Internet: An Exploratory Study, *Journal of Marketing Theory and Practice*, 10(2), 22-28.

Hwang, J. & McMillan, S.J. (2004): How Consumers Think About ‘Interactive’ Aspects of Web Advertising, *Web System Design and Online Consumer Behavior*, 69-89.

Jarpenpaa, S.L. & Tractinsky, N. (1999). Consumer Trust in an Internetstore: A Cross-Cultural Validation, *Journal of Computer- Mediated Communication*, 5(2)

Kiel, G.C & Layton, R.A. (May 1981) , Dimensions of Consumer Information Seeking Behavior, *Journal of Marketing Research*, 233-239.

Koangar, P.K.& Wolin, L.D. (1999). A Multivariate Analysis of Web Usage, *Journal of Advertising Research*, 39 (2), 53-68

Lee, G. & Lin, H. (2005). Customer Perceptions of E-Service Quality in Online Shopping, *Online Shopping*, 161-175.

Leech, N.L., Barrett, K.C. &Morgan, G.A. (2004). SPSS For Intermediate Statistics: Use and Interpretation, London: Erlbaum.

Li, H., Kuo C. & Russell, M.G. (1999) . The Impact of Perceived Channel Utilities, Shopping Orientations, and Demographics on the Consumers’ Online Buying Behavior, *Journal of Computer-Mediated Communication*, 5(2)

Lynch , P.D.,Kent, R.J. & Srinivasan, S.S. (May-June 2001). The Global Internetshopper: Evidence From Shopping Tasks in Twelve Countries, *Journal of Advertising Research*, 15-23.

Minocha, S., Dawson L.H., Blandford, A. & Millard, N. (2005) Providing Value to Customers in E-Commerce Environments: The Customer’s Perspective, *Contemporary Research in E-Marketing*, 2, 119-146.

Moe, Wendy W, & Fader, Peter S. (2004) Dynamic Conversion Behavior at E-Commerce Sites, *Management Science* 50(3), 326-335.

Pan, Y.& Zinkhan, G. (2004). Two Models of Online Patronage: Who Do Consumers Shop on the Internet, *Web System Design and Online Consumer Behavior*, 43-68

Peter, Thomas W. (2005). User Centered Design and Marketing: Online Customer Value, *Contemporary Research in E-Marketing*, 2, 88-105.

Scott, A (2001) Online Shopping on the Rise, *The Internal Audito*, 58 (1), 15-16

Warkentin, M., Moore, R.S. & Moore, M. (2005) . A Systhesis And Analysis of Behavioral and Policy Issues in Electronic Marketing Communications, *Comtemporaray Research in E-Marketing*, 2, 106-118.

Wolfinbarger, M. & Gilly, M.C. (2001). Shopping Online For Freedom, Control And Fun, California Management Review, 43(2), 34-5

**Araştırma Makalesi**

**Marketing On the Internet By Understanding the Online Consumer Behavior**

*Online Tüketici Davranışlarını Anlayarak İnternette Pazarlama*

|  |
| --- |
|  ***Canan TİFTİK***Doktor Öğretim Üyesi, İstanbul Gelişim Üniversitesi, ctiftik@gelisim.edu.tr[https://orcid.org/ 0000-0002-8327-5282](https://orcid.org/0000-0001-7207-4146) |

**GENİŞLETİLMİŞ ÖZET**

Günümüzün bilgi çağında, tüketici faaliyetlerinin organizasyonu, tüketicilerin yaşadıkları çevreyi örgütleme ve onunla etkileşim kurma biçimini önemli ölçüde etkileyebilecek hızlı, etkili ve güçlü iletişim araçlarının mevcudiyeti ile daha karmaşık hale gelmiştir.

Alışveriş internette giderek daha popüler hale geliyor. Örneğin, ActivMedia Research’in yakın tarihli bir raporuna göre, tüketiciler çevrimiçi alışverişlerini 2000’den bu yana% 46 artırdı. E-ticaret yapanların pazarlama ve sipariş işlemlerinde ince ayar yapmaya devam ettikçe, B2C pazarlamacıları için çevrimiçi ortamda daha sonra bir trilyon dolara ulaşacağını tahmin ediyorlar (Scott, 2001). Daha iyi kablosuz erişim ve düşük maliyetli Internet erişiminin geliştirilmesi de dahil olmak üzere teknolojik trendler küresel e-işletmeyi tetikleyecektir (Poet, 2000).

Öte yandan, tipik dönüşüm oranları nadiren% 5'i aşan e-ticaret yöneticisi, sitelerinde dönüşüm davranışını anlamakta zorlanıyor. Çevrimiçi müşteri davranışı, bazı önemli yönleriyle, diğer ortamlardakilerden farklıdır.

Yeni elektronik medya ve doğrudan tüketicilere satış yapan 30000'den fazla web işletmesi (Berkeley & Carlton 2000), dünya çapında hızla reklam pazarlamasını ve iletişimini değiştiriyor.

Katalog perakendecilerinden ve rasyonel mağazalardan saf İnternet operasyonlarına kadar Internet üzerinden satış yapan bir dizi şirket, web sitelerini, hızlı fiyat karşılaştırmasına erişen ve anında sipariş yerine getirmeyi talep eden akıllıca akıllı alıcıları çekmek ve elde tutmak için birebir özelleştirme teknikleri kullanmaya uyarlar.

E-ticaret, bir kurumun tüm paydaşları ile iletişimi ve işlemleri geliştirmek için bilgi teknolojisinin kullanılmasıdır (Watson, 2000). Geleneksel perakendecilerin artan çevrimiçi girişimleriyle, pazarlamacılar artık web'i ayrı ve ayrı bir kanalda görmeyi göze alamazlar. bunun yerine, mevcut olanlarla bütünleştirmeyi öğrenmek zorundadır.

Elektronik ticaret, tüketicilerin mal alışverişinde ve alışverişinde satın alma şeklini temelden değiştiriyor. Tüketiciler sürekli değişen bir elektronik pazar ortamında nasıl davranacaklarını öğrenmeye başladı. Herhangi bir inovasyonun yayılması gibi, çoğu tüketicinin de elektronik ticarette en rahat hissedebilecekleri bir öğrenme eğrisi vardır.

Onine alışveriş için tüketici motivasyonlarını tam olarak anlamak önemlidir, çünkü bu motivasyonlar, müşterilerin istedikleri web sitesi özelliklerini ve deneyimlerini etkileyecektir.

Tüketicileri internete atlamak için neyin motive ettiği ve net bir şekilde anlaşılması, strateji, teknoloji ve pazarlama kararlarının yanı sıra web sitesi tasarımı hakkında da bilgi verebilir ve vermelidir.

Pazarlama yönetimi kişisel bilgilerin toplanması ve kullanılmasının firmalar ile bireysel tüketiciler arasındaki ilişkinin gelişimini etkileyebileceği çok sayıda elektronik iletişim aracı kullanmaktadır. Bununla birlikte, kişisel bilgilerin toplanmasının ve kullanılmasının kabul düzeyi tüketiciler arasında değişmektedir ve birçok tüketici bu sürecin ayrıntılarından habersizdir.

Sadece birkaç yıl içerisinde, pazarlamacılar mevcut elektronik iletişim araçlarının sayısında bir patlamaya tanık oldular. Bu yeni medya kanalları arasında firmanın web sitesi, web sayfalarına yerleştirilmiş çevrimiçi reklamlar, ticari amaçlı e-postalar ve yazılı mesajlaşma bulunmaktadır. Bu iletişim ortamlarının her birinde, kişisel bilgilerin toplanması ve kullanılması, şirketler ve bireysel tüketiciler arasındaki ilişkinin gelişimini etkileyebilir. Kendilerini rakiplerinden farklı kılmak ve daha iyi hedef almak isteyen firmalar, mesajlarını kişisel bilgileri toplamak ve kullanmak zorundadır.

Elektronik ortamda pazarlama iletişimi, bir birey ve firma arasında paylaşılan elektronik tabanlı bilgi varlıklarıyla sonuçlanan herhangi bir eylem olarak görülmektedir. Bu nedenle, elektronik iletişim sadece firmanın oluşturduğu iletişimden daha fazlasıdır ve bir firmanın Web sitesini ziyaret etmek, bir firma e-postası göndermek, kayıt bültenlerini almak, formları doldurmak, metin mesajlaşmasına katılmak gibi elektronik iletişim aracıyla bireysel eylemleri kapsar. Örneğin, servis personeli ile veya bir paketin izlenmesi gibi sürecin izlenmesi önem arz etmektedir.

Elektronik ticaret, tüketicilerin mal ve hizmet satın alma ve alışveriş şeklini temelden değiştirmektedir. Tüketiciler sürekli değişen bir elektronik pazar ortamında nasıl davranacaklarını öğrenmeye başladı. Herhangi bir inovasyonun yayılması gibi, çoğu tüketicinin de elektronik ticarette en rahat hissedebilecekleri bir öğrenme eğrisi vardır.

Çevrimiçi müşteri davranışını anlamak, tahmin etmek gerçekten de güçtür - bir alışveriş kartına konan öğelerin yaklaşık yarısı asla satın alınmaz. Çevrimiçi müşterilerin tutum, tercih ve davranışlarının anlaşılması, web sitesi kişiselleştirme ve e-ticaret başarısının karşılaştığı en büyük zorluktur.

Tüketici davranış yönetiminde, satın alma süreci birkaç adımı içerir. Süreç, bilgi arama üreten ihtiyaçların tanınması ile başlar. Bilgi arama yoluyla tüketiciler, alternatifleri değerlendirdikten sonra satın alma kararları alabilirler. Bu karar alma alışkanlığı akışı alışılmış ve öngörülebilir gibi görünse de, aslında oldukça dinamiktir ve bilgi arama süreci üzerindeki etkileri göz ardı edilemez.

Tüketici’nin bulunması, etkili pazarlama iletişimi stratejileri için ne kadar önemli olduğunun tam olarak anlaşılması, çünkü bilgi arama pazarlamanın bilgi sağlayabileceği ve tüketicilerin kararlarını etkileyebileceği birincil aşamayı temsil eder.

Çevrimiçi ve çevrimdışı alışveriş davranışını farklılaştıran en önemli özelliklerden biri, sanal bir mağazayı ziyaret etmek için gereken düşük "taşıma maliyetleri" dir. Çevrimdışı alışveriş davranışı çalışmalarında, bir müşterinin mağaza seçimini modellemenin ve satın alma kararının temel bir bileşeni, bir veya daha fazla mağazaya seyahat etmenin hem maddi hem de psikolojik maliyetleridir. Buna karşılık, bir müşterinin bir çevrimiçi mağaza sitesini ziyaret etmesi esasen masrafsızdır. Bunun gözlemlenen davranış üzerinde çeşitli etkileri vardır. Birincisi, maliyetlerin çok daha düşük olması nedeniyle, çevrimiçi alışveriş yapanların herhangi bir satın alma niyeti olmadan bir mağazayı ziyaret etme olasılıkları daha yüksek olabilir. Alışveriş yapanların bir mağazayı ziyaret etmek için zaman ve çaba harcayarak masraflarını yakaladıkları çevrimdışı Dünya'da, “bir yolculuğu boşa harcaması” ve satın alamayacağı daha az olasıdır. Sonuç olarak, çevrimiçi olarak daha düşük dönüşüm oranları gözlemliyoruz. İkincisi, web sitesini ziyaret etmenin düşük maliyeti, müşteriyi bir satın alma kararını geciktirme ve daha sonra satın alma olasılığını da artırıyor. Çevrimdışı Dünyada, aksine, takip gezileri için çok sınırlı ölçek ekonomileri vardır, bu nedenle alışveriş yapanlar daha fazla seyahat masrafı ödememek için kapanmaya koşabilirler. Bu nedenlerden dolayı, daha düşük katılımlı satın alma kararları için bile, çevrimiçi alışveriş yapanların aynı mağazaya tek bir satın alma kararı için birden fazla gezi yaptıklarını görme ihtimalimiz daha yüksektir.

Çevrimiçi ve çevrimdışı ortamlar, aynı ürünler satın alınabilse bile farklı alışveriş deneyimleri sunar. Sanal pazar, öngörülen gelecekte çevrimdışı pazar yerini, teknolojik kısıtlamalarla ilgisi olmayan nedenlerden dolayı yansıtmayabilir. Çevrimiçi ortam, tuğla ve harç alışverişi deneyimini çok yakından yansıtmaya çalışmaktan ödün verilebilecek benzersiz özelliklere sahiptir. Dahası, çevrimiçi olma deneyimi, şu anda çevrimdışı alışverişin sunduğu çok boyutlu, çok duyarlılık olanaklarından çok daha az zorlayıcıdır.

Alışveriş yönelimleri, yaşam tarzının belirli bir boyutu olarak kavramsallaştırılmış ve alışverişe ilişkin faaliyetler ve görüş açıklamaları temelinde operasyonelleştirilmiştir.

Stone dört çeşit alışveriş yönelimi tanımladı: ekonomik, kişiselleştirme, kayıtsızlık. Koangar altı müşteri grubunu inceledi: eğlence amaçlı alışveriş yapanlar, mağaza-sadık alışveriş yapanlar, fiyat odaklı alışveriş yapanlar, psiko-sosyalleşme ve zaman odaklı alışveriş yapanlar.

Ek olarak, bazen tüketiciler sonuç almaktan başka nedenlerle de alışveriş yaparlar. Tauber, tüketicilerin sıklıkla kişisel motiflerden (rol oynama, Günlük yaşamın rutininden sapma, kendi kendine memnuniyet, yeni trendler hakkında öğrenme ve sosyal motifler (ev dışında sosyal deneyimler, benzer ilgi alanlarına sahip kişilerle iletişim kurma), akran grubu alışverişinde bulunduğunu belirtti. cazibe, statü ve otorite ve pazarlık keyfi önemli hususlardan Her ne kadar bazı çevrimiçi (online) mağazalar açık artırma, sohbet odaları ve diğer işlevler sunsalar da, birçok eğlence ihtiyacını karşılamak için perakende mağazalarla rekabet edemezler.

Literatürde açlıktan deneysel, hedefe yönelik zaman gibi bazı davranışlar da vardır.

Deneyimsel davranış, özellikle alışveriş yapanların hobi tipi ilgi alanlarının devam ettiği kategorilerde muhtemeldir.

Hedefe yönelik veya faydacı alışveriş, çeşitli pazarlama uzmanları tarafından görev odaklı, verimli, rasyonel ve kasıtlı olarak tanımlanmıştır. Bu nedenle, hedefe yönelik alışveriş yapanlar işlem odaklı ve istediklerini hızlı ve dikkat dağıtmadan satın alma arzusudur.

Çevrimiçi alışverişin deneyimsel olmaktansa hedef odaklı olması daha muhtemel olduğu tespit edilmiştir. Zaman hasreti tüketicilerin özellikle çevrimiçi alışveriş yapanlar olma olasılığı yüksektir. Diğer bir ipucu, İnternetin erken ve ağır kullanıcılarının güçlü bir iç kontrol odağına sahip olma eğiliminde olmaları ve bu nedenle hedefe yönelik kişilikler olmalarıdır. Ayrıca, çevrimiçi ortam olanakları, ürün bilgileri için arama maliyetlerini önemli ölçüde düşürdüğü için faydacı davranışıdır.

Bazı çevrimiçi müşterilerin deneyimsel alışverişe ya da eğlenmek için alışverişe katıldığına dair kanıtlar var.

Pazarlamacılar tarafından eğlence arayanlar için arzu edilen bir davranış, itici ve daha fazla alım yapma eğilimindedir.

Sonuç itibariyle, tamamen kullanıcı tarafından kontrol edilen bu ortamda, yani İnternette, genel olarak, e-tailers, genel olarak istenen özelliklere göre işlemler, prosedürler, pazarlama faaliyetleri, vb. dahil olmak üzere tüm e-işlerini tasarlamalıdır. Online tüketiciler; özellikle, web pazarlamacıları hedef piyasayı açıkça tanımlamalı, segmentlerin ihtiyaçlarını, isteklerini, psikografik özelliklerini ve motivasyonlarını belirlemeli ve ardından pazarlama stratejisini buna göre tasarlamalı ve iletmelidir.