

Review Of Marketing Strategies with Respect to Consumer's Online Purchase Intention

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Abstract

Online purchase intention sits at the intersection of technology acceptance, information processing, and marketing influence. By 2017, research converged on a set of consumer-centric drivers (trust, perceived usefulness, ease of use, risk), platform cues (website quality, security seals, navigation), and marketing levers (price promotions, reviews, personalization, social influence) that shape intention via cognitive and affective pathways. The dominant theoretical lenses were technology acceptance models (TAM/UTAUT), information adoption models (IAM), and extensions of theory of planned behavior (TPB).

Psychological concern in decision making- our information and knowledge about consumer behavior comes from psychology, particularly motivation research with respect to consumer attitudes, perception, motivations and information processing(**Holden and Holden, 1998**) as well as our understanding of persuasion, consumer personality and customer satisfaction (**Bartel, 1951**). Consumer's perception get influenced by all-round marketing and advertising activities of the company and he need to be highly selective in choosing and relying the media. He cannot believe on every vehicle. In the study, print media is loosing its influencing power and the consumer has hardly a time to see such advertisements.

The paper intends to review the literature and find out how consumer online purchase intention can increase visibility of a brand and increase probability of purchase of a product. The paper discusses new tools of consumer approaches and consumer responses towards such products.

Overview

The literature consistently shows that online purchase intention is shaped by a blend of technology acceptance (usefulness, ease), information adoption (quality, credibility), and trust–risk dynamics, activated by marketing strategies that enhance relevance, reduce uncertainty, and streamline experience. Integrating TAM and IAM with trust, social influence, and logistics signals offers a comprehensive blueprint for designing marketing interventions that reliably lift intention. Consumer centric approach has been adopted not only by International level but also by national level marketing, act of creating values, delivery and exchange of products, perceived durability of the products with respect to competitors and customers satisfaction at large.

There are number of factors that influence attitude towards the product. Psychological concern in decision making- our information and knowledge about consumer behavior comes from psychology, particularly motivation research with respect to consumer attitudes, perception, motivations and information processing(**Holden and Holden, 1998**) as well as our understanding of persuasion, consumer personality and customer satisfaction (**Bartel, 1951**). Marketing segmentation was unclear until mid-1950 (**Smith, 1956**) and the product differentiation on the basis of small differences was key marketing strategy to serve markets.

There are different types of consumers classified on the bases of shopping attitudes, based on the research, a consumer can be impulsive, patient or analytical (**Kalakota R. and Robinson M., 1999**). Ah Keng Kau and Yingchan E. Tang and Sanjay Ghose (2003) classified consumers into six categories – 1) Simplifiers 2) Surfers, 3) connectors 4) Bargain shoppers 5) routine followers and 6) sportsters. Another study found that cultural background, values, demographic, psychology and social factors influence consumer attitude (**Childerhouse P. and Towill D., 2000**).

Enright (2002) focused on social and ethical marketing concern and commented societal marketing period (1980 to present) is due to information revolution. Culture plays a significant in individual shopping behavior as it affect norms, intension and cognitive behavior of consumer (**Hawkins D., Best R., and Coney K., 2003**).

Consumer Behavior Insights

Behavior modification theory focuses on stimulation through external and internal factors and modifies, influence, alter and control behavior with the help of conditioning the behavior (**Peter and Nord, 1982**).

Consumer behavior may be influenced by Family influence, Shopping Motives functional and non – functional (**Seth, 1983**). **Engel (1986)**, defines consumer behavior as “those act of individuals directly involved in obtaining, using, disposing of economic goods including the decision process that precede and determine these acts”.

Later on with the frequent usage of the channel consumers' apprehensions, hesitation and anxiety get reduce over a period of time and he get accustomed. Consumer behavior may be exhibited by familiarity with the channel, Brand awareness (**Rossiter & Prey, 1987**), Later on **Foxall (1987)** commented that each of these implications- pre purchase and post purchase, re purchase are amenable in differing degrees to marketer.

Soloman (1995-1997) remarked consumer behavior is the study of the process involved in where individual or groups select, purchase, use, evaluate and dispose of products to satisfy their needs. Consumer encounters with the stages of pre purchase behavior- growing awareness, search for information, and evaluation of information and post purchase behavior to reduce his anxiety and satisfy his needs. Consumer behavior is interdisciplinary in its approach and Psychology, sociology – cross cultural, cultural studies, mathematical & statistical derivations are widely employed in the consumer studies.

Consumer personality factors for decision making are broadly influenced by two determinants- Risk aversion and innovation. Familiarity with the channel is a measure of overall experience with the channel during the purchase of the product.

Moreover Price differentials influenced the consumer behavior with respect to brand preferences, change in product choice and cues, demand sensitivity and demand variations (**Lewis et al., 1995**). Risk aversion factor determines how much consumer needs to be certain in the purchases (**Donthu & Gilliland, 1996**). While the second variable innovation is a global indicator to find out the willingness of a consumer to take chances and experiment with the new ways of doing things (**Donthu & Gilliland, 1996**). Person views the world in which he wants to perceive it. Therefore perceive fit concept may be discussed here in a brief – According to **Morrison and Roberts (1998)** perception which the product and a channel is very influencing in determining whether consumer will consider the channel for using the product.

Conventional Advertising Appeal to influence consumers and their perception

Sometimes the advertisers used to fix the posters and wall writing (temporary) and circulate handbills and pamphlets. But all this has gone in vein because it was able to attract the target group of people and the sales were quite low. This type of conventional mode of advertising was suffering from many problems. The few may be enlisted as:

- 1) The announcement or barking horns were unclear and the people were not able to understand what is being announced.
- 2) It was only applicable to nearby places and could not be used for the distant people.
- 3) The responses were meager.
- 4) Lacked creativity and appealing spirit.
- 5) It could not be used for commercial; and high level advertising.
- 6) It was not able to cope with the modern advertising tools and techniques, which were at the disposal of multinational companies.
- 7) It was also not suitable to advertising modern consumer durable and fast moving consumer goods on this type of advertising.
- 8) It also lacked the audio-visual and entertainments effect, which can easily be gained through modern advertising tools.

Hence the need of modern and ultra sophisticated tool of advertising was felt in our country and there was great swift in our economy's infrastructure and we moved from agriculture to industrial base. This requires huge advertising and creative element so that mass produce of industrial sector could be consumed and investments in the economy can be motivated.

With the liberalization and globalization of the Indian economy hundreds of MNC's entered in our country and they have brought different and advanced tools in almost every walk of the life and advertising field is also no exception to this rule. New standards of advertising were on the floor of the market to attract the consumers, heavy and repetitive advertising, highly personalized and kicking advertising almost hitting the targeted group in most efficient way.

The modern advertising assumed its responsibility in every sense and Indian market emerged as one of the largest market at the global level, with due course of time. The market become competitive and a lot of manufacturing firms emerged with the passage of time. In such a market, advertising plays quite important role in the consumption of goods and services.

Every producer wants to maximize his or her profits. If the advertising is able to generate more sales by its appealing spirits, the advertisers market share increases and which ultimately increases his/ her revenues. The swift in Indian economy infra structure has led new vistas for the modern form of advertising and the advertisers nowadays are using following media and form of advertising.

- 1) Broadcasting media
 - a) Television advertising on different channels and network.
 - b) Radio, FM, Transistors etc
- 2) Print media including newspapers, magazines
- 3) Outdoor media: Hoarding, Shine board, electronic board, Neon sign, Glow sign, Flex Hoarding, tree plates, Banners and road shows.
- 4) Pamphlet circulation, direct mail, telephonic contact, Handbills
- 5) Internet, E- mails and use of web- sites.

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study, print media is loosing its influencing power and the consumer has hardly a time to see such advertisements.

Online Marketing and pop-ups – A tool for consumer centric approach

The marketing reviews suggest the penetration and reachability of Internet and online marketing activities of the companies. A consumer can surf any e-commerce site or e marketing company any time and see the related reviews, product demonstration, 3-D picture of a product and sense the product.

The consumer can see the comments of certified buyers, users and or any related person. Review the comments and rating of a product in question. He can decide and put order immediately. Now you can see the ease of motivating the consumers and increased power of eagerness of a consumer to buy a product.

Instant decision making and promoting the products by pop-up, reviews, consumer offers and cash on delivery made a significant role in purchase of a product. Internet on other things (IOT) will add to two more dimensions. IOT will work on 5 Dimensional approaches and expected to give better interface and responses of the consumers.

High brand image, buzz in the market and public, high turnover and a commanding position. We can easily observe and analyze the behavior of delighted and satisfied consumer. He becomes a moving asset for the company, a word of mouth (viral marketing) strikes thousand times than any other way of communicating.

The door of success opens to a company.

The study in the next sequel of a paper aims to explore the causes /reasons behind all these processes and makes an attempt to learn about the following aspects:

- i. How do people react to different informational stimulus?
- ii. How do the people decide to purchase cosmetic goods?
- iii. Do prices play an important role in purchase?
- iv. Whether the media selected by the cosmetic companies are able to reach hit and appeal the targeted market?
- v. Do quality and skin parameters play vital role than price?
- vi. Do people believe in advertised products?
- vii. How they search of a new product?
- viii. What they think about the advertised product?
- ix. Do income of a family play important role in purchase of cosmetic product?

On what concept the firm works for the advertised product? Other questions to be answered were

Study of existing advertising techniques and their impact these techniques on consumer.

- i. Which media of advertisement and technique is superior?
- ii. Is word of mouth publicity a close substitute of advertising?
- iii. To find out effective and key elements in advertising, sales promotion and mock publicity.
- iv. To find out the elements which persuades the public to do mock publicity for the specified company?

Conclusion

The study by review concludes that the consumer centric approach of marketing has new dimensions to explore and work. These tools have better response as compared to traditional marketing approaches.

Consumers have a new tool to respond quickly, decide and purchase of the product. Moreover they can put reviews, rate the product and able to build or crash the brand image of the product.

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