Chapter 101
E–Marketing and Online Consumer Behavior

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ABSTRACT
The evolution of human society, improvement in communication processes, and digital convergence have provided innovative opportunities and challenges for marketing as the Internet moves ahead to play significant roles in the consumer decision making process. This chapter explores significant issues in the context of the Internet, consumer decision making, and organizational strategy formulation. This framework addresses noteworthy aspects with respect to the role of the Internet in decision making, effect of the Internet on consumer behavior, post-purchase behavior, and the consumer decision-making process. It traces the research design and formulation of a research instrument to address the proposed issues.

INTRODUCTION
The Internet offers many innovative advantages to businesses, such as the ability to reach new segments, since products can be sold globally rather than locally or regionally, and the potential to reduce cost through streamlining of the supply chain (Thompson & Yeong et al., 2003). In the 21st century, e-commerce and online shopping have reached a stage of steady growth. To encourage consumers to shop online, internet advertising has become one of the most important marketing strategies (Wu, Sheng et al., 2011). The dimensions of the pre-sale phase have a significant impact on the dimensions of the post-sale phase of B2C Electronic Commerce (Alzola et al., 2010). Organizations today are re-tooling for the future of the web-devising strategies for new and multiple screens (television, mobile, tablet/PC) and applications stores as these signify relatively new and massive opportunities. Significant technology shifts, for example, the move towards mobile and multiple screens, the era of social media and the trend of the cloud, whereby everybody expects...
access to data anytime, anywhere, enabled via
the cloud, has changed the way business is con-
ducted today.

In this context we propose a framework for
studying the impact of the Internet on the Con-
sumer purchase decision, taking into account
Internet usage Demographics, Internet usage
parameters, Pre purchase Behavior & Decision
Process, E-commerce and Post purchase behavior.

This chapter proposes the following:

1. A research framework for studying the role
of the internet in the consumer decision
making process (Figure 1).
2. Proposes a summary of constructs (Table 1)
for formulation of a research instrument.
3. Creates a summary of proposed research
models (Table 2) that will be developed to
address the proposed intent.

INTERNET USER DEMOGRAPHICS

Demographics describe a population in terms of
its size, distribution, and structure. It influences
consumption behaviors both directly and by af-
flecting other attributes of individuals such as their
personal values and decision styles (Stafford,
1996). The proper methodology for forecasting
a specific individual’s likelihood to be an inter-
net user simultaneously consider the impacts
of location, income, age, education, and other
important factors (Kalyanam.p-114). Literature
review outcomes where internet shoppers were
older and earned higher income than internet
non-shoppers (Donthu & Garcia, 1999) further
emphasizes these concepts.

Figure 1. The online consumer experience
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