



Libyan International Medical University
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The Elements That Impact the Consumer Online Behavior

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Introduction

What is Consumer Behaviors?

- The activities people engage in when selecting, purchasing, and using products so as to satisfy needs and desires.
- Includes the behavior of both end consumer and organizational purchasers.

What is Consumer Online Behavior

- Online consumer behavior is the process of how consumers make decisions to purchase products in e-commerce.
- Many consumer behavior principles that describe offline buyer behavior also apply to online behavior
- Some consumer behavior theories for online buyer behavior.
- Scarcity
- Popularity
- Affinity
- Authority
- Consistency
- Reciprocity

Scarcity

- 1) Scarcity:

When the product is scarce, it will create more demand (e.g. limited time only, deal of the day)

- Scarcity refers to a basic economics problem—the gap between limited resources and theoretically limitless wants.

- This situation requires people to make decisions about how to allocate resources efficiently, in order to satisfy basic needs and as many additional wants as possible.

- Scarcity is also referred to as "paucity."



• Popularity

2) Popularity:

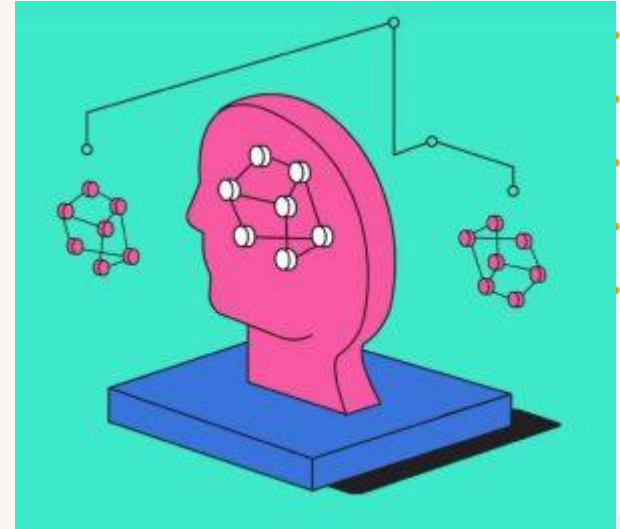
- Bandwagon effect - consumers are more likely to buy a brand that their friends or peers buy.
- Most countries in the world started facing empty shops and malls because people wanted to buy in the comfort of their homes.
- Digital marketing becomes effective when it is advertised through social media sites like Facebook, Twitter, LinkedIn, Youtube, Google etc.



Affinity

3) Affinity:

- Consumers can be strongly persuaded by friends and family. Viral marketing is based on this principle.
- Affinity Marketing is an approach to online marketing in which two parties cooperate to sell their products and services to selected affinity groups.



• Authority

4) Authority:

- A recommendation from an expert or a celebrity has a very positive influence on buying decision.
- the power to give orders or make decisions , the power or right to direct or control someone or something .



Consistency

- 5) Consistency:

- This theory also called cognitive consistency states that when an individual holds particular beliefs and attitude about a brand, it is "hard" to change (e.g. habitual buying patterns, using same sites for news etc.)



Consistency



Reciprocity

6) Reciprocity:

- "Do me a favour and I owe you" - research indicates that 30-day free software trial download tend to increase sales of that item around the sampling period.



A screenshot of the Goop website. The top navigation bar includes links for 'NEW! THIS SMELLS LIKE MY ORGASM CANDLE PREORDER NOW!', 'THE GOOP SALE SHOP UP TO 75% OFF', 'WE HAVE A GLOWY-SKIN PRESENT FOR YOU!', and 'BLACK LIVES MATTER LEARN HOW TO SUPPORT'. Below the navigation is a search bar and links for 'US', 'ABOUT', 'VIRTUAL EVENTS', 'STORES', 'GOOP PHD', 'SHOP', 'BEAUTY', 'FOOD & HOME', 'STYLE', 'TRAVEL', 'WELLNESS', and 'MEN'. The main content area features a 'Clash Act' bracelet advertisement by Cartier, with the text 'Iconic. Design-driven. Endlessly eye-catching.' and three images of the bracelet in different finishes. At the bottom, there is a large orange banner that says 'New Styles, Just Added' and a smaller promotional box for 'We Have a (Glowy-Skin) Present For You!' with a 'SHOP NOW' button and an image of a hand holding a jar of product.

References

- Anders Hasslinger, (2007). Consumer Behaviour in Online Shopping. Dissertation, Kristianstad University, Sweden, Retrieved from <http://www.diva-portal.org/smash/get/diva2:231179/fulltext01>
- Merrill Lynch (BofA ML) (Oct, 2015). Asia Pacific: Treasury in Transition, report. Bank of America
- Anders Hasslinger
Consumer Behaviour in Online Shopping. Dissertation
Posted: 2007

The background features a light beige color with several decorative elements: a large red polygon on the left, a light pink polygon on the right, and a grid of small orange dots on the right side. The text 'Thanks!' is centered in a dark blue, serif font.

Thanks!

A light pink rounded rectangle with a thin dark border, containing the text 'Any Questions?'.

Any Questions?