

Consumer Behavior in the E - Commerce Era

Perilaku Konsumen di Era E - Commerce

Sriwanti Belani¹, Rini Hadiyati²

¹²Universitas Muhammadiyah Luwuk

*sriwantibelani89@gmail.com

*Corresponding Author

ABSTRACT

This research investigates the relationship between factors such as accessibility, social media influence, personalization, user satisfaction, customer retention strategies, and consumer behavior in the context of e-commerce. Through a systematic literature review, the authors explore how these factors influence the way consumers search for information, evaluate options, and make purchasing decisions in an electronic commerce environment. The results show that there is a significant relationship between these factors and consumer behavior in e-commerce, with relevant implications for companies' marketing and sales strategies in the digital era.

Keywords: *E-Commerce, Consumer Behavior, Accessibility, Social Media, Personalization, User Satisfaction, Customer Retention.*

ABSTRAK

Penelitian ini menyelidiki hubungan antara faktor-faktor seperti aksesibilitas, pengaruh media sosial, personalisasi, kepuasan pengguna, strategi retensi pelanggan, dan perilaku konsumen dalam konteks e-commerce. Melalui tinjauan literatur sistematis, penulis mengeksplorasi bagaimana faktor-faktor ini memengaruhi cara konsumen mencari informasi, mengevaluasi opsi, dan membuat keputusan pembelian dalam lingkungan perdagangan elektronik. Hasilnya menunjukkan bahwa ada hubungan yang signifikan antara faktor-faktor tersebut dan perilaku konsumen dalam e-commerce, dengan implikasi yang relevan untuk strategi pemasaran dan penjualan perusahaan di era digital.

Kata Kunci: *E-Commerce, Perilaku Konsumen, Aksesibilitas, Media Sosial, Personalisasi, Kepuasan Pengguna, Retensi Pelanggan*

Introduction

The impact of e-commerce on consumer behavior is a complex and evolving field of study. Research has shown that the digitization of consumption methods, coupled with personalized recommendations on social media, significantly influences consumers' consumption concepts and behaviors (Yan,2024). In the era of big data, precision marketing strategies based on consumer behavior analysis have been developed to classify e-commerce users into different categories, allowing for more accurate marketing strategies (Zhang,2022). Furthermore, research has been conducted on guiding consumer behavior in the fresh food e-commerce industry, emphasizing the analysis of consumption motives and behaviors to improve business efficiency (Lei,2021). Additionally, economic psychology analysis has been highlighted as a crucial factor in understanding and controlling consumer behavior in e-commerce, aiding in the formulation of relevant marketing strategies (Hu,2023). These studies collectively demonstrate the multifaceted nature of consumer behavior in the e-commerce era and the various factors that influence it.

E-commerce has significantly impacted consumer behavior in various ways. The digitization of consumption methods and personalized recommendations on social media have influenced consumers' consumption concepts and behaviors (Chauhan,2021). Precision marketing strategies based on consumer behavior analysis have been developed to classify e-commerce users into different categories, allowing for more accurate marketing strategies

(Chaudhary,2020). The COVID-19 pandemic has also accelerated the shift towards e-commerce, with consumers turning to online shopping for essential goods due to fear of the virus (Halim,2022). Economic psychology analysis has been highlighted as a crucial factor in understanding and controlling consumer behavior in e-commerce, aiding in the formulation of relevant marketing strategies (Yan,2024). Overall, e-commerce has changed consumer behavior by providing more convenience, personalization, and accessibility to products and services.

Consumer behavior refers to all the actions, decisions, and mental processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires. It involves a range of activities from product research to brand evaluation, purchasing process and post-purchase assessment. Consumer behavior is influenced by various factors, including cultural, social, economic, psychological, and personal. E-commerce, or electronic commerce, refers to the process of buying, selling and exchanging goods, services or information via the internet or other computer networks (Mansur, 2019). In the e-commerce era, business transactions are carried out online through platforms such as websites, mobile applications, or other electronic commerce platforms. E-commerce has changed the way people shop by providing consumers with convenience, accessibility and wider choice. E-commerce platforms also enable sellers to collect data and analyze consumer behavior more effectively, allowing them to adjust their marketing and sales strategies more accurately (Martiskova, 2020).

E-commerce has changed consumer behavior in various ways. One example is the convenience and accessibility it provides, allowing consumers to shop from anywhere at any time (Hu,2023). Another example is the personalized recommendations on social media, which influence consumers' consumption concepts and behaviors (Chauhan,2022). The COVID-19 pandemic has also accelerated the shift towards e-commerce, with consumers turning to online shopping for essential goods due to fear of the virus (Halim,2022). Precision marketing strategies based on consumer behavior analysis have been developed to classify e-commerce users into different categories, allowing for more accurate marketing strategies. Additionally, economic psychology analysis has been highlighted as a crucial factor in understanding and controlling consumer behavior in e-commerce, aiding in the formulation of relevant marketing strategies (Hu,2023). Overall, e-commerce has changed consumer behavior by providing more convenience, personalization, and accessibility to products and services, as well as by influencing consumer psychology and marketing strategies.

Consumer behavior and e-commerce have a close relationship because consumer behavior greatly influences and is influenced by the electronic commerce environment. In the e-commerce era, consumer behavior has changed significantly because of online platforms that provide a different shopping experience from conventional shopping in physical stores. Some links between consumer behavior and e-commerce include: Accessibility, E-commerce provides greater accessibility for consumers to search, compare, and buy products or services without being limited by geographic or time restrictions. This influences how consumers search for information, evaluate options, and make purchasing decisions. Influence of Social Media, E-commerce is often integrated with social media platforms, where consumers can get product reviews, recommendations, and reactions from other users. These online social interactions influence consumers' perceptions of brands, products and services, and influence their purchasing decisions. Personalization and Recommendations, E-commerce platforms use user data to provide personalized product recommendations and customized shopping experiences. This influences consumer preferences and shapes their purchasing decisions. User Satisfaction, The online shopping experience, including delivery speed, ease of navigation, and customer service, influences consumer satisfaction and brand loyalty. Consumer behavior in e-commerce is influenced by their level of satisfaction with the online shopping experience. Customer Retention E-commerce uses strategies such as loyalty programs, exclusive discounts, and ongoing communication to retain customers. Consumer behavior in relation to e-commerce

includes the decision to buy again from the same platform or look for other alternatives based on previous experience. Therefore, understanding consumer behavior in the context of e-commerce is key for companies to develop effective marketing, sales and customer service strategies in the e-commerce environment ((Wardhana,2021) (Lei,2021)).

In the era of electronic commerce (e-commerce), consumer behavior has become a very important subject to study and understand. This phenomenon is very relevant considering the massive shift from conventional purchases to online shopping that has occurred in recent years. These changes create a need to understand how consumer behavior adapts to e-commerce platforms, which in turn will provide valuable insights for business people in developing effective marketing strategies and maintaining their competitive edge (Lv, 2023). Although there has been a lot of research conducted in this domain, there is a need to conduct a comprehensive and systematic study to identify trends, patterns and factors that influence consumer behavior in the e-commerce era. By conducting a systematic literature review, this research aims to fill this knowledge gap by analyzing recent studies and presenting a more comprehensive understanding of consumer behavior in the context of e-commerce.

Research Methods

In conducting research on "Consumer Behavior in the E-commerce Era" using the systematic literature review method, the steps taken are as follows:

First, researchers will use relevant keywords to search for related articles in academic databases such as Google Scholar, Scopus, ScienceDirect, IEEE Xplore. Keywords used can include terms such as "consumer behavior", "e-commerce", "online shopping", "digital marketing", and so on.

After that, researchers will receive a number of articles that are relevant to the research topic. The number of articles obtained may be quite large, depending on the complexity of the topic and the extent of available literature relevant to the theme "consumer behavior in the e-commerce era".

Next, researchers will filter these articles based on their relevance to the research topic and their quality. This is done by reading the abstract and summary of the article, as well as evaluating the research methodology, data used, and results achieved. Articles that are off-topic or do not meet quality standards will be eliminated.

After the screening process, researchers will collect articles that are still relevant and of high quality to compile in a systematic literature review. These articles will be analyzed in depth to identify important findings, trends, patterns of consumer behavior in e-commerce, as well as factors that influence consumer behavior in the context of e-commerce.

By using a systematic literature review method, this research will produce a comprehensive and detailed literature review about consumer behavior in the e-commerce era. This literature review will provide in-depth insights into how consumer behavior is changing in the face of digital transformation in business and commerce.

Results and Discussions

In the era of electronic commerce (e-commerce), consumer behavior has become a very important subject to study and understand. This phenomenon is very relevant considering the massive shift from conventional purchases to online shopping that has occurred in recent years. These changes create a need to understand how consumer behavior adapts to e-commerce platforms, which in turn will provide valuable insights for businesses in developing effective marketing strategies and maintaining their competitive edge. Although there has been a lot of research conducted in this domain, there is a need to conduct a comprehensive and systematic study to identify trends, patterns and factors that influence consumer behavior in the e-commerce era. By conducting a systematic literature review, this research aims to fill

this knowledge gap by analyzing recent studies and presenting a more comprehensive understanding of consumer behavior in the context of e-commerce.

1. Accessibility

Accessibility in the context of e-commerce refers to consumers' ability to easily access, discover, and purchase products or services through online platforms without being limited by geographic or time constraints. E-commerce provides this convenience by providing a platform that can be accessed anytime and anywhere via the internet. With this greater accessibility, consumers have the ability to search for a variety of products, compare prices and features, and make purchasing decisions more quickly and efficiently. This has an impact on the way consumers search for information about products or services, evaluate the various options available, and ultimately make more informed purchasing decisions (Saleem, 2022).

This hypothesis states that there is a relationship or influence between e-commerce accessibility and consumer behavior in the e-commerce context. This indicates that the greater accessibility consumers have to e-commerce platforms, the more likely they will engage in various consumer behaviors, such as searching for product information, evaluating options, and making purchases. In other words, the easier it is for consumers to access and interact with e-commerce platforms, the more significant the impact on consumer behavior in the e-commerce context (Kulyk, 2016).

Hypothesis: There is an influence between e-commerce accessibility and consumer behavior in e-commerce.

2. Influence of Social Media

The influence of social media in the context of e-commerce refers to the impact of interactions and content provided by social media platforms on consumer behavior in purchasing products or services through e-commerce platforms. E-commerce is often connected to social media platforms such as Instagram, Facebook, or Twitter, where consumers can interact, read product reviews, get recommendations, and see reactions from other users to a particular product or brand. These online social interactions play an important role in shaping consumers' perceptions of brands, products and services, and influencing their purchasing decisions (Thiebaut, 2019) (Meesilapavikkai, 2016).

This hypothesis states that there is a relationship or influence between social media and consumer behavior in the context of e-commerce. This indicates that the more actively consumers engage in online social interactions, the greater the impact on their consumer behavior in purchasing products or services via e-commerce platforms. In other words, online social interactions and content provided by social media platforms can influence consumer perceptions and purchasing decisions in the context of e-commerce (Cummins, 2014) (Rosário, 2021).

Hypothesis: There is an influence between social media on consumer behavior in e-commerce.

3. Personalization and Recommendations

Personalization and product recommendations are strategies used by e-commerce platforms to improve consumers' shopping experience. Through the use of user data, e-commerce platforms can provide personalized product recommendations according to consumer preferences and shopping history. This allows consumers to find products that are more relevant and suit their needs or interests (Qinghao, 2022).

In the context of this hypothesis, it is assumed that personalization and product recommendations have an influence on consumer behavior in e-commerce. This means that the more effective an e-commerce platform is at providing personalized product recommendations, the more likely consumers will be influenced to purchase those products. In

other words, personalization and product recommendations can shape consumer preferences and influence their purchasing decisions in the context of e-commerce (Urne, 2020) (Ivan, 2019).

Hypothesis: There is an influence between personalization and product recommendations and consumer behavior in e-commerce.

4. User Satisfaction

User satisfaction in the context of e-commerce refers to the level of consumer satisfaction with the online shopping experience they experience. This includes various aspects, such as speed of product delivery, ease of website or application navigation, as well as the quality of customer service provided by e-commerce platforms (Manea, 2019).

This hypothesis states that there is an influence between user satisfaction on consumer behavior in e-commerce. This means that the higher the user's level of satisfaction with the online shopping experience they experience, the more likely they will carry out the consumer behavior desired by the e-commerce platform, such as making a purchase, increasing the frequency of purchases, or choosing the brand consistently in the future. In other words, user satisfaction can be an important factor that influences consumer decisions and behavior in the context of e-commerce (Rita, 2022) (Saura, 2020).

Hypothesis: There is an influence between user satisfaction and consumer behavior in e-commerce.

5. Customer Retention

Customer retention in the context of e-commerce refers to a company's efforts to retain existing customers using various strategies. These strategies can include loyalty programs, exclusive discounts for loyal customers, ongoing communication via email or notifications, as well as customized customer experiences to increase loyalty (White, 2022).

This hypothesis states that there is an influence between e-commerce customer retention strategies and consumer behavior in e-commerce. This means that the more effective the customer retention strategies used by an e-commerce platform, the more likely it is that customers will choose to continue shopping on the same platform in the future. This can be reflected in a customer's decision to return to purchase a product or service from the same platform, or even in their loyalty to the brand over a longer period of time. Thus, customer retention strategies have an important role in shaping consumer behavior in the context of e-commerce, as well as in maintaining a stable and profitable customer base for the company (Feng, 2019) (Utomo, 2023).

Hypothesis: There is an influence between e-commerce customer retention strategies and consumer behavior in e-commerce.

Through this research, it is hoped that there will be a better understanding of how consumer behavior interacts with e-commerce, so that companies can optimize their marketing, sales and customer service strategies in the ever-evolving e-commerce environment.

Research Frameworks

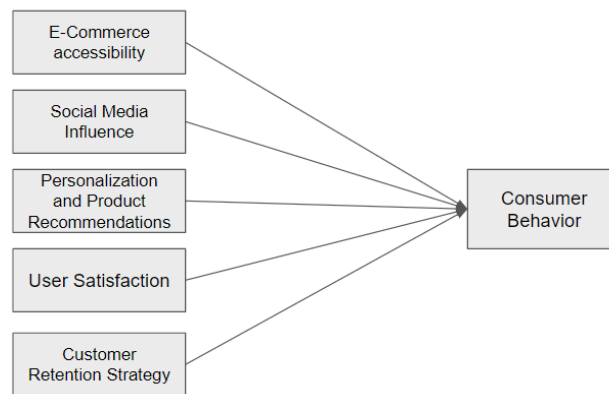


Figure 1. Research Frameworks

Hypothesis:

1. There is an influence between E-Commerce Accessibility on Consumer Behavior.
2. There is an influence between Social Media Influence on Consumer Behavior.
3. There is an influence between Personalization and Product Recommendations on Consumer Behavior.
4. There is an influence between User Satisfaction on Consumer Behavior.
5. There is an influence between Customer Retention Strategy on Consumer Behavior.

Conclusion

The impact of e-commerce on consumer behavior is a complex and evolving phenomenon, influenced by factors such as accessibility, social media influence, personalization, user satisfaction and customer retention strategies. As proven through a systematic literature review, the digitalization of consumption methods and the integration of personalized recommendations in social media have significantly changed consumer concepts and behavior. Additionally, precise marketing strategies based on consumer behavior analysis have enabled e-commerce platforms to categorize users effectively, increasing marketing accuracy. The COVID-19 pandemic has further accelerated the transition to e-commerce, highlighting the importance of understanding consumer behavior in this digital landscape. Economic psychology analysis emphasizes the importance of understanding and controlling consumer behavior, facilitating the formulation of relevant marketing strategies.

Consumer behavior, closely related to e-commerce, is influenced by factors such as accessibility, social media influence, personalization, user satisfaction and customer retention. The ease of access afforded by e-commerce platforms allows consumers to search for, compare, and purchase products or services without geographic or time restrictions, influencing how they gather information, evaluate options, and make purchasing decisions. Integration with social media platforms allows consumers to access product reviews, recommendations, and reactions from other users, shaping their perceptions and purchasing decisions. Personalized product recommendations influence consumers' preferences and their purchasing decisions, enhancing the shopping experience. User satisfaction, including factors such as speed of delivery, ease of site navigation, and quality of customer service, influences consumer satisfaction and brand loyalty in e-commerce. Finally, customer retention strategies, including loyalty programs and exclusive discounts, influence consumer behavior by encouraging repeat purchases and fostering brand loyalty.

The hypotheses formulated in this research further explain the relationship between these factors and consumer behavior in the context of e-commerce. They stated that there is a significant relationship between accessibility, social media influence, personalization, user

satisfaction, customer retention strategies, and consumer behavior in e-commerce. By understanding these dynamics, companies can optimize their marketing, sales, and customer service strategies to succeed in the ever-evolving e-commerce landscape. This research contributes to a deeper understanding of consumer behavior in the e-commerce era, providing valuable insights for businesses to navigate and succeed in the digital marketplace.

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