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## Internet Change In Consumer Behavior

The Internet 's growth has flipped the conventional direction of shopping on its ear, as consumers are becoming more and more well educated. Consumers have been part of the cycle, so had fun doing it. Whether advertisers may affect consumer behavior in this modern retail model, and where they can exploit the purchasing direction. After the subsections of this article, we would address the issues of the simple integration of brick mortar and online retailers, their disparities, reasons influencing their customers ' purchasing behaviour. The brick mortar shops have become more successful in the past than online retailers. But with new production period is very different from before. After the subsections of this article, we would address the issues of the simple integration of brick mortar and online retailers, their disparities, reasons influencing their customers ' purchasing behaviour. Online shops are more popular in the present time than brick mortar stores. According to Evanschitzky, Ekeledo and Sivakumar, Iqbal (2004, 2004 & 2003, quoted in Journal of Servicing Marketing 2007), brick mortar stores apply mainly to physical shops with a particular position building.

Consumers are affected by various factors in their choice of items, shops etc. For customers in brick mortar shops and internet retailers, the same situation exists too. Consumers are directly or indirectly influenced by multiple factors such as the nature of the goods sold, the trade mechanism, performance, market image, facilities supplied etc. The internet is also a big factor between them. We should know that identities are the critical factor each and every person can choose over various things depending on their own identity consumers. Another identification has to do with the one of shops. Online stores have a higher identity than brick mortar stores, but this does not mean that brick mortar stores are missing. Many of the negative topics that hamper customer behaviour are discussed in this article viz: Online procrastination will be positively associated with purchasing behaviour, online procrastination will be positively associated with online flow experience, and definitive procrastination will be associated with online procrastination positively. Similarly, if online system delays, consumers will not be able to get a good online flow experience.

According to Arnett (2002, quoted in the 2012 International Journal of Marketing Research), globalisation has wide-ranging consequences for psychological processes, and Alden, Steenkamp, & Batra (1999, quoted in the 2012 International Journal of Marketing Research) also claims that globalisation has wide-ranging consequences for consumer responses to market offerings. One of these variables in today's world is the Internet, which influences consumer understanding of the market. As the internet was evolving, market stores were able to taste some positive changes in the attitudes of customers towards them. As the Internet makes it easier for consumers to easily buy and sell products without much effort, consumers enjoy online stores.

These growth of mortar brick stores makes it easier to name them as brick stores and click stores. Many researchers have done a number of investigations and found some remarkable facts about the effect of the internet on such markets. Infact development in various important factors such as the Internet and transportation makes it easier for consumers to connect to the modern market. McLuhan supports it too. According to McLuhan (1964, cited in International Journal of Marketing Research 2012), computer-mediated communication channels (social

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networks, email, and any Internet-based communication platform) are changing the way people around the world relate to each other. It is already well aware that brick mortar shops and online shops are very distinct from one another. Are different from each other. Consumers must go to the physically available store and look after the various items, check them and then select the product best and eventually purchase it.

Consumers don't need to physically go to the brick mortar shops. Most brick mortar shops have also started their delivery services nowadays, where consumers can see the products online or go to the shops. Brick mortar stores have started promoting purchase options for this facility too. They've added online payment, reception card payment as well as cash payment. In online shops, those services are very different. Online stores offer services digitally without any real-life and physical presence. Digital shop consumers must search for the products digitally through the online website. They will pay online, and it takes a few days to get them the items. Those are some of the online retailers' negative parts, but they do have positive parts as well. Consumers do not need to waste their precious time in physical shops. We can check the goods online as the brands we like. Consumers can get just one touch of such valuable service. It doesn't just apply to consumers. Buford (cited in Journal of Servicing Marketing 2007) says that online e-tailing makes online trading cheaper for consumers, more convenient and more selective, fewer processing errors, faster transactions, reduces consumer anonymity and provides good savings for consumers. According to Halpern (2004, quoted in Journal of Servicing Marketing 2007), trade statistics show that while services such as travel, tourism, financial services, and music are provided on the internet, it has adverse effects on tangible products such as grocery stores, clothing, etc. Total revenue from travel sites was expected to increase in 2009 to yield total revenue of \$91 billion or 33 per cent of all travel services purchased in that year. In this fast-growing world, everything is developing and moving towards the world to come, full of technology development and many other sectors.

Such development has a direct and valuable market role as well. Since it is known that most stores nowadays rely on many factors, internet is also one of them that plays a vital role in online marketing. Development of such technologies that contribute to market development is a plus point for stores. Such new ideas and techniques play an important role in influencing behaviour buying from consumers. Such technologies and ideas are based mainly on providing consumers with a more efficient and effective shopping experience. This motivates consumers to try different new shopping opportunities. That motivates customers to try out various new shopping systems. Brick mortar stores are able to increase their sales, and online retailers are able to grow their sales. These new and strong sections of the market tend to decrease the disadvantages in them, or we may assume that these drawbacks are less successful in the face of all these positive parts. Another proposal to improve these goods is the launch of new products. According to Wankhade and Dabade (2010, cited in Production and Process Management 2016), a downside is especially important when the new product's touch-and-feel plays an integral role in customer buying decisions, for example in product categories such as clothing, jewellery, shoes, furniture, home decor, etc. Before the time of brick mortar stores moving to brick and click stores with the aid of new technology and innovations like internet, brick mortar stores and other large retail stores were trying to make sure that they could gain customer trust and draw them to other vendors with discount on their goods.

They've used to offer the commodity wholesale price. This argument can be elaborated more clearly by the reference provided by Munson and Rosenblatt and Geylani (1999, 2007, cited in Production and Activity Management 2016) to the effect that, before the brick-and-click period,

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conventional retailers (such as Home Depot and Wal-Mart) are enhancing their ability to attract product offerings from different vendors (higher R in our context), usually manufacturers. Studying the above-mentioned evidence, it is reported that online stores nowadays are growing customer trust and evolving more than brick mortar stores. Because this period is shifting rapidly to less a cash period. Online, convenient and secure shopping experience can be obtained from all of the transactions. The Internet has the greater part to play in motivating customers to change their behaviour. Brick-mortar stores are embracing an online system to develop their business, as a result of which they have already begun to make maximised profit than before. A supplier may induce a retailer to provide the quality of service and/or price that the manufacturer also requires. Yet the buyers of brick-mortar stores are also affected by online stores because of which brick-mortar stores were compelled to implement online systems for their company to gain customer trust. Digital retailers can also achieve benefits by updating them as their actual condition in time. The Internet has more responsibility for putting forward multiple meaningful consumption results for online and brick mortar stores in the future. Brick mortar stores and online retailers have implemented strategies for increasing their business online.

Digital retailers will definitely have more use in future than brick mortar retailers. Today, retailers are frequently faced with multiple new product offers, with an exogenously assigned minimum profit margin likely to be the most successful way for many retailers to determine whether to approve or reject a new product. It's sure online stores will have more consumption in the future than brick mortar stores. Retailers today often face numerous new product offerings, with the use of an exogenously given minimum profit threshold likely to be the most efficient way for many retailers to decide whether to accept or reject a new product. The Internet was influential in shaping customer purchasing behaviour. Backed by state-of-the-art technology, customer decision can be easily regulated. In addition, the role of fashion blogs in providing product reviews is also important, as word-of-mouth is believed to be the strongest marketing tool affecting customer buying behaviour. The manufacturers must also pay careful attention to the details available on the internet, especially in relation to their commodity or products, and take decisive action to keep the customer happy and to become a loyal user. A variety of innovative product launches are also met by consumers, with the usage of an exogenously assigned minimum benefit margin likely to be the most reliable method for certain consumers to determine whether to approve or refuse a new product.

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