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RESEARCH ARTICLE

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## CONSUMER BEHAVIOR IN ONLINE ENVIRONMENTS

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### ABSTRACT

The main objective is to describe the behavior of consumers in the online environment, performing a comparative analysis with the traditional consumer behavior. The research is characterized as exploratory, descriptive, quantitative quality, a field study of public opinion conducted in the city of Cajazeiras, contemplating a sample of 150 individuals, where freedom and willingly agreed to participate in the study, completing a semistructured questionnaire. As a result of the advance of technology the consumer profile has been modifying mainly with the use of e-commerce, it was observed that 85% of the participants use this tool for the acquisition of products and services, especially with more intensity in the past two years, due to the comfort, convenience and ease, that this trade offers. Having as demand, all types of product, with greater intensity by the electronics, by providing better prices, diversification and ease in negotiation. Already 15% of respondents do not buy the virtual scenario, because it has the need to see, touch, feel the quality of products, and insecurity that the space promotes. For this, IT organizations to invest in tools that will ensure reliability and security in their software, websites and platforms, in attracting customers, offering a differentiated service and safe.

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## INTRODUCTION

The emergence of the internet was a milestone for the change of behavior in society in a global context, face provide a rapid communication, covering all fields of activity, providing communication, information, research, agility and knowledge, thus facilitating the marketing of products and services, Eroglu et al. (2001). As a culmination bringing a new means of negotiation called electronic commerce or e-commerce. The commerce refers to the entire market for dissemination, negotiation, marketing and sales through virtual means, having as main characteristic offer the customer, consumer convenience at the time of consuming a certain product, in which people do not need to move their residence to go to a physical store buy. With this, it is notorious that e-commerce has reached heights increasingly ascendants and becomes part of the everyday life of consumers throughout the world. In view of this it is necessary to describe the behavior of

consumers in the online environment by performing a comparative analysis between the behavior of the consumer e-commerce and the traditional consumer behavior, it is physically made. In the contemporary world the individual has more each day your limited time, overwhelmed in tasks, with little space of free time and seeking to meet their purchasing needs and research are increasingly using the internet as a tool to meet this need. The internet before seen as an unsafe environment, with the advancement of technology, its expansion became a trusted environment and comfortable. There are countless shops that arise in this virtual space, offering products and services, attracting different types of customers. Or even shops, which appear in the first moment of its existence in virtual spaces and after its consolidation, financial structuring, enter in the physical world. In this context, make purchases the virtual spaces is a great example of how consumer behavior has suffered modifications. With this, where the traditional consumer behavior and consumer online in your description is different?

In view of the fact that consumer behavior is often transformations, the virtual commerce brought an innovative model that provides ease and agility for the same, in the way of consuming, encouraging them to use it. Thus, he was awakening in companies seeking to adapt to increasingly to this market, with the aim to meet the needs of its customers and grow in innovation. For both, inserted in the crooked scenario, organizations need is in constant innovation, so as to ensure competitiveness and maintenance of their activities, generating higher profitability. For this it is necessary to be surprising to their clients, getting to know your target audience, which will influence the act of consumption in their behavior in the virtual environment.

## METHODOLOGY

It is characterized as an original scientific work, because it is carried out for the first time in relation to the other work carried out in the region of the hinterlandParaibano, coming so to magnify its bibliographic collection and contributing with achievements and discoveries to the knowledge in the virtual marketplace, adding value to the organizations, as well as in the scientific environment. A field study of public opinion, descriptive and exploratory, on consumer behavior in the online environment, starting with the unknown, aiming at a better understanding of the issue to be studied and its resolution. The scenario of the research took place in the city of Cajazeiras, situated at the western end of the Paraíba State, Northeast Region of Brazil. Occupying an area of approximately 566 km<sup>2</sup> and its population in 2018 was 61,776 thousand inhabitants, being the seventh município most populous state of Paraíba. With a density of 109.16 inhabitants/km<sup>2</sup> and a per capita gdp of R\$ 12,688,28, according to the IBGE (2013).

The sample used for effective verification of the data consists of the selection of 150 individuals, virtual and traditional consumers, who agreed to participate in the research of free and spontaneous desire. The selection of participants was done randomly with inclusion criterion of individuals older than 18 years. The data collection occurs through the application of a questionnaire structured type. The questionnaire consists of an adaptation made by SurveyMonkey, which characterizes a balance between open and closed questions, applied in the first half of 2020, in the neighborhood of the city, in the days of free fair to acknowledge that this is a place of convergence of local inhabitants. At the end of the collection, these data will be gathered and interpreted by means of Excel 2013 software. And their respective results displayed in tables and graphs for easy viewing and understanding of themselves, highlighting the various strands assumed.

## RESULTS AND DISCURSÕES

The first step was abstracted the profile of the interviewees and the second stage the consumer behavior in this new scenario, social networks and the internet that comes by taking account of the actions of the everyday life of the population, seeking to supply the answers to the goals described by the study.

**Socio Demographic Aspects:** 150 people participated in the survey. Thus, it is observed that 59% of the interviewees were female gender, this shows that, in spite of the research have been applied in a random manner in individuals above 18 years, who were in the center of town in days of free fair, are

women who consume more, for they are responsible for supplying the needs of family supplies (CHIVENATO, 2014). Regarding age range, 47% of the sample have between 18 to 25 years of age, a significant share of young people in the consumer market. Regarding marital status, because it is the majority being young we found 74% singles, and 67% receive from one to two minimum wages. According to Kotler and Keller (2006), the life cycle of people directly influences the way to consume, in respect of the purchase of articles and services such as clothes, furniture and leisure activities relate to the period of life of each one. Consumption patterns are formed in accordance with the family and with the number, age and sex of their members, at any point in time, in this case, have been in the search, as the majority composed of young, single, with a minimum salary between the two.

**Data Relating To The Theme:** In relation to the preference of the research participants to buy through the virtual commerce (e-commerce), 85% said that they use this medium to obtain products, since 15% of the interviewees reported they have never used the internet to consumption of a product or service. It is worth noting the modification of scenario in consumer behavior, in search of Souza (2019) applied in 2018, in the city of João Pessoa, also hinterland of Paraíba, was presented aspects in equal proportion, for consumers purchasing in virtual environment and consumer purchases in shops physically incorporated, observing a modification discrepant results in a time span of 02 years. From the above results, the study was divided into two stages: the first aimed to analyze the profile of the participants who use the virtual scenario for purchases; and the second step to analyze the profile of the participants who only buy in shops physically incorporated.

**Participants who buy in virtual scenario:** In the sequence will be presented the survey data related to the profile of the people who use the internet for e-commerce. When questioning participants about the time that utilize the internet to perform a particular purchase, 50% more 31%, i.e. 81% of individuals surveyed said that uses this method of purchase 1 or 2 year, i.e., corroborating with the remark made at work de Souza (2019), where e-commerce is gaining expansion in a recent period of time, 15% for 3 years and only 4% have this habit of buying a time period of 5 years. According to Almeida, Brendle and Spinola(2014), the internet comes in expansion in Brazil, especially in the last decade in relation to the amount of users. Thus, increased significantly the number of consumers through the creation of digital platforms.

With respect to the frequency of monthly purchases made over the internet, 35% of respondents said that conduct of 2 to 4 purchases in the month, 30% said that only make a monthly purchase of at least one product or service, 20% said that already has the habit of getting almost all products digitally stores and 15% responded that they buy from 5 to 10 times in that period. According to Larentis (2012), the people decide to make a purchase, receive influences from several factors that encourages you to purchase the product, such as the resources available, personality, social class, family and among others. Up to marketing professionals, through businesses, to understand these features to encourage increasingly the consumer to buy this virtual market which has had an exponential growth. When asked about what types of products has the habit of being purchased over the internet, 32% of the sample replied that the electronic products arouse more interest, leaving the other in equal levels in their level of

consumption, with 17% to shine, 16% to 15% clothing and fashion accessories, 14% said that tend to obtain products for power and 6% buy medicines. The categories of products, appliances, computers and electronics are sales leaders of commerce in Brazil in the last two decades, but currently the brazilians are gradually opting for objects of the segment of fashion, perfumery and cosmetics. This is caused due to the change of behavior, both of consumers and retailers, which are adapting the tools of sales through the internet aiming at the conquest of customers (GALINARI et al, 2015).

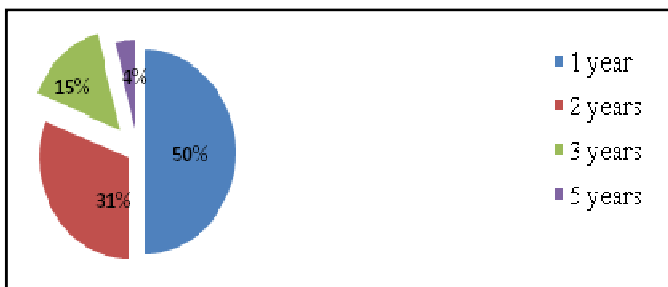
**Table 1. Socio demographic data of participants**

Variables	Reference Absolute	Reference Concerning
<b>Genre</b>		
Literacy	88	59%
Male	62	41%
<b>Age Range</b>		
18 to 25 years	70	47%
26 to 35 years	45	30%
36 to 45 years	25	17%
46 to 55 years	10	6%
<b>Marital Status</b>		
Beds (a)	110	74%
Married (a)	30	20%
A widower (a)	5	3%
Divorced (a)	5	3%
<b>MonthlyIncome</b>		
One to two minimum wages	100	67%
Two to four minimum wages	28	19%
Four to six minimum wages	18	12%
Six to eight minimum wages	4	2%
Overall	150	100%

**Table 2. Presentation of the form of consumption of the population**

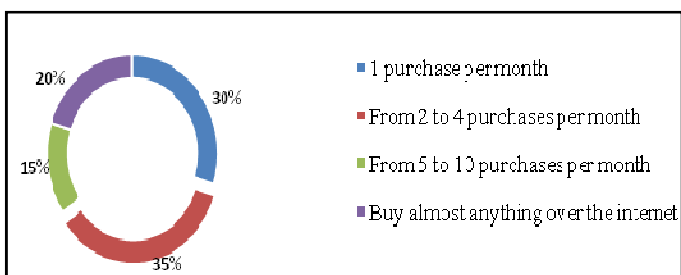
	Reference Absolute	Reference Concerning
Consumes in the virtual space (e-commerce)	127	85%
It does not consume in the virtual space	23	15%
Overall	150	100%

Source: Prepared by the author, 2020.



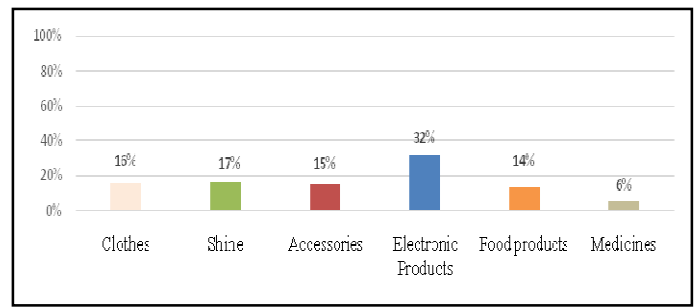
Source: Prepared by the author, 2020.

**Chart 1. Time that uses the internet for shopping**



Source: Prepared by the author, 2020.

**Chart 2. Monthly frequency of e-commerce**



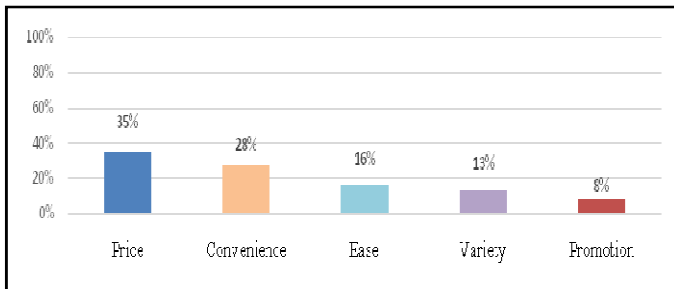
Source: Prepared by the author, 2020

**Chart 3. Types of products consumed in the virtual universe**

Related to the reason which made the research participants to disregard of traditional physical stores for the virtual commerce, the chart 04 shows that 35% have pointed out that the factor price was the opportunity that sparked a greater attractiveness, 28% reported that convenience is the main reason due to the convenience of buying a product without having to move, 16% said that the ease with which it can search the product, 13% responded to variety and 8% of the promotions offered. Corroborating with the studies of Almeida, Brendle and Spinola (2014) who come to confirm the results of the research, when they say that the virtual commerce involves mainly the comfort to consumers, having in view that facilitates the routine of the same enabling the achievement of purchases without having to leave their homes, enjoying a great variety and cheaper products, information quickly and purchase with greater efficiency, all this is added to the use of e-commerce. As to the credibility, confidence level of Brazilians to the e-commerce in Brazil, 76% of respondents reported that they agree with the fact that the mechanism of purchases in a virtual environment in Brazil today is safe, and that there are several tools that enables this security, reliability and credibility in the act of purchase, such as for example: monitoring via online in the path of the products to your place of delivery; analyze the profile of the seller; best resolution for trade, best forms of payment, among others. Already 24% said that despite using the service of internet purchases do not feel safe, because the barriers of the process, such as: the product does not arrive; the product arrives damaged or different from the description of the seller; fall in blows of misleading advertisements, among others.

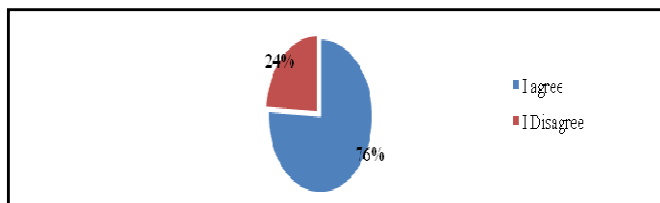
The internet is still seen as an unsafe environment for access to some, due to intrusions and fraud, which generates distrust on the part of consumers. To reverse this, large investments are being made by organizations to improve and enhance the security systems, in order to protect these software from online services and ensure the information of customers (NAKAMURA, 2011). All individuals who use the internet to purchase, are subject to unpleasant situations, such as, for example, delays, loss, delivery of products distinct from the chosen and among others (ALMEIDA, BRENDLE AND SPINOLA, 2014). Thus, it is the responsibility of the organizations provide to their customers mechanisms that avoid cause these facts, which can increase the confidence of consumers. On the factors that encourages the purchase of a product or service by means of virtual commerce, 28% said that the way it is done payments facilitates the process, both through diversification of the means (Cato, billet, among others), and the earlier Deadline extended for payment, a fact that, in shops formed physically, usually deadlines are reduced, 23% responded that the efficiency in the search for a given product, it attracts the speed and convenience, 18% of

respondents pointed to the variety of products offered as a determinant factor for the use of the purchase online. Already 12% said that the exchange of damaged products without setbacks, 9% free shipping, 6% of the evaluation of products and 4% higher than the range offered.



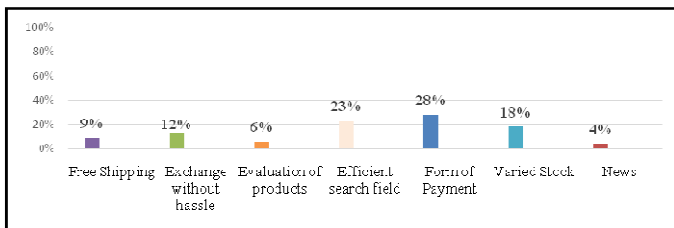
Source: Prepared by the author, 2020.

**Chart 4. Reason for consumer purchase via the internet**



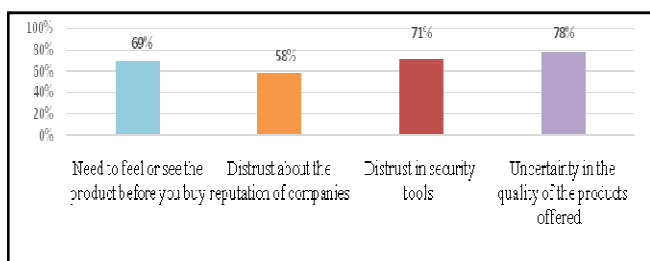
Source: Prepared by the author, 2020.

**Chart 5. Credibility of e-commerce in Brazil**



Source: Prepared by the author, 2020.

**Chart 6. Key factors that propels the purchase in the electronic market**



Source: Prepared by the author, 2020.

**Chart 7. Reasons not to buy over the internet**

For Nakamura (2011), responsible for the tremendous growth of e-commerce is the range of benefits to consumers, without which this may leave their homes. Shopping, Search prices, negotiate means, make banking services and among others, facilitating the day-to-day reality of people.

**The research participants who do not use e-commerce:** Below presents the survey data related to people who don't use the internet for purchasing products or services. Related to the reasons for not buying by virtual commerce, 78% of the interviewees answered that it is due to the uncertainty in the

quality of products offered, complementing, because when performing a Purchase in shops physically incorporated have the opportunity to catch, see and analyze the quality of the product offered, value assigned by 69% of the participants. Already 71% responded that it is because of the distrust in data security tools and 58% said that is by mistrust with organizations. In accordance with Vissotto and Boniati (2013), so that they can obtain success in online sales organizations should maintain a relationship of trust with its customers, whereas it does not have a personal contact. Therefore, it is necessary to seek ways to attract customers securely, investing in tools that will ensure reliability and security in your software and platforms, offering its customers a differentiated service. To this end, it is necessary to know ever more the profile of consumers, search strategy for the conquest of new customers and outline ways to surprise your expectations, through a job of marketing, in its services, in favor of a range of confidence and security of these customers. "To have a good relationship with the customer, companies must focus on trust, by providing and maintaining the quality of products and services offered, in communication and effective delivery of all goods purchased. [...]" (VISSOTTO; BONIATI, 2013, p.28,29). According to Almeida, Brendle and Spinola (2014), Brazil when it comes to consume, even experienced traditional habits. Following the principles conservatives and reactionaries. In this way, you will notice that there is a barrier to the entry of this traditional consumer in the digital market, requiring strategies to penetrate this scenario technological and innovative.

## Conclusion

With the advancement of technology are tools that facilitate the processes of the day-to-day life of humanity, as is the case of the internet that has gradually been taking care of all and any activity of daily life, thus facilitating the activities, whether professional or personal. Through it is possible to perform several procedures, such as research, negotiations, exposure, diagnostics, sales, among others, facilitating the life of individuals. Especially with the use of e-commerce. Also known as e-commerce, which is used to purchase products or services through the internet, and from there it is possible to search, negotiate, pay, and accompany a purchase of a product, without which the consumer needs to move from his residence. In this way has been increasing the number of users of e-commerce, in view of the practicality and efficiency that it is proportionate, in acquiring any object which does not need to move up to a physical store. However, it is still possible to observe people who are opting for traditional shopping in physical establishments. The e-commerce requires more of the combining enterprises should seek to entice customer, as well as retain existing ones. For this reason, it is essential to analyze the profile of consumer behavior with the purpose of understand what is required to conquer them, both those who already buy over the internet, as well as those who do not use the tool. Through the analysis of the results of the survey, we can observe that the majority of respondents opt for electronic commerce. This is attributed to the increasing level of credibility that e-commerce has conquered along the Brazilian consumers, due to the tools that enable security, reliability and credibility at the time of the decision to purchase a particular product. It is also possible to consider the virtual commerce was assimilated in the preference of people there is little more than a decade, with higher occurrence in the period of the last two years, presented by the greater volume of purchase pointed out in research, this habit already immersed in the consumer

profile in the city of Pombal - Brazil. There are several reasons that lead consumers to use e-commerce, among them are: the more advantageous prices; the convenience; the ease and diversity of products offered. Emphasizing another factor, which have propelled the purchase of a product through the internet, are the forms of payment, in which offer more practical mechanisms to be performed and more extended deadlines for payment. Already the items most in demand by consumers through the *e-commerce* are electronic products, such as mobile phones, computers, tablets, televisions, among others. In a smaller proportion we have the products related to fashion, clothes, shoes and accessories, followed by considered essential for consumption, that they are, foods and medicines. However, research has identified a percentage of 30% of the participants who have never used the virtual trade to buy. Due to factors such as: prefer to touch or see the product at the time of purchase and insecurity that e-commerce leads to facts that occurred through coups committed through the internet. Among these situations of distrust is the uncertainty in the quality of products, there is insecurity of non-delivery of the product, the unbelief in security tools, mainly in relation to the control and storage of personal data, these and other reasons have been identified for the non-use of e-commerce. Thus, it is plausible to say that the research objectives were met, highlighting and responding the purposes outlined above. With this, it can be seen that e-commerce is changing the profile of consumers and being widely requested, in which this being used gradually in various types of business. Organizations planning strategies, both to offer products and services that can attract more customers, as well as create ways to awaken the confidence to new consumers. Suggests how future work of the quantity of organizations in the region who use, or not, of commerce to leverage its sales and what results this tool offers to organizations.

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