

Transformation in consumer behavior

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Abstract: The paper discuss the consumer behavior on the market of digital economy with possible use in consumer behavior research. It is a great extent developed by communication technology. Certain trends are developed in the process of consumer behavior during such transformation. Companies are moving forward to ease the survival of producers. Consumer experience has better chance of making them as regular customers. The new arrival of information and communication about technology has enhanced the life of many consumers. The higher level of wealth and information has changed into values and lifestyles regarding their own needs and responsibilities to new digital technologies. Certain technology has a general pattern from its origin to increase the use of consumer Services on different segments. Consumer behavior is moving in personal direction and at the same time it impresses the consumers to buy products through E-commerce. In companies they have secret code of today's product Chacterization with high degree of variations has changed the competitive advantage to many consumers. Moreover this study examines how the conversion of companies had lead to improved relationship. This review is also considered as smart technologies over a consumer behavior.

Keywords

Digital transformation, consumer behavior, E-commerce, smart technologies, communication technology.

Introduction

Consumer behavior is a dynamic study of people does or do not buy a product. Consumer behavior is the dynamic communication of affect and perception, and the environment by which human beings exchange the aspects of their lives. Buying process involves two processes, thought process and the feelings experienced. Human beings are aspect in their buying options by involving various factors like opinion, advertisement, marketing, packaging and the appearance of product. It depends on science of the mind of the consumer. It helps to understand the consumer decision process individually and in groups. Consumer behavior is mentioned as the physical activities to satisfy the needs and wants of the people. Consumer behavior involves interactions between the people about buying goods and services. Consumer behavior is dynamic in nature, which keeps on changing and involves exchange process. Individual buying behavior differ from group buying behavior because individual buying behavior has

many opinion about the product individually where as in group buying behavior the opinion about the product will come to same opinion after some discussion among them. Individual buying behavior has external factors like needs, wants, attitude, motive, culture, status; environmental factors are lead to allocate the product and goods. To examine online consumer behavior, it is the difference between online producers and online business. It also includes by how often at what conditions the consumer consume the different product with different varieties. Social media has a power on consumer to advertise the bigger voice to communicate new brand product to the people by developing new kind of technology towards the consumers. Through social media many people may afford to buy product and share their opinion in the form of Watts's app, Face book, etc. New technology authorized many consumers. They have unlimited access to spread the information and demand the product's. As the speed of technology has raised to develop new brand

product to the people and thus speed of technology evolves quickly to accelerate trends in consumer behavior. The brands which are slow to react in market will not survive.

Consumer behavior has four principles like mind set of the people, development and structure of the product, comparison of the product and also exchanging information personally through media channels. The most successful organization has quality products and services and selling them in a price which enhance the value to the buyer.

Effects of today's consumer over technology

Today's consumers are more associated:- Today consumers are more associated to business through smart phones. Nowadays consumer can search product and even purchase product but there is no issue in asking a question about the product in detail. When it reach to social media like television, WhatsApp, Facebook consumer use these channels to publish the brands quality and submit the queries related to customer service. As an expedient it helps us to build decision to purchase products. There is an increase in number of opportunities between new customers and existing customers. Companies are now improving many techniques on brand names to develop their product as a successful product. There are more opportunities in today's world to improve sales revenue enhanced with right information and structure to capitalize. Companies need a deep understanding of their customers and their shopping behavior to deliver seamless experiences consumers demand. That's only possible when customer data is effectively utilized.

Today's Consumers are of utilizing multiple devices: - Consumers don't utilize one device throughout the buyer's journey. A shopper looking to purchase products using their smart phones. After evaluating different products, they might use their laptop to check pricing and complete the purchase. Companies need to be there with the right messaging at the right time, whichever device their customer service uses to reach out. Determining how to reach every audience segment and how digital touch points interconnect is the challenge that needs to be overcome. Companies need to build a channel marketing strategy to be flexible to the influence of technology on consumer behavior. A channel strategy enables the brand to create, personalized, contextually relevant

experiences that engage consumers in the right place, at the right time, and with the right message as they move between multiple devices. Remarketing strategies play a crucial role in a successful channel strategy. This approach offers a many benefits for the business. Channel means not only the integration of digital channels but also in store experiences provided to customers. Location based messaging can be a powerful tool for creating personalized customer experience in store. A key advantage of a channel strategy is the access to relevant customer data to inform personalization tactics and deliver the experiences that consumer demand. Customers tracked across multiple devices.

Today's consumers have higher assumptions: - Consumer's assumptions are at an all time high as a result of the influence of technology. With digital pioneers continually raising a bar, the customers compare the experience of buying from you to your competitors and the experience they receive from Amazon, Netflix, Flipkart,

❖ Meesho, Shoppe, Myntra, etc. Consumers expect more expensive, relevant, and targeted communication, products and services from the companies they buy from. Companies used to have set business hours, and consumers would have to wait before contacting a customer service representative or purchasing a product. Consumers now expect experiences on demand. If a consumer is forced to wait for a response from a customer service or to buy a product, they will find a competitor that offers a better experience. Consumers are aware of their power and will use it when they don't receive a positive experience when dealing with a company. According to a study by American Express, over 50% of Americans have scrapped a planned purchase because of a bad customer experience and 74% of people have switched brands because the purchasing process was too difficult. While the influence of technology on consumer behavior is the cause of higher expectations. It also offers companies solutions to meet those expectations. Companies need to prepare and equip their departments with the tools they need to provide a consistently high quality experience that exceeds their customer's expectations.

Easy and convenience

Convenience has become high precedence to many consumers. If any website takes too much time to purchase, automatically the people will lose interest about the website and the product. The business should be of attractive buying pattern to impress the consumer thought process. Nowadays business has many alternative practices with latest trend in buying pattern of the product. That's why the organization has an E-commerce website. This E-commerce website is popular during COVID-19 and people selects some website for Christmas online shopping, pongal online shopping rather to visit the other nearby shop. Due to E-commerce the delivery service to the people had led in well mannered way. Nowadays people select online shopping has more convenience than visiting the hectic shopping. They even use their Smartphone for money transaction like NEFT, Google pay for online shopping for home delivery. Technology has accelerated the global world to a digital world. This means people are more connected across the globe with one another. The gadgets have changed so much in everyday life. Digital technology on marketing has power on the universe. Consumer is aware of fake orders in part of being tracing information overload the phones. Consumer will order and buy the product through online with the help of technology and use this technology to claim higher in their position. People will ask some sales question regarding the product delivery was available or not will come under the behavior through which they communicate on them. Consumer choose product more likely on their convenient experience. Over 9 on 10 are more likely significant to choose particular brand on E-commerce website. Therefore E-commerce website is very popular to many of the people across the globalization. Sometimes retailer has price and quality with different from consumer's price and quality are not influence of the behavior. Offering convenience across E-commerce is important than certain industries convenience. People often purchase groceries, cosmetics and greeting card for their need has a great level of convenience in order to be worthwhile. Convenience is still appreciated for other purchase with the customer. Customers are happy to pay the convenience. It may be anything from choosing a delivery time and pick uping

time and also to get update about what items are available and what items are not available. Clothing is a wonderful type of purchase done by all the people. At that time the convenient fee will get reduced according to price and size of clothing. So far many brands have many different products and thus lead to delivery convenience required by the customers. This expectation in convenience is a key for customer's satisfaction. Customers have appreciated its benefit of the products delivered on time. Customers have positive opinion to online shopping through which they enjoyed that is available in traditional offline shopping experience. These positive online shopping experience new trends over customers on consumer behavior.

Brand loyalty and Brand equity

Brand loyalty enables the consumer to develop habits such as making purchases from the same brand. The consumers become more loyal they do not prefer to access other alternative such as lower prices, attractive promotion. Loyal customers consistently purchase products from their preferred brand. The brand loyalty has two different components like behaviors and attitudes. Tre both behavior and attitude can be measured with the help of marketers. Attitudinal behavior is responsible to future purchase intension. The attitudinal behavior is important for the customers to purchase goods and services online. The value of brand loyalty depends on three factors:

- ❖ Consumers risk aversion
- ❖ The brand's reputation
- ❖ Social group

Consumers precieve no difference among brands because of its quality and convenience. High loyalty represents true brand loyal consumers. The brand is so important than the product because it reveals the quality of the products to the customers. Brand loyalty is the positive comment to particular products in the market. Brand loyalty will helps the consumer consequences about the products launching in the day to day life. Henceforth brand loyalty has a main role in risk aversion of the consumer. The brand reputation is more important in the E-commerce website. E-commerce website is one of the important online website to purchase branded products and

protective products have a brand which is very essential to maintain the customers over those products.

High brand equity increases the brands moderate values. Brand equity is most important for purchasing products via online. Brand names are the most precious and most valuable for the marketers to advertise products and services through social media. Brand equity and brand loyalty are the two important factors for purchasing products. Consumer will always incline towards products with great reputation.

Consumer surge to E-commerce

E-commerce website is one of the famous online website to purchase goods and services in online. It is one of the sources of web marketing. It is expanded in large state to keep E-commerce commerce at accelerate access in market. E-commerce website is growing faster than the other customized business shop. The process in the E-commerce website is very quick and easy to purchase products and services. The customer can place orders and get the products in customized time. Moreover customer service is very loyal in online shopping. The buyer can buy products from other business without having any physical contact with them. Their shopping experience is quicker and easier with lot of information that makes improved customer service among the people. The price of the products is in affordable price. The customers have the opportunity to purchase products very conveniently in home. E-commerce website makes consumers happy and they constantly keep in touch through the website where they buy more products and services. According to different lifestyle different technological changes may happen. The intension of products is so big and can be stored. E-commerce website has no limit to consumers to buy products. Many companies are using these social media channels like Instagram, Face book and WhatsApp to reach out specific customers. Now E-commerce is one of the fastest growing industries in the global digital economy. E-commerce is accessible to every entrepreneur through the internet connection. E-commerce website is profitable and it is more competitive than other websites. The products are sometimes cheap and sometimes high due to its quality range it differs in price details. Sometimes products are cheap in e-commerce website than those products in shop especially the cosmetics.

E-commerce reduces our time in shopping is of the major benefit. Buyer can order anything at anytime like groceries to cook, essential things etc. There are no issues in ordering the things over night time. The period that requires buying and paying for online products is very easy and quick. Products are been delivered within a week or within 3 days after ordering the product. If the order was heavier, then the delivery person will deliver the product to the customer's doorstep. The internet is important role in making money transaction in E-commerce website. It has one major benefit like the customers can search and compare the products quality and price details in various website. From that website they will chose one website and order the products. Online expectations are higher for several reasons. For one, the media have hyped online shopping as cheaper as and easier than offline shopping could ever be. For another, consumers have become more proficient at using the internet and they expect less number of businesses they do with the retailers. E-commerce helps in cost prices to afford more products via online. Consumers become more price sensitive as technology matures. This behavior is triggered by two factors: perceived value and ability to pay. The optimism about technology is not very high among the marketing segments. Moreover their income levels are also not as high as the more techno – ready customers. This creates pressure on the marketers to drop prices. However, apart from consumer's price sensitivity, they are other factors that influence the pricing strategies. The extent of competition in the market also exerts pressure on the prices. If the company's offering is unique, it can afford to charge a premium, but if several companies are offering the same bundle of benefits price competition is the name of the game. Sometimes, consideration of a long term gain take precedence over short term profits. In many companies prices are lowered in order to lure the customer into a long term relationship, so that the costs can be modified by the lifetime value of the customer. Price often served a cue about quality of the product. A marketer might decide to price his product at a premium to indicate a superior quality.

Recent Trends developed in e- pharmacies during the COVID year

Today, people have become more aware about usage of internet. They need things at their fingertips with more services. People need things on priority basis with correct information. There are many medicines which are available in only certain stores in the city and this they have to struggle with every other shop for certain medicines. Moreover, people want to buy pharmaceutical products at best available rate online medical services can be one step solution for people who want to purchase every possible thing through mobile app and website. Online medical service provides its customer products of standard medicine, generic medicines, surgical items and other supplementary products. They will also provide door to door delivery service and quick delivery service for urgent requirements. The range of medicines brands and products are available at this portal will be larger than local medical shop and this people have more choice on choosing brand of same medicines. People can pay online and also aware of cash on delivery option for purchases. As India went under lockdown, the people realized the importance of e-pharmacies. The essential services are done by state government and union Government simultaneously along with these E-pharmacies website. The government had introduced several website like Aarogya Setu Mitr portal on the Aarogya Setu . Especially, , Aarogya Setu app is been installed in many mobile phone through government authorization. It is one of the important apps to check our normal and abnormal state. It is greatly benefited to many consumers during covid. Even after the lockdown the E-pharmacies website are also play an important role than the other pharmacy shops. In the second wave E-pharmacies played a vital role to many covid patients to those who were separated in their house. There in increase in sales and more demand for covid medicines like Tocilizumub and Favipiravir. E-pharmacies have a crucial role to fight against the second wave and works to reduce the viruses among the people. Through E-pharmacies pharmacy retail has grown in digital care ecosystem and it's ensures an efficient health to many people's.

Conclusion

Technology is effective tool in today's wild for consumer behavior. The speed of internet is growing faster to improve the lifestyle of the people more efficient. The influence of

technology has many changes across consumers in consumer behavior. E- Commerce and E-pharmacies are popular nowadays because of this World Wide Web. The marketers are being challenged by the customers need for online selling. Many factors are been developed in consumers to buy online products and this effect the consumers to shop online. This is the competitive edge for the marketers in offline shopping. Therefore the transformation of consumer behavior influenced by digital economy and communication technology through E-pharmacies and E-commerce.

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