Consumer Buying Behavior Towards Online Shopping Stores In

Research Paper (postgraduate) from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A.  

Abstract: Online shopping is having very bright future. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. In present scenario customers are busy that they don't have enough chance and time to go to shopping centers and purchase the things they need, everybody likes to do online shopping. In online, Product assortment is very huge to choose, and make immediate comparison in price, quality, variety, colour and also get product based information like customer feedback. The main purpose of this paper is to determine the "Factors Influencing Consumer Perception towards Online Shopping". The objective for this research is to know the customer perception and identify the factors which influence the online customer's. A quantitative research design which is descriptive and exploratory in nature was selected to gain insights about customer perception towards online shopping. The questionnaire prepared by using Likert's five-point scale ranging from (1-5) where 1 Means 'not at all important' and 5 Means 'most important'. The research has taken use of closed ended questions. The data collection was done over a period of 8 weeks this was done by going directly to the respondents or through mails. A total number of respondents taken for this study are 154. The collected data is analyzed in statistical method of factor analysis in the IBM SPSS 20.0 software. The data collected on 30 variables was deducted into five factors in the software and analyzed accordingly. The survey revealed that different customers have different perception towards online shopping; most of them having a very good attitude towards online shopping but there are certain customer who still find difficulties or we can say apart from several benefits has some disadvantage in mind of customer. 

Customer perception keeps on changing with time to time which is to be taken in the consideration. The most important factors that can be taken into account to understand the Internet shopping (Customer Service, Convenience, Experience, Value added service and Product related information). 

Revised and Updated, Featuring a New Case Study How do successful companies create products people can’t put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage consumer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal’s research of years, consulting, and practical experience. He wrote the book he wished he had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: • Practical insights to create user habits that stick. • Actionable steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products. 

This is a comprehensive textbook designed to meet the requirements of post graduate management students specializing in marketing. While dealing with the consumption choices and behaviour of individuals from socio-cultural and psychological point of view, it also describes contemporary concepts such as online buying behaviour and consumer engagement marketing which promises to change the face of marketing forever. 

This text emphasizes the three major driving forces behind e-commerce: technological change, business development, and social issues, to provide a coherent conceptual framework for understanding the field.

Master's Thesis from the year 2019 in the subject Sociology - Consumption and Advertising, grade: 4. ?zmır University of Economics, course: Online consumer behavior, language: English, abstract: As a result of the internet comes into our lives fast around the world, the shopping habits of individuals have started to change. Technological developments bring forth the idea of the continuous change. This paper is focused on online consumer behavior between Gen Ys, Gen Xs and baby boomers. The importance of this study is to analyze and make evident the reasons behind online shopping between different generations. Since the online shopping activities are increasing nowadays, it is necessary to understand the leading reasons behind individuals’ online shopping activities in order to develop better choices for consumers in a competitive market. The paper builds on the relevant literature and it examines the consumer behavior of individuals by questionnaires. Furthermore, the hedonic and utilitarian motivational functions and their sub-dimensions will be measured in order to understand the online consumer behavior. To reach those objectives, non-random/ convenience sampling method is applied in Izmir to 384 sample sizes to identify all aspects of the online shopping and impact on consumer behavior. The data results obtained revealed in the paper to support the research objectives. It is determined that there are hedonic and utilitarian motivations on online shopping between generations. The differences are particularly observed between Gen Ys and baby boomers within the scope of utilitarian and between Gen Ys and older generations (Gen Xs and baby boomers) within the scope of hedonic motivations. As a result of the evaluations according to questionnaire, the results show that marketers need to focus on marketing campaigns to Gen Xs and baby boomers about utilitarian motivations. Beside this, they should concentrate on more hedonic motivations for Gen Ys and develop new marketing strategies. 

In modern business practices, marketing dimensions are changing with new opportunities appearing in consumer behavioral contexts. By studying consumer activities, businesses can better engage and retain current and new customers. Socio-Economic Perspectives on Consumer Engagement and Buying Behavior is a comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals different conceptual and theoretical frameworks. Featuring expansive coverage on a number of relevant topics and perspectives, such as green products, automotive technology, and anti-branding, this book is ideally designed for students, researchers, and professionals seeking current research on the dimensions of consumer engagement and buying behavior. 

Online business has been growing progressively and has become the major business platform within the past two decades. The internet bulldozed the development of new business models and innovations that substantially changed the way businesses run today. This led to a growth of advanced technologies used in online business such as data analytics, machine learning, and artificial intelligence. With higher internet connectivity and the exponential growth of mobile devices, shopping processes and behaviors were significantly affected as people are consistently connected online. Consumers can easily gain helpful product information and retail competitor information in myriad online channels. This led to a profound effect on businesses where they began to invest in new technologies and business practices that aim to align with the effects of globalization. Given the rapid technology advancements, both businesses and customers are presently experiencing an exponential upsurge in the implementation of new business processes and models. Impact of Globalization and Advanced Technologies on Online Business Models explores the ever-changing field of running an online business and presents the current issues and challenges in online business triggered by global shifts in the online environment and technological changes. The chapters draw from a wide range of technologies used in today’s digital marketplace as well as recent development and empirical researches on online consumer behavior. As such, this book aims to contribute new dimensions in managing advancements in online business triggered by global and technology transformation. This book is ideal for executives, managers, IT consultants, practitioners, researchers, academicians, and students interested in globalization and the new technologies affecting online business models.

“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the
customer experience a little bit better.” Jeff Bezos, Founder and CEO of Amazon.com This proceedings volume explores the ways in which marketers can learn about customers through big data and other sources to create an enhanced customer experience. Consumers today do not simply demand engaging online or offline experiences anymore; they increasingly focus on one seamless experience throughout their journey across virtual and real spaces. While shopping in a physical store, consumers are checking their smart phones for customer reviews and competitive information, and catching a Pokémon or two at the same time. Online experience is no longer only about price shopping and convenience, and offline is no longer only about SKUs. Individual channels matter less and less; it is the omni-channel experience that is becoming main-stream. Marketers need to keep pace and continually adapt and contribute to the changing consumer landscape. Through countless touchpoints across different channels and media, marketers today can learn more about their customers and are better equipped than ever to provide them with a desired augmented experience: easy, fun, engaging, and efficient. Featuring the full proceedings from the 2018 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana, this volume provides ground-breaking research from scholars and practitioner from around the world that will help marketers continue to engage their customers in this new landscape. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field.Volumes deliver cutting-edge research and insights, complimenting the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Consumers beliefs and attitudes towards online sales significantly influence buying behavior on the internet. However, the impact of these thoughts and beliefs on the decision to make an online purchase is not direct. It can be moderated by the emotions experienced while browsing an e-commerce website. Impulse buying in particular is influenced by a number of factors, for example how stimulating the e-shopping platform is, and how easy it is to click on the cart a certain product, for instance a smartphone. But what happens after an online impulse buy is made? Often the customer can regret the purchase and in the throes of anxiety, look for reasons to justify the choices made. Consumer behaviour scholars and psychologists call this phenomenon cognitive dissonance, and certain individuals are more sensitive than others in developing this than others. This book offers a deep investigation around online impulse buying and subsequent cognitive dissonance. Specifically, the authors present a research case study of a group of millennials who are shopping for smartphones to study whether an initial positive state can reduce the onset of cognitive dissonance in consumers. Based on substantial research and a sample of 212 impulsive millennial buyers, the book provides a comprehensive, but simple and synthetic framework of impulse buying, cognitive dissonance and positive affect state, highlighting their relationships. Giovanni Mattia is Associate Professor at Roma Tre University (Rome, Italy), Department of Business Studies, where he currently teaches Consumer Behavior and Marketing Research. His research streams mainly subject areas in marketing science, such as consumer behavior and sustainable consumptions. He has been principal investigator of several research projects. Alessio Di Leo is a Ph.D. Researcher in Marketing at La Sapienza University (Rome, Italy). His research interests refer to the following domains: sustainability issues, consumer behavior, and consumer experience in the fields of agri-food and luxury sectors. Ludovica Principato is Researcher of Marketing and Sustainability at Roma Tre University (Rome, Italy), Department of Business Studies. Her research interests lay on consumer behavior and food waste. In 2013-2014 she was part of the Psychology of Eating and Consumer Health laboratory at the Harvard School of Public Health.

This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme “The Customer is NOT Always Right” Marketing Orientations in a Dynamic Business World. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Based on comprehensive research, this book focuses on purchase incidence models of consumer buying behavior, which provide answers to the questions ‘when’ and ‘how much to purchase’. It discusses consumer buying behavior, including pre-purchase needs and attitudes together with experiences based on consumption, as well as factors affecting this behavior, like advertising, promotions, retail availability, packaging, formulation, pricing and post-purchase evaluation of satisfaction. It also explains the latest consumer buying strategy models adopted by the industry today.

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more. In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Today, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It’s a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn’t through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being. The 3rd edition of Consumer Behaviour is
presented in a contemporary framework based around the buying, having and being model and in an Australasian context. Students will be engaged and excited by the most current research, real-world examples, global coverage, managerial applications and ethical examples to cover all facets of consumer behaviour. With new coverage of Personality and incorporating real consumer data, Consumer Behaviour is fresh, relevant and up-to-date. It provides students with the best possible introduction to this fascinating discipline. Unprecedented changes in consumer shopping habits pose major challenges for retailers who need to consider the multidimensional nature of shopping in order to design and provide engaging consumer experiences. The intersection between in-store and online shopping is also fundamental to meet the fast-changing consumer behavior. Comprehending how environmental and sensory dimensions, leisure, entertainment, and social interactions influence shopper emotions may enhance the shopping experience. Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior is an essential reference source that discusses methods for enhancing the shopping experience in an era of competition among shopping offline- and online-destinations, as well as predicting emerging changes in consumer behavior and shopping destinations and new technologies in retailing. Featuring research on topics such as consumer dynamics, experimental marketing, and retail technology, this book is ideally designed for retail managers, designers, advertisers, marketers, customer service representatives, merchandisers, industry professionals, academicians, researchers, students, and practitioners. This Edited Volume "Consumer Behavior and Marketing" is a collection of reviewed and relevant research chapters, offering a comprehensive overview of recent developments in the field of psychology. The book comprises single chapters authored by various researchers and edited by an expert active in the research area. All chapters are complete in itself but united under a common research study topic. This publication aims at providing a thorough overview of the latest research efforts by international authors and open new possible research paths for further novel developments.Integration and Innovation Orient to E-Society Volume 1Seventh IFIP International Conference on e-Business, e-Services, and e-Society (I3E2007), October 10-12, Wuhan, ChinaSpringer The use of ICT applications has dipped into almost every aspect of the business sector, including trade. With the volume of e-commerce increasing, international traders must switch their rules and practices to e-trade to survive in such a competitive market. However, the complexity of international trade, which covers customs processes, different legislation, specific documentation requirements, different languages, different currencies, and different payment systems and risk, presents its own challenges in this transition. Tools and Techniques for Implementing International E-Trading Tactics for Competitive Advantage examines the multidisciplinary approach of international e-trade as it applies to information technology, digital marketing, digital communication, online reputation management, and different legislation and risks. The content within this publication examines digital advertising, consumer behavior, and e-commerce and is designed for international traders, entrepreneurs, business professionals, researchers, academicians, and students. Consumers' beliefs and attitudes towards online sales significantly influence buying behavior on the internet. However, the impact of these thoughts and beliefs on the decision to make an online purchase is not direct. It can be moderated by the emotions experienced while browsing the website. 29 high-quality contributions were selected for publication in this volume. The content is based on a selection of the best papers (original double-blind peer-reviewed contributions) presented at the annual conference of the Italian chapter of AIS, which was held in Milan, Italy in December 2013. The International Conference on E-business Technology & Strategy (CETS) provides a peer-reviewed forum for researchers from across the globe to share contemporary research on developments in the fields of e-business, information technology and business strategy. It seeks to promote effective and vibrant networking among researchers and practitioners from around the world who are concerned about the effective management of information technology in organizations. This network of researchers views fostering the development of emerging scholars in the information technology and e-business fields as its primary task. Consequently the conference is designed to provide a venue for researchers to get substantive and beneficial feedback on their work. There were 134 contributions submitted to CETS 2018. After in-depth discussions, 29 high-quality contributions were selected for publication in this volume. The authors are from Canada, USA, China, Japan, India and Malaysia. We thank all the authors who submitted papers, the Program Committee members, and the external reviewers. We also thank all the local people who were instrumental in making this edition of CETS another very successful event. In particular, we are very grateful to Ying Xie, who was responsible for the local arrangements. Special gratitude goes to the publishing editor, Leonie Kunz, who managed the complexity of information and communication aspects. Furthermore, we thank the many students who volunteered on the organization team, as well as the IT services of Carleton University. This book presents a collection of research papers focusing on issues emerging from the interaction of information technologies and organizational systems. In particular, the individual contributions examine digital platforms and artifacts currently adopted in both the business world and society at large (people, communities, firms, governments, etc.). The topics covered include: virtual organizations, virtual communities, smart societies, smart cities, ecological sustainability, e-healthcare, e-government, and interactive policy-making (IPM). The book offers a multidisciplinary perspective on a variety of information systems topics. It is also particularly relevant to information systems practitioners such as IS managers, business managers and policy makers. The content is based on a selection of the best papers (original double-blind peer-reviewed contributions) presented at the annual conference of the Italian chapter of AIS, which was held in Milan, Italy in December 2013. This book is designed for the students of M.A., M.Sc., M.Com. and M.B.A. with the purpose of blending both concepts and applications from the field of consumer behaviour and most importantly jargon has been avoided. The term ‘consumption’ is generally thought of as process by which individuals purchase goods and services. The New Consumer Psychology attempts to explain consumption as a social behavior that satisfies individual values and desires. In modern society, individual needs are no longer determined solely by age or gender, but by the life values and desires that one pursues. This book uncovers people's subjective experiences of consumption in the capitalist society with interesting inside stories ranging from politics to designer handbags. The book also provides valuable consumer insights into business and individuals by going beyond the limitations of population statistics and demonstrates Q-methodology is used to analyse consumers' subjective responses. This book is an interesting take on how we should shift our focus from products to people and explains why identification and interpretations of different consumer groups are important in smart targeting. Its content will definitely inspire marketing strategies and market effectiveness. Diploma Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2.7, University of Duisburg-Essen, language: English, comment: - Influencing factors on German and American online shopping behavior, abstract: "A profound shift in the economy is underway - the industrial age economy is rapidly giving way to the Internet age economy." Four years after the New Economy crash the Internet Economy is booming and hopes that mobile offers will further increase
the speed.2 With the number of online sales for goods and services increasing every day, online shopping - with sales growth rates
outpacing traditional retailing purchases - has become one of the fastest growing forms of shopping.4 The statement above explains the reason why the term Electronic Commerce has kept both business research and business practice as occupied as barely any other term, in the last years.5 Warren D. Raisch writes about this shift in the economy that "the global development and acceptance of the Internet as the new standard for communication and commerce provides us with a powerful new global Internet-based E-Business network (...)."6 Realizing that we live in a global marketplace with international trade additionally pushed by the Internet, companies face a stronger competition and the need to create more value for customers than their competitors. In this context, it is important for companies to realize that, through the Internet, there is a power shift to the customer. Furthermore, as customers will demand and tolerate only delightening buying experiences, it is a necessity to capture and analyze information about buying behavior in the 21st century business.8 When talking about E-Commerce, which is a part of Electronic Business (E-Business), describing the sale of goods and services via the Internet targeting a mass market,9 the following two areas have to be differentiated: Business-to-Cus-
t Management Marketing, 9/e, by Peter and Donnelly, is praised in the market for its organization, format, clarity, brevity and flexibility. The goal of this text is to enhance students' knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies. The six stage learning approach is the focus of the seven unique sections of the book. Each section has as its objective either knowledge enhancement or skill development, or both. The framework and structure of the book is integrated throughout the sections of the new edition. The basic structure of the text continues to evolve and expand with numerous updates and revisions throughout.
Positive consumerism is the backbone to a strong economy. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits. Global Observations of the Influence of Culture on Consumer Buying Behavior is an in-depth, scholarly resource that discusses how marketing practices can be influenced by cultural preferences. Featuring an array of relevant topics including societal environments, cultural stereotyping, brand loyalty, and marketing semiotics, this publication is ideal for CEOs, business managers, professionals, and researchers that are interested in studying alternative factors that impact the marketing field. According to Kotler distills the essence of marketing guru Philip Kotler's wisdom and years of experience into question and answer format. Based on the thousands of questions Kotler has been asked over the years by clients, students, business audiences, and journalists, the book reveals the revolutionary thinking of one of the profession's most revered experts.
Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited. The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries. This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students. This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfill their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing. Social media (e.g., Facebook, LinkedIn, Groupon, Twitter) have changed the way consumers and advertisers behave. It is crucial to understand how consumers think, feel and act regarding social media, online advertising, and online shopping. Business practitioners, students and marketers are trying to understand online consumer experiences that help instill brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior.
This book constitutes the refereed proceedings of the 9th International Conference on Electronic Commerce and Web Technologies, EC-Web 2008, held in Turin, Italy, in September, 2008 in conjunction with Dexa 2008. The 12 revised full papers presented together with 2 invited papers were carefully reviewed and selected from numerous submissions. The papers are organized in five topical sessions on security in e-commerce, social aspects of e-commerce, business process and EC infrastructures, recommender systems and e-negotiations, and Web marketing and user profiling. A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so. Mahatma Gandhi Your most unhappy customers are your greatest source of learning. And they give us feedback on the areas we have to improve and shows our weaknesses. According to Henry Ford It is the customer who pays the wages. And the more you engage with customers the clearer things become and the easier it is to determine what you should be doing. John Russell, President, Harley Davidson Retail is a customer business. You're trying to take care of the customer—solve something for the customer. And A company's survival depends not what they produce but how they sell and supply it to the final
customers with ease. Emerging strategies has to be adopted as it is a period of globalization, by building the relationship and working as a unified team to know about the behavioral pattern of consumers in the decision making, the current scenario, the service expectations of the customers and the marketing strategies to be adopted accordingly. Keeping this in mind this book is published which would become a guide to indispensable organized retail outlets. This book is the outcome of the efforts of few years of observation and study of the author detailing the various areas. The Author has made a sincere effort to cover the various parameters and make this book meaningful, understandable, easy and complete but even all areas might not have been covered and also the findings might be limited to few areas which cannot be generalized. Improvements and suggestions will be gratefully acknowledged. Foundations of Qualitative Research introduces key theoretical and epistemological concepts replete with historical and current real-world examples. Author Jerry W. Willis provides an invaluable resource to guide the critical and qualitative inquiry process written in an accessible and non-intimidating style that brings these otherwise difficult concepts to life. Essay from the year 2010 in the subject Economics - Micro-economics, language: English, abstract: A company may think that if it can provide the perfect product to the customers, they will buy it. Many customers are brand loyal therefore sometimes the good products cannot be competing with the good brand. However factors influencing consumer behaviour is not only the product itself but also advertising, which can be one of the most important factors affected purchasing decision. Typically every company realise an essential of advertising as it is shown in the profit and loss statement. Moreover it is noticeable that budget for advertising always high. It is well-known fact that advertising plays an important role in people's daily lives. The advertising is available anywhere both inside and outside home. Recent research suggests that people spend two and a half hours on average watching television (Livingstone and Bovill, 1999 cited Dickinson, 2000). This essay critically analyses and evaluates the major factors that could affect consumer buying behaviour. Nevertheless, I would like to base my overall main points on advertising as the major factors which would makes it a lot easier and I could focus on this scenario and hopefully answer all my questions. Throughout this essay, the term of advertising covers all media for instance television, radio, newspaper, direct mail, yellow pages, magazine, billboards, leaflets and even on film (Perreault and McCarthy 1999, p.450). This essay is divided into three sections. Firstly it will look at what consumer behaviour is, I will analyse and evaluate the major factors. Secondly it will discuss the importance of the advertising, show my understanding and explain why it is important to successful marketing. I will, thirdly, analyse the consumers' attitude and advertising. Finally this review will mention about advertising influences consumers buying food. Also, identify and evaluate key differences between organisational and consumer purchasing and discuss their implications for marketers. To survive and sustain businesses during such times of crisis becomes difficult for managers and entrepreneurs. This in turn amplifies the importance of designing new flexible and adaptive business models. This book addresses different business situations that occur during national and global crises, such as the COVID-19 pandemic. Specifically, it proposes new and inspiring business models for various industries such as service and retail industry using different statistical software like SPSS and AMOS. It discusses the various changing elements of businesses such as the application of artificial intelligence (AI) and machine learning and how to cope with these unexpected business elements to maintain sustainable development. Master's Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 64.6, University of Lincoln (PG-Business School), course: MBA, language: English, abstract: In the last few decades, the internet has been a powerful tool. The advent of internet has removed major industry barriers and made shopping much more easily. The development of internet from last 5 years has significantly increased the web-users which are due high speed data transmission and other technology developments have created an advantage for the firms to promote themselves more significantly. In the current era of internet customers use internet for varied purpose and activities; searching information about products/services, companies, product features and prices, availability of the product, selection of products, placing order and paying them online ensuring a smooth transmission of the complete process. According to the UCLA centre for communication policy, online shopping has become the third popular internet activity which further followed up by e-mails and web browsing. Many researches have indicated that the internet shopping particularly in B2C has risen and online shopping become more popular to many people. According to The Emerging Digital Economy Report, in some companies the weight of e-commerce sales is high (Dell computer reached $ 18million sales through internet). This advent of internet has made the marketers to realise that the consumer behaviour transformation is unavoidable and thus they have to change their marketing strategy. From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud spearphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all
areas of readers’ lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

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