

DESIGN OF MOTIVATION FACTORS AS PARAMETERS FOR ONLINE SHOPPING MODELS

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Abstract: *In the online business environment, it is difficult to identify the individual customer's behavioural factors. several users use online shopping but, few users only buy online product and use their services. Some of the factors that affect online shopping are the characteristics of customer, product characteristics and perceived characteristics. The main objective of this paper highlights few online motivational factors which help to develop the intention of online shopping.*

Introduction

Nowadays the internet users increase the frame of online-shopping (Lian & Lin, 2007). Internet shopping is one of the most popular activities such as web browsing, content sharing and e-mail. Most of the e-business websites briefly mention their rules and regulations. The fundamental concept of motivation is to help in identifying the customer behaviour in connection with the particular online shopping website. The important factor of the business vendors is to give motivation based on the customer needs. But the ancient business vendors follow few psychosocial motivation factors.

(Tauber.1972) identifies two types of psychological motivation factors such as personal and social motivation factors. The personal motivation factors are based on needs of role playing, alteration, new-trend learning, sensual inspiration, self-satisfaction and physical activities. Some of the social motivation factors are societal experiences, position and expert, peer group attractions, preference in trading and communication with many peoples [16].

[9] In the modern business world enormous opportunities are available for online shopping. In the e-shopping sites most of them apply motivation factors based on the demographical status. Most of the motivation factors are based on psychographic and situational factors. These factors are used to take decision during the online shopping. Debit card and credit card payment modes are most commonly used in online shopping. The main advantage of the use of card payment is to easy access of the online shopping sitting in one place.

Common Customer motivational factors in e-commerce

[5] In the e-commerce sites decision making process is important for product and services. Commonly, purchasers concern few substantial aspects for online shopping such as,

- Customer reviews
- Online product costs and discount
- Reliable e-commerce sites
- Shipping costs

Customer reviews

Online shoppers before buying the product and services look for customer feed backs, reviews and remarks to only make successful shopping. Recent researchers identify online buyer's preference, significant thoughts, perceptions and references of supplementary customers. This type of motivation helps to develop online purchase.

Online product costs and discount

Product price is one of the dynamic aspect related with customers decision concerning with online shopping. Customer's interest in some products, think about their budget limitation. If the product cost is reasonable, customer can purchase easily. This is another substantial motivation factor.

Online shoppers mostly give the significant importance to purchase costs, so business vendors try to find those customers and give discounts, which is another motivational factor. This is the common factor for e-commerce shopping sites. Fashionable concessions, special deals and warm offers, are few of the dynamic individual forecasts. Commonly Individual customers are not ready to allot money on discount merchandise and facilities. Customers are concern about few motivational factors such as deals of the day, discounts, promotions and special coupons. Customers like offers in different products and brands so that it motivates them to come back and to shop online. Mostly customer in the age group of 18-30 are interested in special offers.

Reliable E-Commerce Sites

Generally, each online shopping customer can choose to buy products and services on consistent websites. One more aspect of motivation factor is the security and safety on payment modes. This motivation factor inspires customers to buy the products and services.

Shipping Costs

Since online shopping is considered the substantial customer motivation factor, the main thing is the shipping cost which cannot be ignored. Basically, Customers are attracted for discount rates. But they are willing to buy that product and pay additional cost for shipping. So, the online shoppers prefer to buy free shipping products for cheaper prices.

Factors dependable for users to buy online

Customers [2] go for shopping because they are able to shop round the clock which is 24X7, without getting ready for shopping, without facing traffic jam and without spending more time. They are able to shop all products at the same place without any travel. They feel online shopping as an easy tool. Online shopping experience increases their enthusiasm to do more shopping. Online shopping involves minimum effort as it does not allow them to go into crowded places. Transportation of goods is also easy because online products directly make home deliveries. Online shopping ensures trust by inducing various offers. Some motivation factors are available for customers such as,

- Demographic motivation
- Product motivation
- Service excellent motivation
- Situational motivation
- Pragmatic motivation

Demographic motivation

There are certain factors that make customers focus towards online shopping. Some of the factors include age, income, education and their social background. [6] Mostly young educated professionals with intense income are the main customers for online shopping.

Product motivation

Online shopping provides a large space for shopping and also allows customers to compare prices of products at international level. Most websites attract customers by providing enormous discounts. They are products like looks, CD's, online ticket reservation, transport, tour packages, online cinema ticket booking and so on which do not require touch and feel scenario. The products which do not require touch and feel occupy most of the online marketing because people do this kind of shopping with more confidence on the product. Also, some customers find entertainment in online shopping, who feels this kind of shopping gives them more pleasure. Online shopping provides shopping as an excitement.

Service excellent motivation

Services provided by online websites are cash on delivery, delivery on time, discount in prices, return offer, website assured products, clear image of the price in total, easy payment options and also delivery of products in good condition which attract more customers towards online shopping website.

Situational motivation

People living away from cities in order to access products of recent time totally rely on online shopping. This avoids their long-distance travel. A person in the south zone can easily buy a product which is famous in north zone by online shopping. some people due to their work load may not be able to find time for shopping in such cases they prefer online shopping.

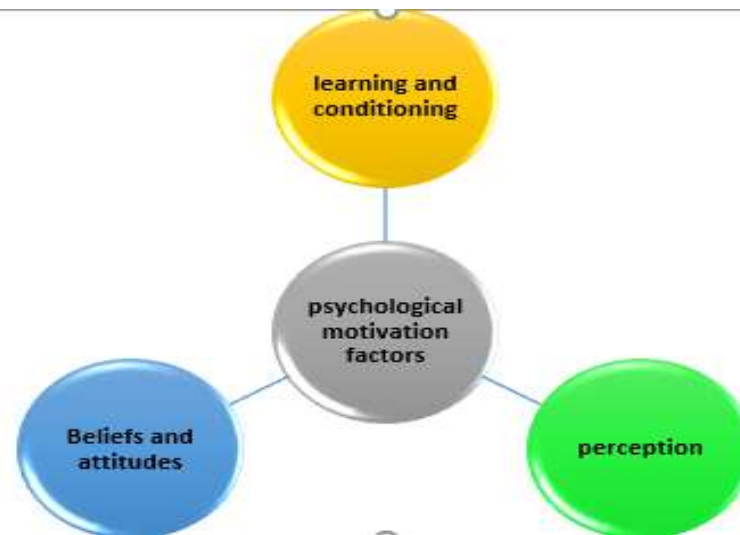
Pragmatic motivation

The basic factor that encourages the customer for online shopping is "convenience". They have the pleasure of window shopping without any additional expense like travel. More information about the product is displayed in the websites which drives them towards that product.

Psychological Factors That Influence Consumer Buying Behaviour

The main aim of the business vendors and marketers is to convince customer to buy the product and services. [1] More concern rates on the strategies of market plan, business tactics, advertisement implements, and send messages are taken into consideration. Customer's problems, needs and right solution are brand products. This motivational factor is psychological factor. Other main three psychological factors are

- Perception, Attention, Distortion and Retention
- Learning and Conditioning
- Beliefs and attitudes



Perception, Attention, Distortion and Retention

The human mind understands the information everywhere in a discriminating way, which is the base of perception. To gain customer attention, shock tactics humour can be used. Amazement and advertisement that makes individuals listen and watch are some of the methods used to gain customer. Once the attention of the customers are secured, methods to persist and to encourage them is done by sending messages, to recall without fail, which is the distortion field of customers stances and mentalities. In the online business recurrence is making an efficient information stick.

Beliefs and Attitudes

Business vendors need to identify two concepts. One is what customers trust the seller and the product services. The Second one is what they purchase. These two attitudes can help to change the situations. Good advertisement, effective product delivery and positive qualities create beliefs from the customer.

Learning and Conditioning

Customers take their decision from prior purchasing experience and advertisement. If the previous purchase is proved to be dissatisfied then commercial messages are avoided for that particular product. In the same time convincing messages of another product and advertisements are sent. In case of upright response from the customer, remove the pervious conditions (rewards and gifts) and give new information of products and discounts [4].

The important thing in motivation refers to a driving force. Motivated consent customer increase their willingness towards online shopping and search information about the product. For example, the release of the advertisement regarding summer products before summer season and winter clothes beyond the winter season, Which is very apt to learn the preference of the customers about the particular seasonal products. In case if the business people try to show the store display, packing and the styling products during the reminders it will motivate the customers to buy the product through online.

Motivational and Marketing Strategies

[4] Business vendors have to appreciate the motivation of their probable customer, and customers who are happy to enjoy good sales. Basically, purchaser who buy the products need more motivation. In the online shopping two conflicts are available such as the approach conflict and the approach avoidance conflict. Based on the approach conflict customer choose two different products at the same time. Customers are confused to buy a product that time marketers give the equal importance to both the products. In approach avoidance conflict the customer prefers one product but unfortunately do not buy them and avoid so, marketers modify and change few conditions to make to them suitable according to the customer.

Conclusion

As motivation factors are commonly used in e-commerce sites and online shopping websites some of the common motivation factors discussed like product variety, convenience, buying surrounding, brand information was explained. As motivational factors are most useful for the customer benefits in future, these factors will be more useful in attracting various customers hereby improving business profits.

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