



**Consumer Motivation to Purchase Online: A  
Conceptual Frame Work for Digital Marketers in the  
young Parisian target(25-29 years old)**

**In collaboration with:**



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obtain the degree of *Magister en Gestión Empresarial* by:**

A handwritten signature in black ink, appearing to read "M. Lizana Castro".

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This thesis

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has been approved.



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## **I) Introduction**

### **1. Digital marketing, an introduction**

The world is transforming with the advances in technology. The digitalization is no more a new phenomenon. It is the basic platform where all the transaction of the modern world is based on. Thus, there is a paradigm shift in marketing as well. The dependence on technology is increasing with innovation.

The advancement in electronics and communications and the advent of customer-responsive equipment along with artificial intelligence is making tasks easier for marketers to reach their target audience (Akanksha Lal, 2018). It had engulfed into digital word and become a radical transformation from the traditional marketing activities. The new branch of marketing named 'Digital Marketing' had emerged, with the progression of technology. Here the marketing is done through different channels of the internet; the website domains.

The advent of social media and increased usage of mobile phones which characterizes the mobile marketing are gradually increased by the availability of low-cost high-speed internet to home users and thus by increasing the flow of information in the digital world. (Cait Lamberton et al, 2016) Thus, in order to be successful in the future, the organizations should require a specific marketing strategy, could be independent agencies with adequate update knowledge about the application of marketing and increasing the efficiency of digital marketing.

### **Integrating digital marketing to conventional marketing**

Integrated marketing is the modern approach that unites all the key modes of marketing into one. They are basically done by combining traditional marketing activities with promotions through web and social media (Oana Duralia, 2018). This creates unified continuous customer experiences with the related brand or the company.

It thus combines all the aspects of marketing and communication, customer acquisition, public relations, sales promotions, advertisements, brand promotions and channelize towards the public by the means of social media (Facebook, Snapchat, Instagram, etc.), search engine optimization services, newsletters and email- marketing. This encompasses the aspects of integrated activities of marketing enhancing the add-on value towards the inbound and outbound flows of core marketing.

## **1.2 Digital marketer's interaction with his universe**

The aim of digital marketing is to convey the marketing and advertising campaign into the digital world (Akanksha Lal, 2018). It assures the online presence of the company through its websites and social media pages in general. The major techniques of digital marketing are social media marketing, search engine marketing, email marketing, selective partnership with other websites on promotion and content sharing.

### **a. How he sells, the medium of digital marketers.**

The mediums that digital marketers meet their potential customers are obviously in front of their 'screens'. But that requires the digital markers to deliver their content through each platform where they could find a potential customer. For identifying a consumer and delivering their marketing content, digital marketers use the following methods.

- **Search engine optimization (SEO)**

It optimizes the website by the process of ranking in the search page results. It increases the flow of traffic into a specific website. There are mainly three types of methods to optimization

- i. On-page SEO*

It optimizes by the means of the contents in the specified website by matching the query or inputs. It thus ranks the website according to the resemblance of both data in the website and the input from a search query.

*ii. Off-page SEO*

Based on the associated inbound links from different publishers towards on specific website which is based on the activities, contents, and criteria made by the publishers, the ranking is made. It is also called backlinks. It is the external factors that influence the ranking of the website in a search engine.

*iii. Technical SEO*

It is the optimization based on the technical aspects of the website. It's based on the website coding, image compression rate, data structuring and also on the performance like website load speed, failure rate, etc.

- **Email marketing**

In this mode, the marketers send emails to the actual or potential customer about the information about the product, offer or service. It is the direct form of marketing targeting individuals. Thus, it's an effective way to generate traffic towards the website and hence clearly measurable.

- **Content Marketing**

This type of marketing is done by creating specific content that promotes the brand or business and results in generating leads which eventually increase the traffic towards the websites. This could be about the information about a product or service. E.g. Blogs, paid reviews, etc.

- **Social Media Advertisement**

It is the marketing done by the means of social media by posting the information that creates the inbound flow towards websites and its services. Some social media web sites are Facebook, Instagram, Snapchat, LinkedIn, Twitter, Tinder, etc.



- **Pay per clicking**

It is done by paying the advertiser who brings the traffic towards the specific website when each time the advertisement is clicked.

This is the big revenue streams for search engines and big companies like Google, Facebook, and Twitter.

- **Programmatic Marketing**

It is the automated marketing done by the means of real-time bidding of advertisement that will display to the specific marketer for specific content. It is basically done by software in milliseconds to bid and buy the screen space thus giving the best returns to the advertiser and a confirmed sale for the marketer.

This is considered as the future of online marketing, in terms of efficiency.

**b. How he counts, the Key performance indicators of digital marketing**

After conveying his proposals through different platforms of the internet, it is important to assess the result of these efforts. Assessing the KPIs help digital marketers to employ a better understanding of their efforts and help them to frame new strategies to better position their product and its advertisement campaigns. Most importantly it helps them to estimate the return on investment for this whole venture. The following are the key performance indicators that the digital marketers use for assessment.

**Open rate:** - It is the rate with emails that are opened and viewed. It is the result of opened emails divided by the number of emails delivered. It is recorded when the images in the emails are loaded while assessing the message.

**Click through rate:** - It represents the percentage of click on a link provided in the email message. This is the real aim of email campaigning to redirect the public towards the advertiser's product or service.

**Number of Emails forwarded:** - These are the emails forwarded by the recipients who had shared the advertisement in a social media or forwarded to a friend.

This actually creates the effect of direct marketing in the digital world. It is very probable that the chances of getting the results are over 80% while a mail or post is forwarded by a friend.

**Return on Investment:** - This gives information about the overall ROI on the investment of the whole marketing campaigns. This can be assessed by the sales that are achieved minus the money spent on the process and divided it by the overall investment and multiply by 100. This helps to assess the effective marketing strategies based on the results.

**Database growth:** - This represents the percentage of growth of the data and information about the actual and potential customers, data availability and precision on consumer online behavior, market segment data, market forecast data, etc. The more the database grows better the efficiency of the marketing campaigns, as the variables for analysis increase.

**Conversion rate:** - Conversion rate is the rate at which the email marketing campaign had made the consumers buy the product. It gives a unique insight into the return on investment. This shows the overall effectiveness of the marketing campaign.

**Bounce rate:** - It measures the rate of emails that are not delivered to the target. There can be a soft bounce, which is caused by temporary error or hard bounce, which is permanent. This helps to evaluate the quality of the customer database and do the measures.

### **1.3 Consumer Behavior and motivation.**

The consumer behavior is a multidisciplinary field of study that encompasses all the prospects of an individual that makes him a 'Consumer'. It contains social psychology, behavioral science, demographic characteristics, cultural beliefs, regional characteristics, etc. that makes an individual commit towards his purchase decision (Katherine White et al, 2019).

The study of consumer behavior arises when an individual or group of individuals identify, select, procure or dispose of a product, an ideology in accordance with their requirements. These requirements are built by the individual needs and desires that make them satisfied.

Thus, consumer behavior is the decision-making process. It does not limit itself with only the procurement of goods or services. Buying is only the tip of an iceberg. The process of buying begins from the mindset of the consumer, where it is compared, find alternatives solution, idealizing the best results considering opportunity cost, analyzing the advantages and disadvantages of his decision and finally arrives at a conclusion (Katherine White et al, 2019). He can also assume the after-effects of his purchase decision, and in his behavior in this phase very vital for the marketers to analyze if their methods are functional.

The factors that affect the behavior of the consumer could be

- **Purchase capacity**

The capacity and capability of the consumer greatly influence his behavior eventually that determines the purchase decision. The consumer calculates his purchasing power before the purchase of the product or services. Here the characteristics of the product are not influenced but the ability of the customer to procure it.

- **Personal Fondness**

The personal fondness and the preferences of the consumer affect the decision of the consumer. It could be personal likes, priorities, affections, dislikes, values, morels beliefs, perceptions, etc. The personal view of self-awareness of the individual is also a dominant fact, that how they want to display themselves to others by their set of choices, and decision.

- **External influence**

External influence especially the group of individuals influences the purchase decision of the consumer.

It has a direct impact on the consumer as these are social groups of family, colleagues, friends and other acquaintances. These influence group easily gives an idea for the consumer's decision as the proximity of these groups is always near him which even determine his lifestyle.

- **Market conditions**

Consumer behavior is greatly characterized by the economic and market conditions prevailing in the specific geographical area. The economic conditions, marketing regulations, government policies like taxation, incentives form the basis for the consumer to take a relevant decision that suits him most.

- **Marketing**

The advertisement and marketing campaigns influence the spending decisions of the consumer. It is the way in which the consumer receives the idea of a product or service near him. The efficiency of the marketing campaign actually molds in the consumer to follow that product or service and decide to purchase it. The marketer creates an idea in the mind of the consumer and influences them to buy it. It is the art of marketing and it is the most effective way in which world functions today, in the segment of business management.

#### **1.4 Digital marketing and consumer behavior in digital space**

The behavior of customers in the digital world is assimilated with the characteristics of the digital world itself. In the digital world, what determines the functionality, reliability, and performance is based on the relevance of data, which is rooted in the channels of information. So, the digital consumer, who is an integral part of the digital world intends to make more informed decisions. (Thomas Martin Key, 2017)

Since the data is available easy in his fingertips, thanks to the new advents of new technologies, he can easily classify and compare according to the criteria that are emphasized on his wants and desires.

This actually makes the difference between traditional consumer behavior that one can see in the conventional markets and in the digital market. In markets, which use traditional marketing channels, a consumer is limited by the products and service information which he can actually receive if he is physically present in the market space. (Thomas Martin Key, 2017)

Hence his efficiency being updated is basically connected with how much he could be personally being present in the market. But at this age, such a situation is purely hypothetical. Consumers get all the information about the markets through the digital space. The marketers use the digital medium to reach the consumer to convey the ideas of their product, service, location, deliverability, etc.

Thus, this era is witnessing dramatic changes in the market scenario. This is also very related to the change in lifestyle that is largely influenced by the aid of information technology.

Since the customer can make an informed decision, he knows his rights, have increased expectations and has become more knowledgeable about finding options for satisfying his needs and desires more precisely.

### **1.5 Consumer motivation and individual purchase decisions.**

The motivation of the consumer is the sum total of his intrinsic and extrinsic values. There is a big gap in consolidating the motivational factors of individual into the digital world. Further researches should be conducted in these fields. (Blattberg et al, 1991).

The consumer motivation contributes towards his decision to purchase or not to purchase a product. They are intrinsic and extrinsic values that determine the motivations which take form according to the wants and needs of the consumer. (Bennett et al, 2017). Inside the mindset of a consumer, he is an individual who is trying to satisfy his desires. He consumes according to his level of motivation which determines his behavior.

This can be different from his time, place and moods. The external factors also influence consumers. This is the space where the marketer capitalizes. By presenting his ideas of products and services towards the consumer, he can grab the attention of the consumer and insert pictures of his brands/products in the motivational / influencing factors of the consumer. (Bennett et al, 2017). The marketer can use an effective advertisement to generate interest in the mindset of the consumer to buy his product or service.

The efficiency of the marketer to analyze the specific motivational factors of consumer and incorporating them into the proper market segmentation would reap efficiency in the advertising and content delivery of the marketer both online and offline. These motivational factors of consumer purchasing behavior can be understood by the consumer purchase factors. Analyzing these theories of motivation would help to make better marketing content positioning and increase the overall efficiency of the marketing.

#### **1.6 What does it motivates the consumer to buy online?**

What motivates the consumer to purchase online is the mix of what they are provided by the digital platform and how its efficiency to influence the consumer's intrinsic and extrinsic values. Since the information is readily available for the consumer in the digital world, he also considers them for the decision-making process. (Bennett et al, 2017)

Digital marketers have to identify which of those factors they provide returns them the more results (Blattberg et al, 1991). This means they have to determine the interactions they have with the potential customer in the delivery of marketing content determining the aspects of the segmented market that constitutes the specific consumer behavior patterns.

The customer's motivation is a very vast field. The factors motivating him to buy online is one branch of such a study.

Broadly speaking, factors that affect the consumer to buy online stems from his values inside (taste, preferences, culture, etc.) plus the influences he receives from the external environment. The digital marketer has to assess if the main practices that grab the attention of the customer are properly incorporated with his activities. (Even et al, 2010).

If one can identify what consumers desire and what will satisfy those desires and motives, then you can begin to predict consumer behavior. The tools for this level of identification can be found in a review of personality theory. History's most influential personality theorists such as William McDougall, Abraham Maslow, Frederick Herzberg, and David McClelland based their theories of motivation on theoretical reasoning and patient observations; yet, none were based on large scale surveys of an individual's self-reported driving forces (Bennett et al, 2017).

### **1.7 Assessing online shopping behavior**

There are several approaches to find the determinants of online shopping behavior. Michael Bosnjaka et al (2007) had elaborated the work of Pachauri (2002) and classified the various approaches into four main categories.

- a) *Economies of information approach*: It deals mainly with the perceived efficiency of buying online. This approach explains that the consumer preference for the shopping channels is influenced by subjective costs of information search for different channels, specifically the time costs. If the costs decrease when shopping online, the consumer prefers online shopping contrary to other modes. But if he perceives that costs are equal or more, he would prefer other modes. In this shift, the consumer prefers the mode of buying which gives him the best ratio such as search costs. That means the time needed to find the best product for the lowest price and expects the benefits of decision making.
- b) *Cognitive costs approach*: It focuses on the cost arises from the search-related cognitive process.

This view proposes that the consumer tries to optimize their decisions regarding the price and quality of the products as well as the credibility and reliability of the online merchants. Parallel to this, they try to minimize the cognitive costs associated with evaluating alternative options and decision making. This study the willingness of online shopping in contrast to the perceived risk of online shopping.

- c) *Lifestyle approach*: This approach studies the sociodemographic characteristics of potential customers. It studies their characteristics like their way of life and spending patterns of time and money. Those factors are relatively easily observable behaviors but it is structured by internal factors such as buying motive, needs, interest, values, and opinions. For instance, the online shopping behavior could be related to consumer perception of time, control over shopping environment and social interactions (Joines et al, 2003).
- d) *Contextual influence approach*: This aims to study the influence of navigational characteristics and the atmosphere of the web. It studies the consumers who are exposed to product or service recommendations and those who are not. This could be the influence of outsiders, for example, the digital marketers, content markers and the recommendations of known adverts like friends and family contradictory those individuals who don't are influenced by any.

### **1.8 The factors determining online purchase motivation.**

Inspired from the theory proposed by Michael Bosnjaka et al (2007) and Pachauri (2002) we consider two determinants based on the theory in order to find the variables that motivate the consumer to buy online, which are lifestyle approach and contextual influence approach. As it is proposed in the theory, the lifestyle style approach focuses on the internal characteristics of the consumer behavior and the contextual influence focus on the external elements which influence the consumer's behavior. Here we consider components of these two determinants that determine the motivational factors that influence the consumers in internal and external levels.



## **i. Internal factors influencing consumer's motivation**

### **a. Pricing**

Pricing is a very powerful and attractive factor for the consumer. In digital markets, online pricing is very competitive as there is a vast number of players as there is no limit for the internet to include participants contrary to the physical markets. There is also the influence of the pricing in the consumer's decision making. In the scenario of the online market, the pricing influence the characteristics of online customers as the price is sometimes relational (Ho et al, 2017). And also, the digital companies especially e-retailers don't have many intermediaries like wholesalers or other traders. So that they can sell the product in high margins even providing less price to the customer. Another aspect is it is easy for consumers to compare prices with the electronic platform. There are even designated websites to help consumers which websites sell for a low price. Thus, the variation in the prices can influence the consumer's purchase decision on a large scale.

### **b. Time**

This is a precious resource always. All the commercial, technical and humanitarian aspects and getting fast in this 21<sup>st</sup> century. Nowadays, efficiency is often considered as delivering most in the least amount of time. From a consumer point, time is a mix of intrinsic and extrinsic factors. (Michael Bosnjaka et al, 2007). It could be his general behavior to be quick and save time or he should comply with external factors like a job, family, commitments, etc. to optimize time. Since the digital transactions are highly flexible with time and it gives the opportunity to the consumer to make a purchase decision from his fingertips without presenting to himself in the real markets, the very nature of digital transactions is quick. Hence time is an important criterion that a customer could choose in order to make a purchase decision form the online market.

**c. Delivery**

Another factor that would influence the consumer's decision to buy. This is chiefly applicable to the activities that involve the physical exchange of goods. The consumer expects free delivery as a matter of time-saving and low cost. He would prefer to buy online more from the sites that provide free shipment (Wen-Hsien Huang et al, 2019).

The free return is another factor connected with the shipment. Since in the cyberspace he lacks to touch and feel the products, they could not be in the form that he was expected (Wen-Hsien Huang et al, 2019). Thus, he would prefer to return without additional costs. For a digital marketer, this is a matter of competency. How the company could optimize the shipment cost and manage the margin is its efficiency of operation.

**d. Variety of products and services**

There is widespread recognition that as economies advance, consumers benefit from increasing access to variety. The Internet has given consumers access to an astonishing level of variety (Thomas W. Quan et al, 2018). The options to choose a variety of different products and service is an advantage of the digital market opposite to the physical markets. It gives the customer the opportunity to experience a different type of products without the constraints of the physical boundaries. The varieties that the digital store incorporate in their product and services studying the specific category of them according to the consumers taste and preference could attract the consumers (Thomas W. Quan et al, 2018)

**e. Reward points**

Rewards points are one of the attractions of online marketing. The online companies could give reductions and or redeemable coupons for the previous purchase or for a future purchase (Juliana Maria et al, 2019). These are often presented to the consumers as a reward for the participation or for royalty.

These factors could influence customer decision in a way that it could change the preference of normal choice. Digital companies do this strategy to retain the customers to visit again their website and use their products and services (Juliana Maria et al, 2019). This could motivate the customer as an end result he is getting monetary advantages and benefits.

**ii. External factors influencing consumer's motivation**

**a. Social media advertisements**

The social media functions as the places where people interact with each other on web platforms. It is where human beings find fellow humans and socialize with them. Advertising in social media has significant importance for digital marketers (Thomas Martin Key, 2017). Here people can see and directly communicate the opinions. The visibility of the advertisements by the consumers and the feedback be converted as data which gives insights for implementing future strategies. So, the interactions in social media could be converted to KPIs by digital marketers.

**b. Online advertisements**

Online advertisements are those contents targeted towards the customer you use the internet in general. This is majorly done by the search engine by promoting the ads on the websites the consumer visits (Even et al, 2010). These could be in the forms of pop-ups and advertisement one sees while they surf throughout the web. The search engine uses the cookies which are saved in the user's computer and asses the behavior according to its algorithms.

Then it promotes the advertisements online that are inspired by the consumer's online activity. This kind of information gives general ideas about a product or service to the customer (Even et al, 2010). The nature of this type of advertisement could grab the attention of the consumer to visit a particular website.

**e. Website design and layout**

Since the online platform relies more on the visual aspects, the visual appealing is an important factor for the consumer. The design and layout of the website help the consumer to easily navigate through the website and do his desired activity. Website design is an important means for them to build or reinforce a trusted reputation and identifiable brand positioning (Bartikowski Boris et al, 2014)

The websites are only seen as not felt and it should be very clearly optimized to function in all the screen sizes. The creation of a mobile-friendly website is very important in this aspect. An effective and attractive website layout would make the consumer take a fast decision and they would prevent themselves from not going to other websites to buy a product or service. The good layout also minimizes the confusion for the user to find the relevant options and use the website.

**f. Reviews and feedbacks in the company's websites**

The reviews from the companies are very usually done by previous customers. These reflect the overall experience that the customer had after consuming the products and services from the company's website. This gives the consumer general expectation about the products and services of the company based on the feedback on different users (Chen Wei et al, 2019). It could act in the same place for the consumer and the company to understand the merits and demerits of the products and services provided by the company. Several websites use consumer reviews to highlight the web site's credibility and attract potential customers. This can influence the overall decision of the consumer to make a purchase decision.

**g. Influence of Content providers**

Content providers like bloggers, YouTubers could act as the influence for the consumer's purchase decision by sharing their interpretations and assumptions about a product or service.

The digital consumer who prefers to know more information before purchasing online would consult these websites for more opinion and would commit to a purchase decision according to this.

This content marketers could be subject matter experts who could be paid or unpaid workers. These people have the ability to influence a large set of people. One of the features of content marketers is that consumers could interact with them their queries and get answers even in real-time. This makes the consumer rely on the content providers for gathering the information and also to transmit their opinions

### **1.9 Digital marketing meets the digital consumer, a Conceptual Model**

We here propose a conceptual model that narrates the union of digital marketing with consumer motivation. Here we consolidate all the digital marketing determinants, the different modes of digital channels and Key performance indicators against the consumer motivation variables we previously identified by the theory proposed by Michael Bosnjaka et al (2007) and Pachauri (2002). It is then depicted diagrammatically for better understanding. The key components of the diagram are listed below.

- **Active marketing in the digital world**

Active marketing in the digital space is through the channels that connect the marketer to an end customer. They are principally done through search engines, pop up ads, emails, etc. Here the marketer provides the information of a product or service to the customers to make them aware of it. This is directly the efforts made by the marketer to attract the customers and increase the market presence by identifying and converting the potential customer to actual. E.g. Digital advertisements, Email Marketing, Search engine optimized content, etc.

- **Passive digital marketing**

In the digital scenario, passive marketing happens in the channels of influencers. It could be in the digital spaces where the customer interacts with the contents that influence the buying decision of the customers. The content marketers like bloggers, and information flow in social media, video streaming websites, etc. could characterize the individual buying decision. Marketers also use paid blogging content to promote their products.

Another feature that marketers can use from this type of content is the metrics about their content from the advertising platform. They can assess the data from these platforms and attach it to their KPIs to define and design the new content and strategies for the consumers.

- **Websites clicks / Landing page**

This is the place where the customer arrives following a digital marketing content. It is the actual website of the marketer where they offer the product or service for a digital customer. The customer takes the purchase decision having to evaluate the product and services of the digital market according to his wants and needs. The aim of a digital marketer is to bring a digital customer towards his websites.

- **Consumer response**

It is derived after the consumer after the evaluation or consumption of a product or service. This signifies the expression of the consumer after interacting with the product or service. The best result for the digital marketer is when the consumer decides to buy the product or service. After this interaction, the customer gets an overall idea about the product or service and behave accordingly. Then he would frame his own perception about the product or service and he would compare this with his intrinsic and extrinsic value system, belief, culture, etc.

He could also behave according to judging the product or service performance, before or after consumption. In the digital world, the consumer has the opportunity to interact with his thoughts and opinions directly in the online platforms. He could share, tweet, comment, post, email, all his assumptions and reviews of the product or services in the same platforms where the digital marker delivers his contents.

Thus, the consumer could influence the active and passive channels of digital marketing directly or indirectly. In active digital marketing, digital marketers could evaluate his behavior by assessing the KPIs; click rate, rebound rate, etc. They could also asses the data from the websites and social media platforms about how their displayed information was accessed by the consumer.

The passive gives more opportunities for digital customers to express their opinions. In the social media, in the websites the content providers the consumer has the opportunity to express his ideas in his own words in his own phrases. He also has the opportunity to modify the contents and give progressive results according to his consumption. This gives the flexibility for the consumer to reflect his reaction on social media, blogs, articles, etc.

- **Consumer motivation**

It arises from the consumer's behavior and is the one aspect of consumer behavior. In the digital consumer world, what motivates the customer to make a purchase decision arises from the influences of active and passive advertisement which he compares with his wants needs and the goals. It also encompasses the preference of the consumer, which starts from his decision to start from which medium, the offline or online should he purchase to which website should he choose.

The consumer decision is influenced by the quality of the products and services that are provided by the online service providers and the efficiency of the digital marketers to promote the marketing content. These factors will determine the consumer's motivation to buy online for future purchases.

Evaluation of the variables that determine the motivation of the customer could be identified with this diagram.

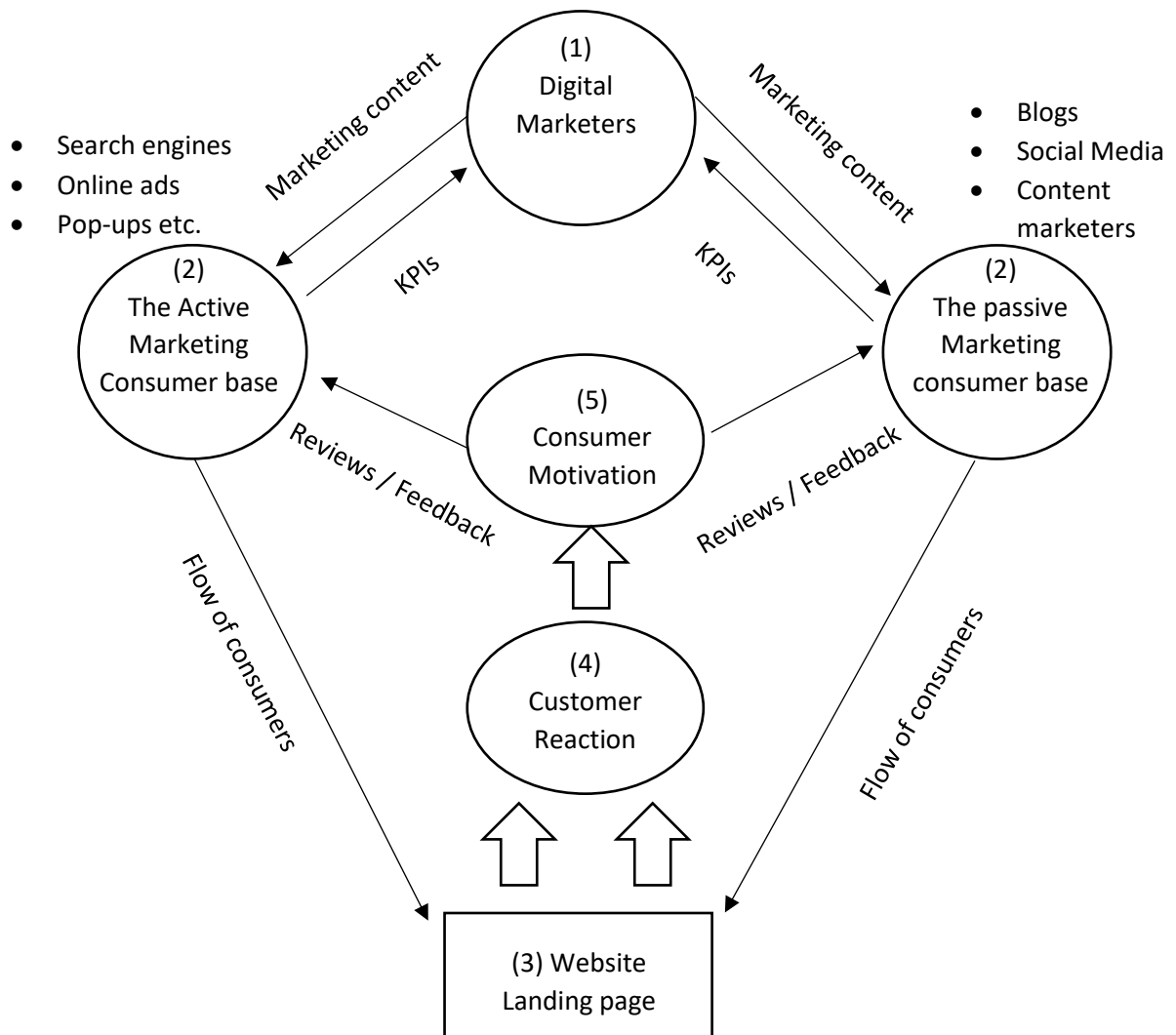


Figure 1: Created by the authors of this study.

In this figure 1, represent our unified theory of digital marketing strategies and consumer motivation, describing the flow of consumers during the sales cycle process, since the first contact with the brand by one of the marketing strategies approach until



the consumer land to the company website, make the purchase and react to the product or service purchased, making a post-sale consumer behavior in the digital environment, with this having an extrinsic impact (motivation) in the other consumers that are starting the cycle.

The consumers have two kinds of motivation to face a possible new acquisition online, intrinsic and extrinsic motivations, this behavior follows the same shape as psychology and sociologist definition of motivations (Roland Bénabou et al, 2003)

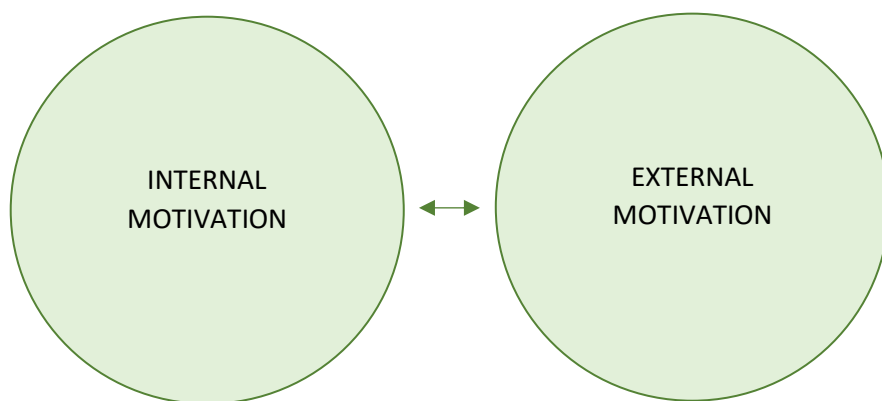


Figure 2: Motivation Interaction, Created by the authors of this study.

Both types of motivation interact in the consumer mind to reach a decision about an online purchase:

- **Internal Motivation:** The consumers have a necessity when they will change their internal status of clients to shopper mode (Venkatesh Shankar et al, 2016). We have qualified the intrinsic motivation in factors that are more susceptible to the consumers in order to prefer to make an online purchase that in-store purchase, these factors of intrinsic motivation could be called also as minimum expectations that encourage the consumers to buy online.
- **External Motivation:** This type of motivation is made by the marketers, with the different strategies that they use to approach the clients and have an additional

motivation on their mind, making them follow the path that the marketers have a design to reach the landing page and try to transform the lead in a purchase. This extrinsic motivation could be split in 3: Active Marketing, Passive Marketing, and Customer Reaction, the first two are managed in more and less power by the companies, while the consumer reaction is difficult to manage by the marketers and it is out of their direct control.

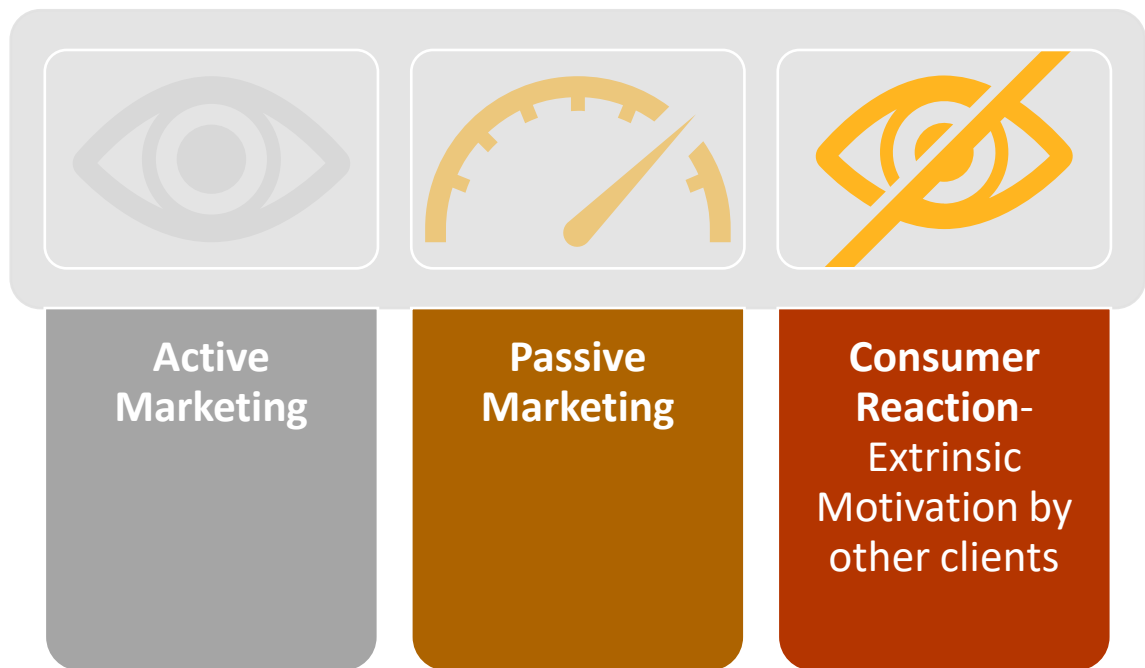


Figure 3: External Motivation, Created by the authors of this study.

- **Active Marketing:** This type of digital marketing is totally under the control and management of the marketers from the company, they could use different tools according to their targets, budgets and control them by KPIs, for instance: pop-ups, social media advertisement, SEO, SEM advertisement, etc. We call this type of marketing as active because the consumers feel the external pressure of the company to make them buy their products or services.

- **Passive Marketing:** This type of digital marketing is less invasive than the previous one, because in this case, the consumers don't feel that the company is trying to sell them their products or service, the consumer is surfing in the website looking for content that they want, for instance, content marketing, product placement or influencers are into this kind of marketing type. The power of control by the company is high, but not complete as the previous one because the influencers and content creators have their own way to work and captivate their followers, the brand must be adapted in this format to be promoted.
- **Consumer Reaction (External Motivation by other clients):** This external motivation is made by consumers to consumers, the control of the companies are almost null, because the clients after buy and use a product or service, or interact with the company make a review of their experience, which is read by other consumers that are in the doubt of buying or not the products or service from the company, this could generate a high impact on their decision to purchase. The only form that the company could manage this in a tiny way is trying always to give the best experience to their clients, with products or service with quality, the companies cannot say what to write us a review to the clients, but could give them a good experience that could make impact in their reviews.



Figure 4: Grade of MKT Control, Created by the authors of this study.

Active marketing we can control in its totally as an e-commerce company, the impact will increase according to the investment on it the company does, passive marketing, we can control with some restrictions, because the source of information and transmission of content has its own rules, we can summarize this as a B2B negotiation and kind of marketing merger, consumer reaction, the company has almost zero of control, the support of community manager that could interact in this digital fields could give an inconsiderable help, this is the marketing that the costumes made and the power of it is on their hands.

An interesting feature of the marketing through the digital medium is it produces the data (Even et al, 2010) that is quantifiable, which contributes to the key performance indicators of digital marketing. This is actually because of the nature of digital marketing itself, both consumers digital marketers use the same channels. In digital space the consumers dwell in websites or 'web spaces' and the more traffic is in naturally in the spaces where the people interact with each other.

This happens basically where they usually tend to utilize shareable content; social media, bloggers, video sharing, etc. In order to grab the attention of the customers from these digital spaces, the marketers focus their marketing efforts in these spaces.

Thus, if a customer follows an advertisement from these spaces, he has the same opportunity to share his experience on the same platform. This shows the characteristics of feedback for the digital marketers and a review, or additional information for the actual or potential customers (Chen Wei et al, 2019).

To make the theory functional, we are doing a regression based on the questions (see annex) formulated by bridging the concepts of digital marketing with the external and internal motivational factors identified with the aid of theory proposed by Michael Bosnjaka et al, (2007) and Pachauri, (2002).

### III) PROBLEM

After analyzing the state of art and unified different concepts in one main theory that cover consumer motivation and digital marketing strategy, we plant the following questions as hypothesis:

- What are the internal motivations that impact more on the consumers in order to buy online?
- What are the external motivations that impact more on the consumers in order to buy online?

### IV) Methodology

First, to answer to our hypothesis, we consider to cluster well the population, so we choose to do the research for young people in Paris from 25 to 29 years old, and the type of companies are only e-commerce.

The methodology is making surveys to this cluster of population targeting in order to answer our 2 hypotheses, taking in consideration the joint theory elaborated about digital marketing strategies and consumer motivations, we split the survey into 2 sections and 2 additional questions, in total 15 questions:

#### a. Internal motivation

**Inputs:** We decided to choose these 5 questions that describe more the internal motivation variables that we want to measure

- 2) I buy online because I find the best price.
- 3) I buy online because it helps me save time.
- 4) I am motivated to buy online when there are free delivery and returns.
- 5) I buy online because I could find a variety of products/brands while surfing the web.

6) I am buying online as I could get more reward points, redeem points, coupon codes, etc.

**Output:**

7) Considering my previous answers, I am motivated to buy online. And in the future, I would increase my online purchase activities.

**b. External motivation**

**Inputs:**

**Active Marketing:** We chose these 2 questions that represent best the main active strategies in the e-commerce market

8) I decide to buy a product/service online after seeing and judging an online advertisement. (Ad banners, Popups, etc.)

9) I would like to buy a product or service after viewing advertisements on social media (Facebook, Twitter, LinkedIn, Pinterest, etc.)

**Passive Marketing:** We chose these 2 questions that represent best the main passive strategies in the e-commerce market

10) I would like to buy a product or service after visiting the websites /blogs / video streaming sites that provide product information, expert opinion, etc.

11) I believe the opinion of influencers from the internet that I follow concerning a product/service in order to have a better point of view to buy it (YouTube, blogs, etc)

**Consumer Reaction:** We chose these 2 questions that represent best the interaction between the consumer reactions and the new flow of consumers.

12) I would like to buy products or services based on the suggestions and recommendations that I view on social media (Facebook, Twitter, LinkedIn, Pinterest, etc.) provided by my colleges, friends, family.

13) I usually buy a product or service after reading reviews from the company's own website by other customers. (e.g. Amazon reviews, eBay reviews).

## Output

14) I would generally prefer to buy online after consulting blogs/reviews/videos/social media and or viewing advertisement online.

In addition of it, we have elaborated two questions about the importance of landing page after all the consumer interaction flow and to measure the rate of consumers that make reviews about the products or service that they buy.

15) After buying and using a product or service online, you make a review of it.

16) I choose the websites to buy a product or service depending on how easy it is for me to navigate through it.

After having clear our questions and variables that we will measure, it is important to determinate the size of the sample of the target population (young people in Paris from 25-29 years old).

According to Euromonitor the population for this year 2019 in Paris is: 11,821,400

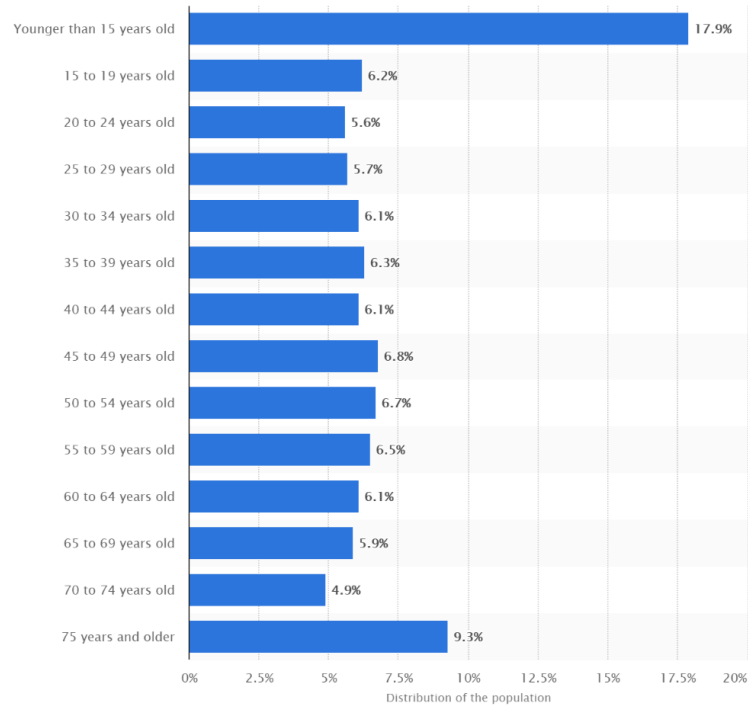
Geography	Category	Data Type	Unit	Current Constant	2018	2019
Paris (France)	Total Population	Socio-economic indicators	'000	-	11,777.7	11,821.4
Paris (France)	Population Aged 0-14	Socio-economic indicators	'000	-	2,247.7	2,246.3
Paris (France)	Population Aged 15-64	Socio-economic indicators	'000	-	7,760.0	7,769.9
Paris (France)	Population Aged 65+	Socio-economic indicators	'000	-	1,770.0	1,805.2

### Research Sources:

1. Population Aged 0-14: Euromonitor International from national statistics/UN
2. Population Aged 15-64: Euromonitor International from national statistics/UN
3. Population Aged 65+: Euromonitor International from national statistics/UN
4. Total Population: Euromonitor International from national statistics/UN

**Source 1: Economies and Consumers Annual Data, Euromonitor (Passport)**

The next step is targeting the population in Paris from 25 to 29 years old that represent 5.7%: 673,819.8



**Source 2: Distribution of the population, January 1st of 2019, Statista**

Calculating the sample size, considering a confidence level of 95% and an error of 7%, we obtained a sample size of 196

$$n = \frac{Z^2 * N * p * q}{e^2 * (N-1) + (Z^2 * p * q)}$$

$$n = 196$$

The surveys were made by social media, google surveys and in-person with our devices in the national library of Paris, where we could find a lot of young people from the age range targeted.



## V) Results

### a. Internal Consumer Motivation Analysis:

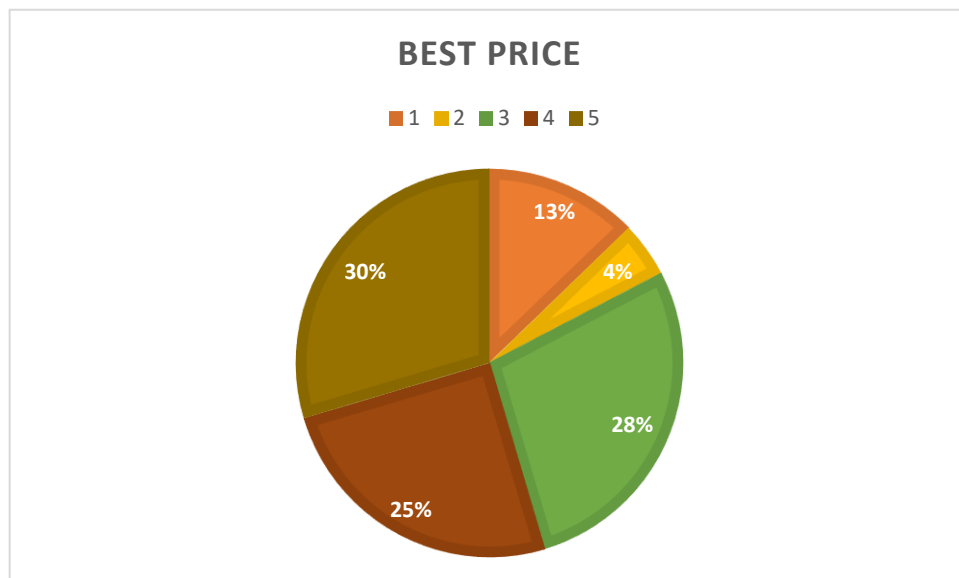
For this part we formulated 5 questions, corresponding each one to each variable, and the last question to register the Output of motivation.

**Output:** Motivation to buy online

**Inputs:**

- Best Price
- Save time
- Free delivery and returns
- Variety of products and brands
- Reward and loyalty programs

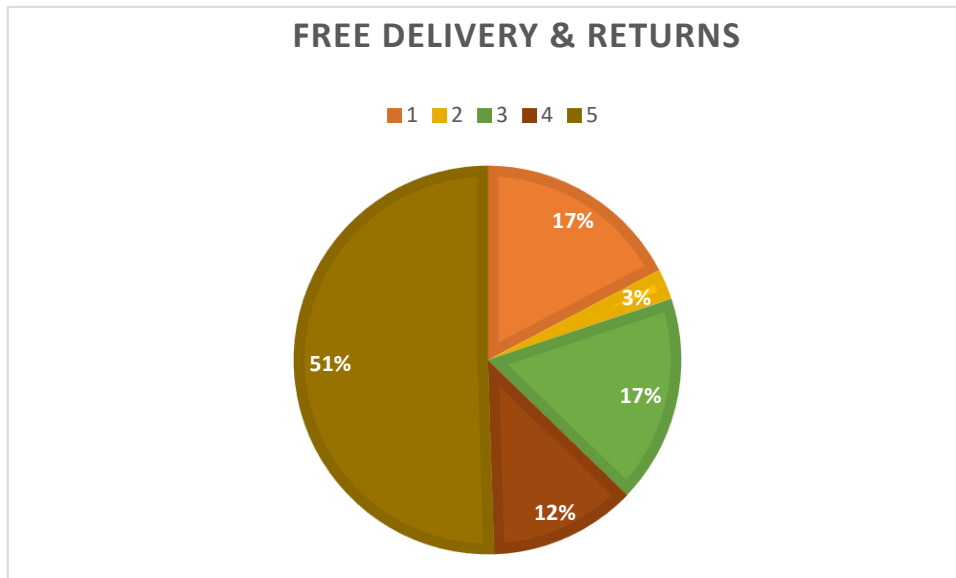
**Percentage of variables:**



**Graphic 1 : First question (%), Internal Consumer Motivation**

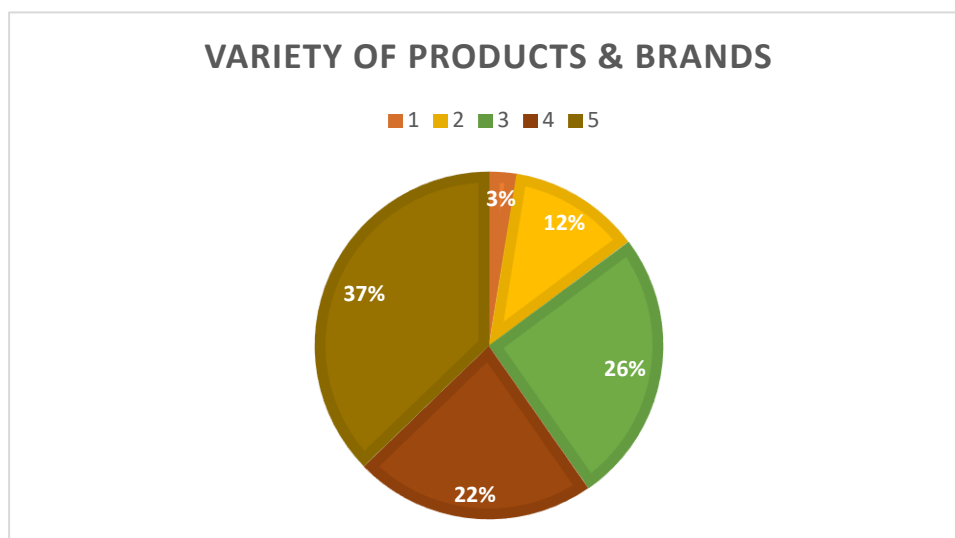
The first question: I buy online because I find the best price, considering the variable

best price, we can see that 30% of the population consider the best price a really strong factor to decide on a potential purchase online, making the addition of answers 4 and 5: 55%.



Graphic 2: Second question (%), Internal Consumer Motivation

The second question: I am motivated to buy online when there are free delivery and returns, considering the variable free delivery & returns, we can see that 51% of the population consider free delivery & returns a really strong factor to take a decision in a potential purchase online, making the addition of answers 4 and 5: 63%



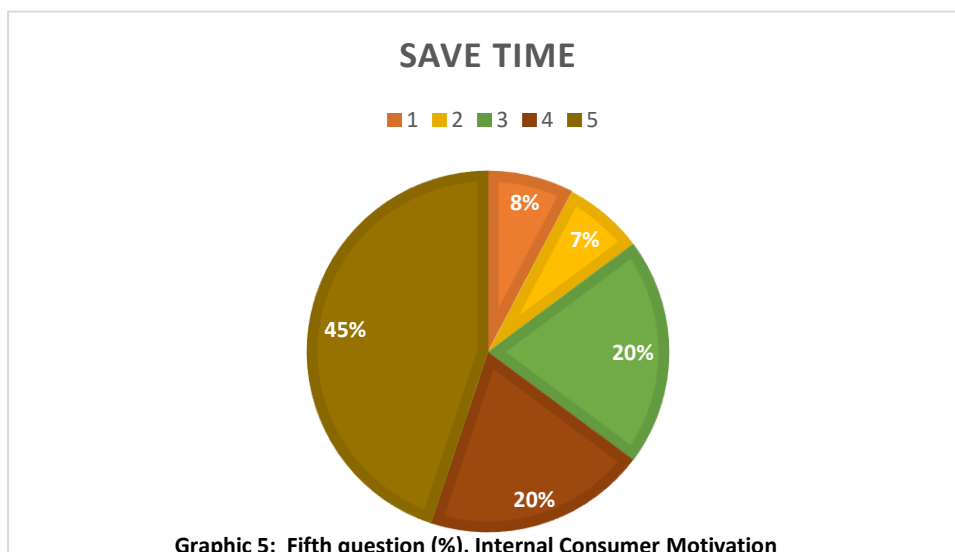
Graphic 3: Third question (%), Internal Consumer Motivation

The third question: I buy online because I could find a variety of products / brands while surfing the web, considering the variable variety of products & brands, we can see that 37% of the population consider variable variety of products & brands a really strong factor to take a decision in a potential purchase online, making the addition of answers 4 and 5: 59%



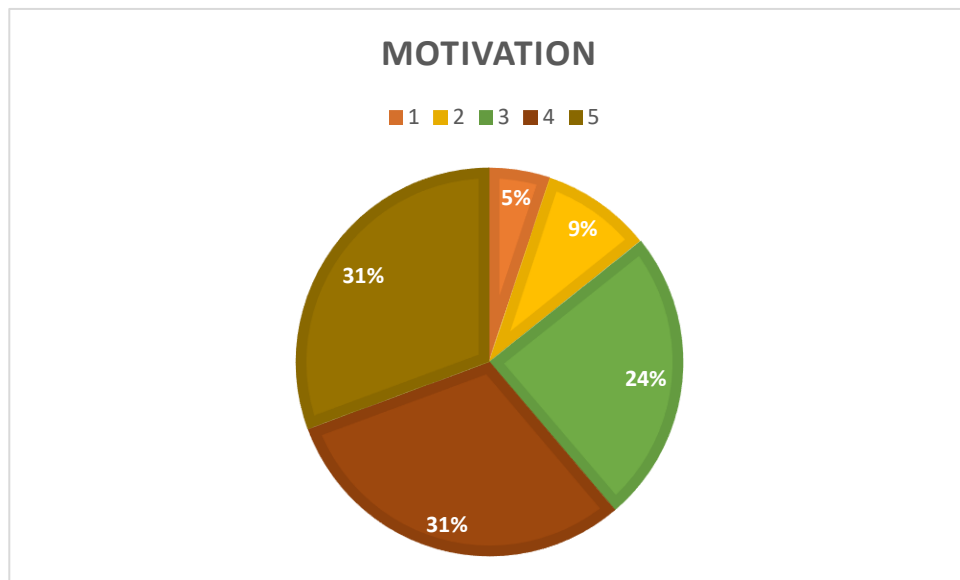
Graphic 4: Fourth question (%), Internal Consumer Motivation

The fourth question: I am buying online as I could get more reward points, redeem point, coupon codes, etc., considering the variable reward & loyalty programs, we can see that 23% of the population consider variable reward & loyalty programs a really strong factor to take a decision in a potential purchase online, making the addition of answers 4 and 5: 43%



Graphic 5: Fifth question (%), Internal Consumer Motivation

The fifth question: I buy online because it helps me save time, considering the variable save time, we can see that 45% of the population consider the variable variety of saving time a really strong factor to take a decision in a potential purchase online, making the addition of answers 4 and 5: 65%



Graphic 6: Output Question (%), Internal Consumer Motivation

With the last question of Motivation, we measure the output, to see if after all the conditions reunited, how much motivated the target population is.

We can see that 31% of the population are highly motivated to buy online in the future, the same amount of percentage that has marked the number 4, as people motivated to make a purchase online in the future.

**Analysis of Regression:**

<i>Regression Statistics</i>	
Coef. of multiple correlations	0.50
Coef. of determination R <sup>2</sup>	0.25
R <sup>2</sup> adjusted	0.24
Typical Error	1.00
Observations	196

Table 1: Regression Statistics, Internal Consumer Motivation

	<i>Coef.</i>	<i>Typical Error</i>	<i>Estadistic t</i>	<i>Probability</i>
Interception	1.591858323	0.276230362	5.762792735	3.24954E-08
1. Best Price	0.164125353	0.069011041	2.378247745	0.018376562
3. Free delivery and returns	0.10852285	0.052827489	2.054287484	0.041302738
4. Variety of products/brands	0.301225045	0.072972515	4.127924657	5.45388E-05

Table 2: Regression Statistics Variables, Internal Consumer Motivation

As we can see, we have a good P-value for these 3 variables, less than 0.05. Concerning the R<sup>2</sup> adjusted is low 0.24, but in some fields such as psychology (Consumer Behaviour, Consumer Motivation), typically has R-squared values lower than 0.5 because the simple reason that humans beings are harder to predict, but our P-values are statistically significant so we can get important insights about how changes in the variables are associated with changes in the response value.

Motivation: M

Best Price: BP

Free Delivery and Returns: FD

Variety of products/brands: VP

$$M = 1.591 + 0.164BP + 0.108FD + 0.301VP$$

The survey was made off with a scale from 1 to 5, where 5 is the best motivation to buy online a product or service, getting from 4 onwards high chances to transform the lead to a real purchase, we can see that the French young people in Paris from 25-29 has an internal motivation to buy products or service online by 1.591(39.7% concerning 4 points as the base of high potential), this means that the e-commerce companies have to invest

in their digital marketing the other 60.3% of effort to high chances of conversion from the lead to the purchase, and for a sure purchase should invest 68.18%.

In this 1.591 we can include many variables that are present in the consumer mindset of the target people, for example, the costumes, psychology, the environment situation, and other variables as save time, loyalty and so on, that couldn't have model in the equation because are not representative, so in this 1.591 we can set all this bunch of factors.

Then we can see that the variable with more influence is the variety of products and brands (VP), with a coefficient of 0.301, almost double that the second one, that is the best price (BP) with a coefficient of 0.164 and triple of the last factor that is free delivery and returns(FD) with a coefficient of 0.108. So, we can say that in this order is how the relevance in the mind of the consumer target make them motivated and encourage themselves to buy online.

After consulting the literary review about different aspects of marketing for e-commerce by different platforms, we could detect a gap between a unify theory that could explain the flow of the consumer before take the decision of doing a purchase online, inbound marketing explain the funnel of transformation from a simple visit in the landing page until the lead transform to purchase, but is just specific. With our theory of digital marketing journey, we unified the global journey for a potential consumer in all the stages of interaction with the company, since the need generation and consumer behavior in each stage.

#### **4.2 External Consumer Motivation Analysis:**

For this part we formulated 6 questions, corresponding each one to each variable, and the last question to register the Output of digital marketing efficiency for e-commerce. As we described in pages before, for this theory we have 3 big groups: Active marketing, Passive marketing, and consumer reaction, the potential consumer interacts

with these 3 big groups in his path to the landing page and subsequent purchase decision.

**Output:** External motivation efficiency

**Inputs:**

**Active marketing:**

- Online Advertisement (SEM & SEO)
- Advertisement in social media

**Passive marketing:**

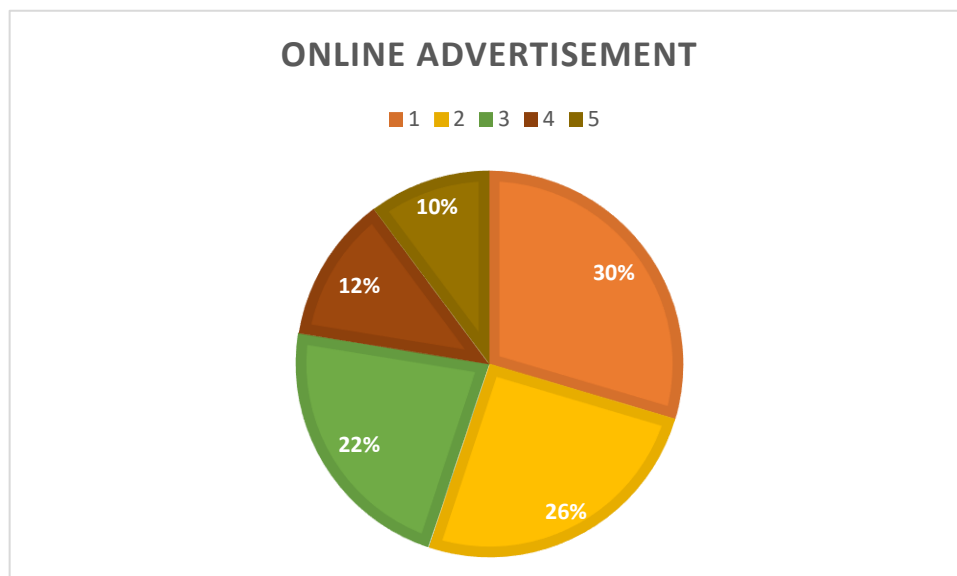
- Expert opinion
- Influencers

**Extrinsic consumer motivation:**

- Recommendations from NETWORK (family and friends) in social media
- Reviews by other costumers

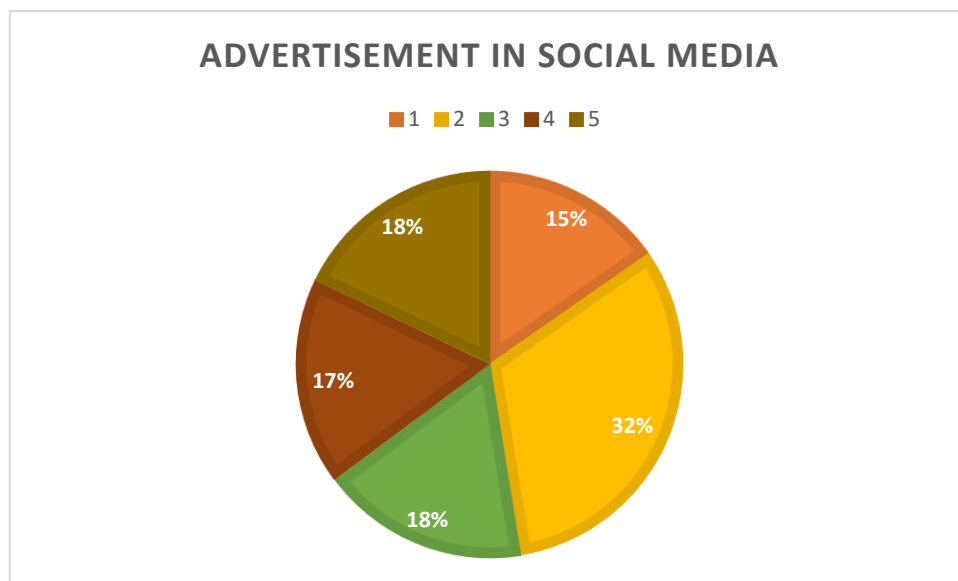
**Percentage of variables:**

**Active Marketing:**



Graphic 7: First question (%), Active Marketing, External Consumer Motivation

The first question: I decide to buy a product/service online after seeing and judging an online advertisement. (Ad banners, Popups, etc.), considering the variable online advertisement, we can see that 10% of the population consider variable online advertisement a high external factor that encourages them to buy online, making the addition of answers 4 and 5: 22%

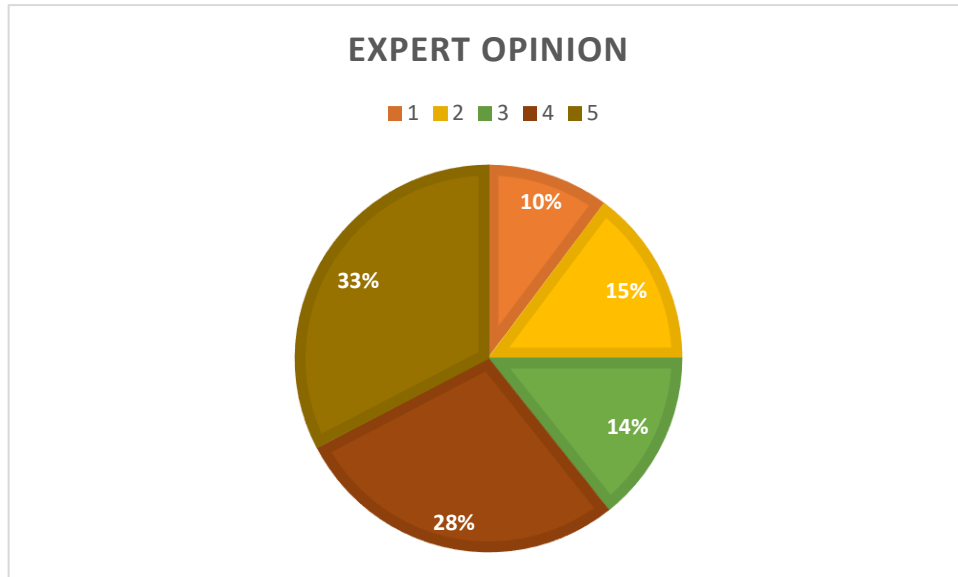


**Graphic 8 : Second question (%), Active Marketing, External Consumer Motivation**

The second question: I would like to buy a product or service after viewing advertisements on social media (Facebook, Twitter, LinkedIn, Pinterest etc.), considering the variable advertisement in social media, we can see that 18% of the population consider variable advertisement in social media a high external factor that encourages them to buy online, making the addition of answers 4 and 5: 35%

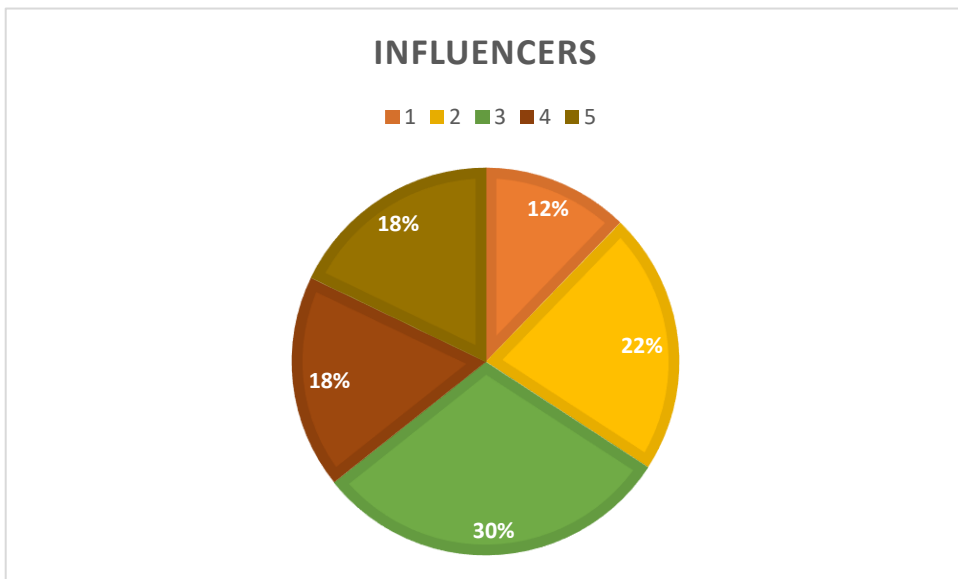


**Passive Marketing:**



**Graphic 9: Third question (%), Passive Marketing, External Consumer Motivation**

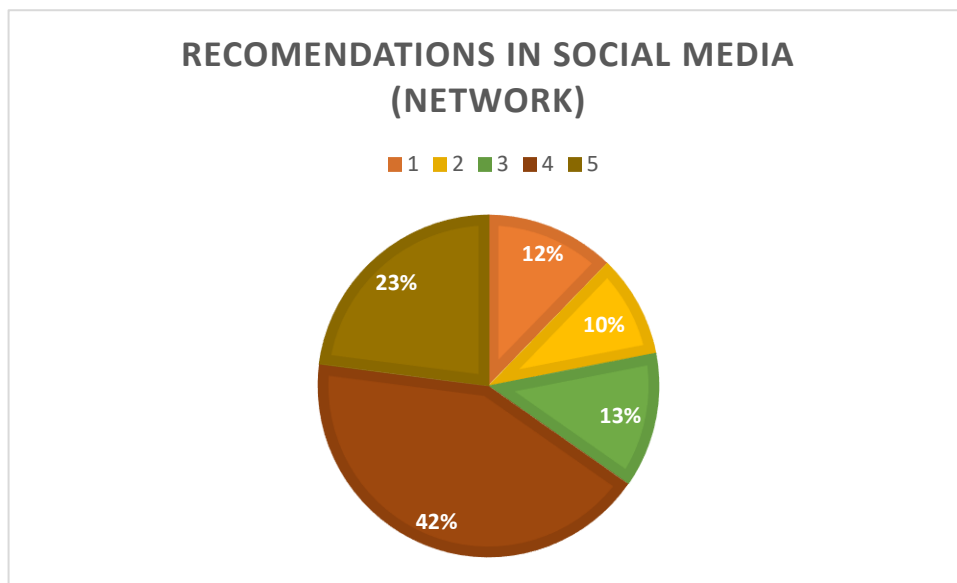
The third question: I would like to buy a product or service after visiting the websites /blogs/video streaming sites that provides product information, expert opinion etc., considering the variable expert opinion, we can see that 33% of the population consider variable expert opinion a high external factor that encourages them to buy online, making the addition of answers 4 and 5: 61%



**Graphic 10: Fourth question (%), Passive Marketing, External Consumer Motivation**

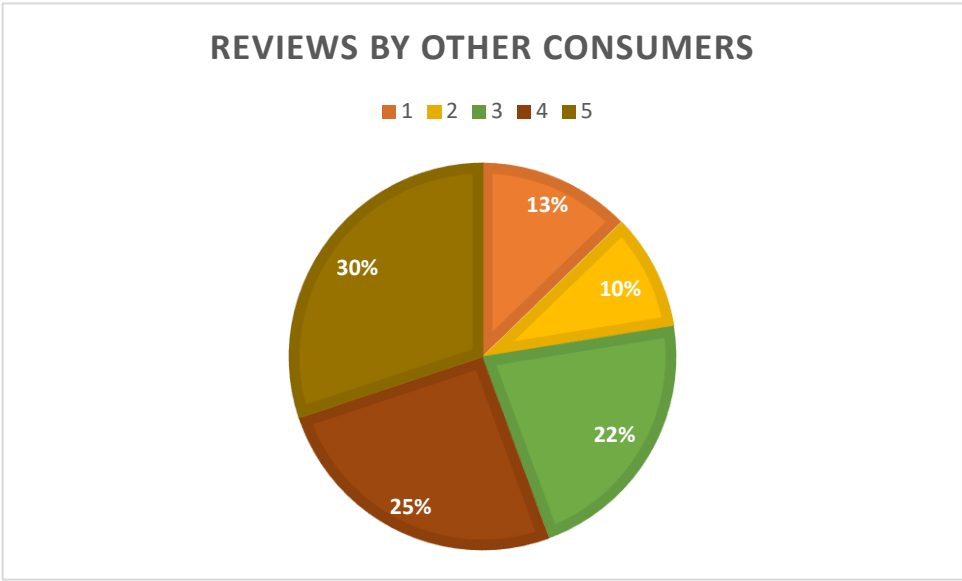
The fourth question: I believe the opinion of influencers from the internet that I follow concerning a product/service in order to have a better point of view to buy it (YouTube, blogs, etc.), considering the variable influencers, we can see that 18% of the population consider variable influencers a high external factor that encourages them to buy online, making the addition of answers 4 and 5: 36%

**Consumer Reaction:**



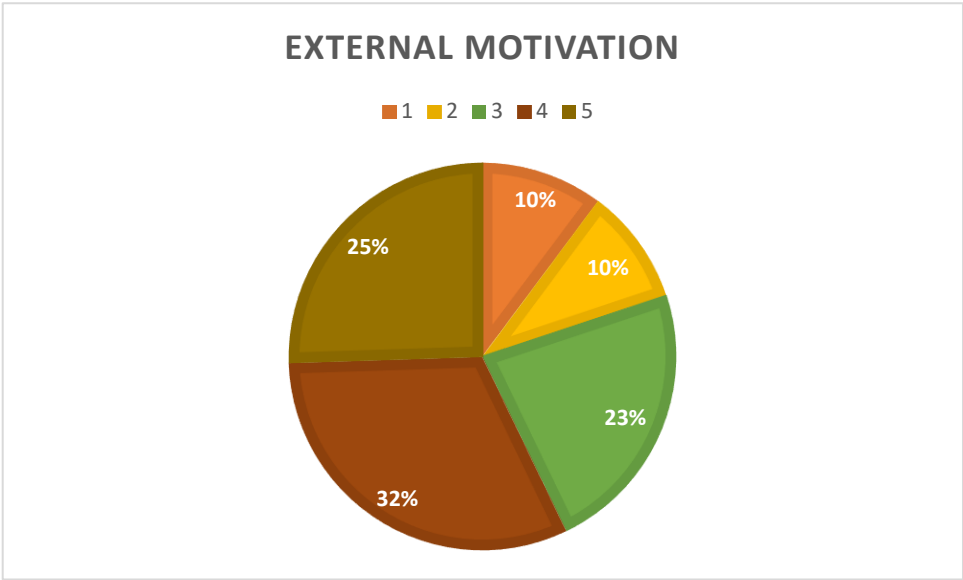
**Graphic 11: Fifth question (%), Consumer Reaction, External Consumer Motivation**

The fifth question: I would like to buy products or services based on the suggestions and recommendations that I view in the social media (Facebook, Twitter, LinkedIn, Pinterest, etc.) provided by my colleges, friends, family, considering the variable recommendations in social media(network), we can see that 23% of the population consider variable recommendations in social media(network) a high external factor that encourages them to buy online, making the addition of answers 4 and 5: 65%



**Graphic 12: Sixth question (%), Consumer Reaction, External Consumer Motivation**

The sixth question: I usually buy a product or service after reading reviews from the company's website by other customers. (e.g. Amazon reviews, eBay reviews), considering the variable reviews by other consumers, we can see that 30% of the population consider variable reviews by other consumers a high external factor that encourage them to buy online, making the addition of answers 4 and 5: 55%



**Graphic 13 : Output (%), External Consumer Motivation**

With the last question of digital marketing efficiency, we measure the output, after all the conditions reunited. We can see that the 25% of the population is highly encouraged to buy online in the future after interacting with 1, 2 or the 3 big groups ( active marketing, passive marketing, and extrinsic consumer behavior), the amount of percentage that has marked the number 4 are 32%.

**Analysis of Regression:**

<i>Regression Statistics</i>	
Coef. of multiple correlations	0.74
Coef. of determination R <sup>2</sup>	0.55
R <sup>2</sup> adjusted	0.54
Typical Error	0.85
Observations	196

**Table 3: Regression Statistics, External Consumer Motivation**

	<i>Coef.</i>	<i>Typical Error</i>	<i>Estadistic t</i>	<i>Probability</i>
Interception	0.38770671	0.21729754	1.7842204	0.07596704
1. Online advertisement (SEM & SEO)	0.15529945	0.05374597	2.88950869	0.00430222
2. Advertisement in social media	0.26550675	0.05240577	5.06636499	9.4878E-07
3. Expert opinion	0.5533627	0.045638	12.1250417	1.7139E-25

**Table 4: Regression Statistics Variables, External Consumer Motivation**

As we can see, we have a good P-value for these 3 variables, less than 0.05. Concerning the R<sup>2</sup> adjusted is 0.54, our P-values are statistically significant, we can get important results and a tendency about how changes in the variables are associated with changes in the response value.

Digital marketing efficiency: DME

Online advertisement: AO

Advertisement in social media: SM

Expert opinion: EO

$$DME = 0.387 + 0.553EO + 0.265SM + 0.155AO$$

The survey was made off with a scale from 1 to 5, where 5 is the best digital marketing efficiency, getting from 4 onwards high chances to have a potential impact on the consumer decision, we can see that the expert opinion is the variable with more impact with a coefficient of 0.533, then advertisement on social media with a coefficient of 0.265 and online advertisement with almost the half of SM, 0.155.

In the interception of 0.387, we can consider the other digital marketing strategies, in specific extrinsic consumer motivation.

So, to sum it up, we have these two equations:

$$DME = 0.387 + 0.553EO + 0.265SM + 0.155AO$$

$$M = 1.591 + 0.164BP + 0.108FD + 0.301VP$$

The best mix to increase the turnover of an e-commerce company with a target market in Paris, with the demographic characteristic between 25-29 years old is: make the balance between what the customer minimum expectations, intrinsic motivation(M) and the add value and engagement that the e-commerce could get with a good digital marketing strategy(DME).

For those, we have in specific 3 variables in each equation, with a grade of the impact that has to be managed to get the best profit and also according to the resources of the e-commerce company.

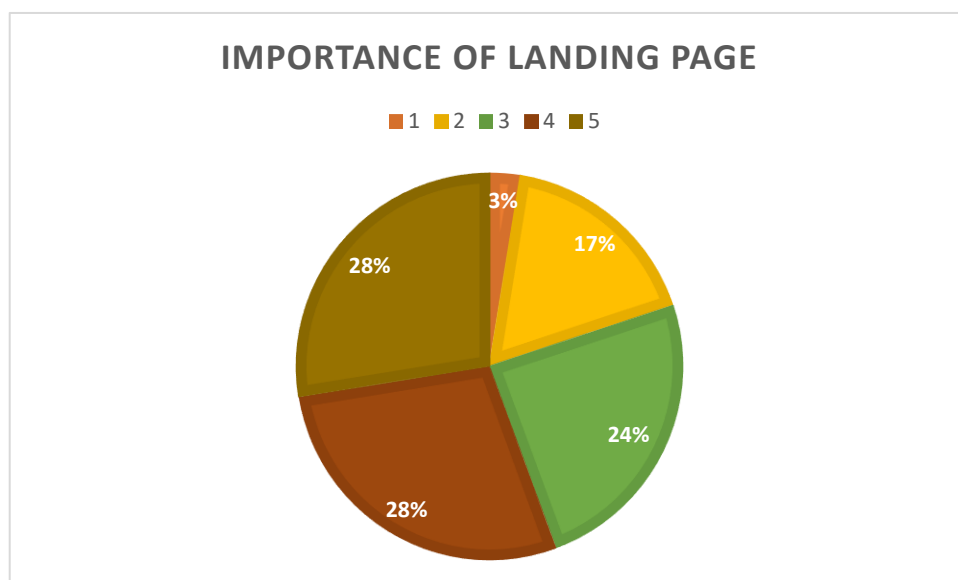
After this analysis, we have made two more questions to measure the importance of the landing page, where the potential customer will land after a good interaction with DME and good intrinsic motivation; and also, about the number of people that do reviews online after buy or interact with the product.

**b. Importance of landing page:**

The question that has been formulated is: I choose the websites to buy a product or service depending on how easy it is for me to navigate through it, after getting the

results we can see that the 28% has marked 5 as a high importance and also 28% has marked 4 as an importance, these both represent almost the 56%, so we can see that it is overriding have a friendly landing page in order to make easy the navigation of the customer on it and to buy our products and service, the field of inbound marketing explain well how the design the landing page to make an easy path of conversion for the customers.

It is important having in consideration all of this because if we invest in the steps ahead as DME and M to get to this point and we lose the customer just because the company has not a good landing page will be an effort in vain.

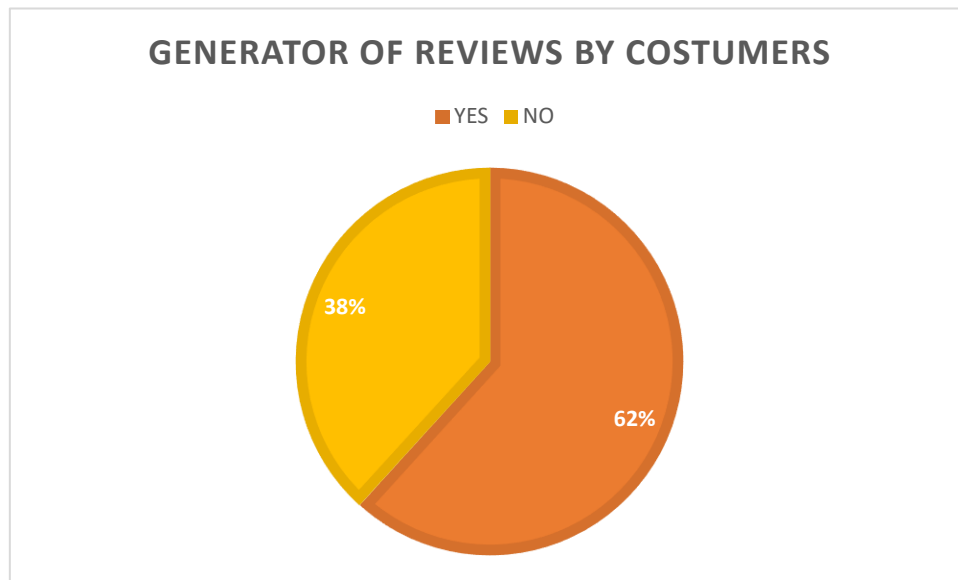


Graphic 14: Importance of Landing Page (%)

- c. **A generator of reviews after buying or interact with the product or service:**

The question that has been formulated is: After buying and using a product or service

online, you make a review of it, this was made with the aim to see how many people make reviews and have an idea of the flow of information made by the customer of the e-commerce company about their products or services.



Graphic 15: Generator of reviews by costumers (%)

We can see that the 62% of the target population make reviews after using a product that they bought online, as we have mentioned before the extrinsic consumer motivation is difficult to manage because is what other costumers think of the company's products or service, and after view the percentage of review that is 62%, it is important for the company offers a good customer service and post-sale service in order to try to have an impact on the customers, they could reflect something of this in their reviews.

## VI) Discussions

After getting the results of our survey and making the regression to obtain the tendencies of the variables, we can summarize it, in two main equations that answer our problems :

Hypothesis # 1: What are the internal motivations that impact more on the consumers in order to buy online?

Result #1:

$$M = 1.591 + 0.164BP + 0.108FD + 0.301VP$$

- Internal Motivation: M
- Best Price: BP
- Free Delivery and Returns: FD
- Variety of products/brands: VP

The three variables mentioned are the most important for the customer as internal motivation to be encouraged to buy online, the VP (variety of products/brands) is the one that has more influence with a 0.301 as a coefficient, being almost 3 times the other 2 variables subsequence, BP (Best price) and FD (Free delivery and returns).

Hypothesis # 2: What are the external motivations that impact more on the consumers in order to buy online?

Result #2:

$$DME = 0.387 + 0.553EO + 0.265SM + 0.155AO$$

The three variables mentioned are the most important for the customer as external motivation as a way that the environment encouraged them to buy online, the EO (expert opinion) is the one that has more influence with a 0.553 as a coefficient, the other 2 variables subsequence are SM(Advertisement in social media) with 0.265 and AO (Online Advertisement) with 0.155.

Expert opinion has a huge relevance as part of the digital marketing strategy to encourage consumers to buy online.



According to the theory:

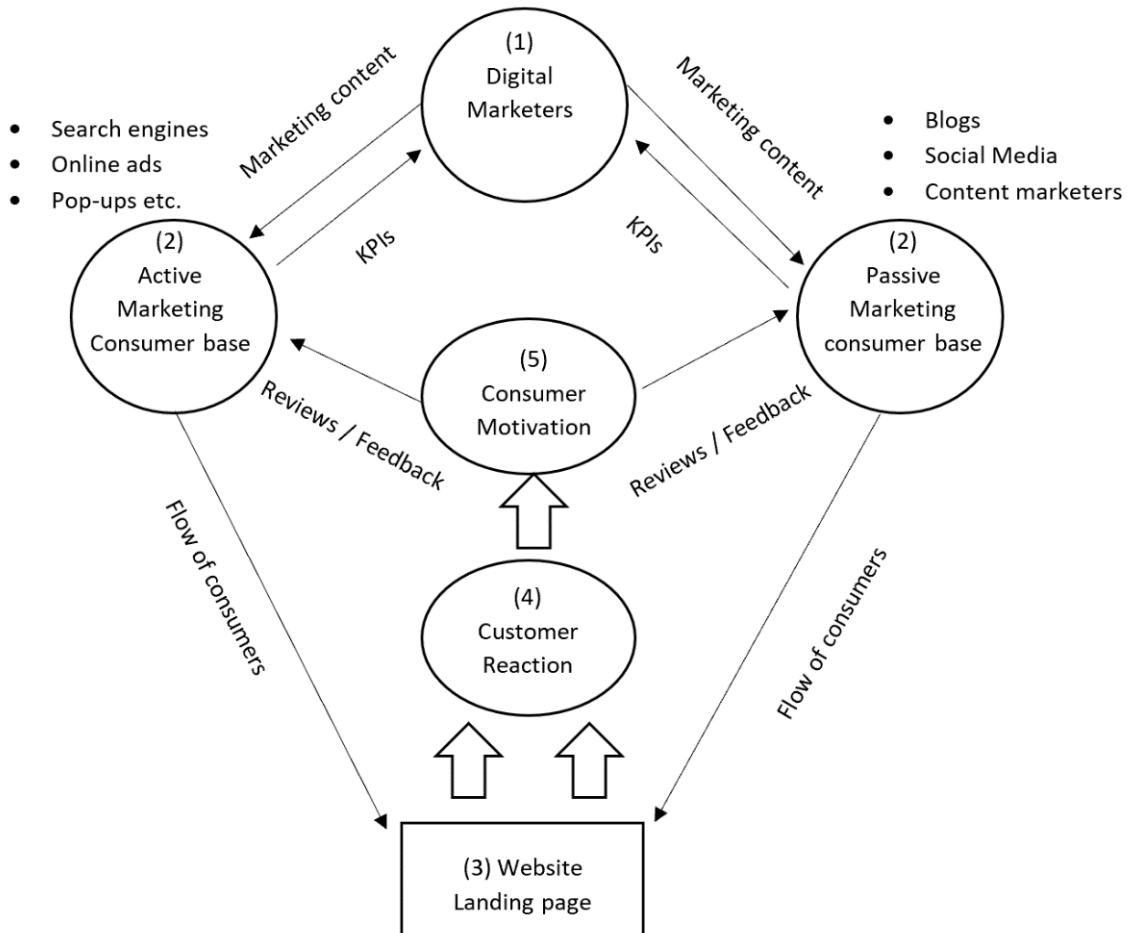


Figure 1: Created by the authors of this study.

The 3 variables are in the following groups:

- Active Marketing:
- AO: Online Advertisement

SM: Advertisement in social media

Passive Marketing:

- EO: Expert Opinion

We have to say that Expert Opinion in some cases could be considered a Customer Reaction, some kind of Expert opinion comes from non-creators of content or non-influencers, but in most of the cases are made by this type of people, that's why is most considered as Passive Marketing.

## **VII) Conclusion**

1. There are 3 forms to approach consumers in an external way: Active Marketing, Passive Marketing, and Customer reaction.
2. Expert Opinion is the most important variable in the external approach to clients, it is necessary that the marketers could promote their brands, products, and service through this type of platform because the consumer believe on it more and are more influenced to decide in making a purchase online
3. Social Media is still a good strategy to promote your products and service, the brands have to have a presence in all social media platforms according to the type of client and their preference, for instance, Instagram or Facebook.
4. The clients appreciate a variety of products and brands by the e-commerce company on their website, even more than the best price, having the power of selection makes them be more motivated
5. Free shipping and delivery is more appreciate that best price, the accessibility and proximity of the company to consumers is key in the e-commerce strategy
6. All the strategies with the different approach are important in a different range to make the conversion since the need of the consumer until the lead land in the website of the company, it is important that this website has to be friendly with the consumers in order to make easy the process of buying and the customer experience.

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