Influence of the digital presence of brands in e-commerce

Influência da presença digital das marcas no comércio eletrônico

Marcos Daniel Navas Munoz
Business School São Paulo, SP, Brazil

ABSTRACT

This article sought to contribute to the academic research in marketing by verifying how the digital presence of brands influences the decision making process of buying in electronic commerce, identifying variables and describing characteristics of consumer behavior on the internet. The methodology used involved quantitative-descriptive field research, conducted through an open questionnaire, published on an exclusive website on the Internet and disseminated through socials networks. Finally, the data collected were computed and analyzed using statistical techniques. The main results found in this study show that consumers: (i) consider information about products and brands important; (ii) seek to strengthen the relationship with brands through social networks; (iii) expect interesting content, more product information and unique opportunities; (iv) are willing to share their experiences on the internet after having made a purchase; (v) prefer to share positive experiences; (vi) look for the opinion of other consumers as input for decision making; (vii) support and recommend brands which they follow on social networks.

KEYWORDS: Internet; Electronic commerce; Digital presence; Marketing; Brand.

Marcos Daniel Navas Munoz
Post-Graduated in Business Management and Marketing by Business School São Paulo. Consultant at FCamara Consultoria e Treinamento Ltda., acting in the areas of Technology, Innovation and Electronic Commerce.
(CEP 06709320 – Cotia, São Paulo, SP, Brazil).
E-mail: marcosdanielbr@gmail.com
Address: Estrada Velha de Sorocaba, 683, Casa 26 - Granja Viana - CEP 06709320, Cotia, São Paulo, SP, Brazil.

RESUMO

Este artigo busca contribuir para a pesquisa acadêmica em marketing verificando como a presença digital das marcas influenciam no processo decisório de compra no comércio eletrônico, identificando variáveis e descrevendo características do comportamento do consumidor na internet. A metodologia utilizada envolveu pesquisa de campo quantitativo-descritiva, realizada por meio de questionário aberto, publicado em site exclusivo na internet e divulgado nas redes sociais. Por fim, os dados coletados foram computados e analisados por meio de técnicas estatísticas. Os principais resultados apurados neste estudo mostram que os consumidores: (i) consideram importante as informações sobre produtos e marcas; (ii) buscam estreitar o relacionamento com as marcas por meio das redes sociais; (iii) esperam conteúdo interessante, maiores informações sobre produtos e oportunidades exclusivas; (iv) estão dispostos à compartilhar suas experiências na internet após a compra; (v) preferem compartilhar experiências positivas; (vi) buscam ter a opinião de outros consumidores como insumo para a tomada de decisão; (vii) apoiam e indicam marcas as quais seguem nas redes sociais.

PALAVRAS-CHAVE: Internet; Comércio eletrônico; Presença digital; Marketing; Marca.

1   INTRODUCTION

E-commerce came about in the 1990s, but it was around 1995, in the United States, that it started to launch, mainly with the popularization of the internet and the emergence of companies like Amazon.com. For Manzoor (2010), even in the 1990s, when the public began to have access to the Internet and began to show interest in companies, their products and services, the Internet started to become commercial. The growing popularity of the personal computer and the internet made it possible for consumers to have access to information. The consumer started to receive influences from new cultures, people, companies, brands, information vehicles and interferences of the environment to which they became part of, which now is formed by people who receive other external influences to their environment. For Anderson (2006) consumer preferences became increasingly individual. A society that had been fragmented started to regroup along other dimensions. Instead of relating to larger groups, with the overlapping of mass culture, society connects with smaller and more numerous groups, as a consequence of common affinity. Knowing the consumer as an individual and how they interact with society, is fundamental for brands that intend to work in electronic commerce, so they can build their marketing strategies.

This study was guided by the evolution of the characteristics of the consumer who purchases products and services through the Internet. The objective of this article is to verify how the digital presence of the brands influences the purchasing decision making process, knowing the new habits and characteristics of the consumer profile of the Information Age.

The relevance of this article is to address aspects that influence the consumer at the moment of purchase and its importance in the marketing strategies of the companies, in order to adapt them to the current competitive scene of electronic commerce. Thus, this article brings the hypothesis: brands with digital presence influence consumers in the purchasing decision making process.

2   THEORETICAL REFERENCE

2.1   E-COMMERCE

According to Manzoor (2010), e-commerce is understood as the use of electronic and technological means to conduct a commercial transaction (sale, purchase, transfer or exchange of products, services and / or information). Such transactions may involve only companies, individuals, or both. The products or services marketed can be delivered through the internet or outside of it.

Turban et al. (2015) states that in some cases there is confusion between the terms e-commerce and e-business, although they represent different concepts. The term e-commerce is used to describe only the process of buying and selling, between two parties and over the internet. E-business refers to a broader definition of e-commerce, not just the buying and selling of products and services, but any type of online business, customer service, support and distance training.

2.2   GENERATIONS OF E-COMMERCE

For Manzoor (2010), the development of e-commerce can be divided into two generations. The first generation (from 1995 to 2000) was dominated by companies operating in the USA. The second generation (as of 2000), has an international scope, with companies doing business in many countries, in many languages. Difficulties in language and currency conversion became the main problem for business.

For Qin et al. (2014), the first generation of e-commerce is based on Electronic Data Interchange (EDI). EDI allowed companies to exchange documents, products and services through computer networks, which contributed to a significant reduction of printing costs, automation of the purchase process and improvements in the relationship between customers and suppliers. General Electric, Sears and Wal-Mart pioneered EDI. Even before the emergence of the Internet, companies connected through the Value-Added Network (VAN). VAN was an independent network used to securely

connect businesses and transfer information. The second generation began in the 1990s with the start of Internet use for commercial purposes, but it was only in 1995 that IBM introduced the concept of e-commerce as seen today. For the authors, the third generation began in the 2000s, with the evolution and cheapness of technological resources that support e-commerce and its application in various types of businesses.

In this article the period between 1995 and 2000 is considered as the first generation of e-commerce, in which the use of the Internet, as a means of spreading information about companies, products and services, allowed direct contact with the consumer, enabling a growth in the number of online transactions. It was also in 1995 that IBM proposed, for the first time, the current concept of e-commerce (Qin et al., 2014, p.11). The second generation of e-commerce started in 2000 with the entry of the individual as a supplier of products and services, easy access to the internet, the growing use of personal computers and the low cost of technology infrastructure that allowed young businesses to appear on the Internet.

At the beginning of the first generation of e-commerce, the companies' marketing strategies were product-centric and e-mail was the main promotional tool. Although it led to unstructured communication, e-mail provided the consumer with the most important information about products and services (Manzoor, 2010, p.14). Over the years, campaign content evolved and deepened into taking into account customer needs, but it was only in the second generation that the use of sophisticated data analysis tools enabled companies to create more effective and targeted ads and marketing strategies. Email is no longer the main focus of marketing strategies, giving space to ads on websites, portals and social networks.

Starting in 2005, social networks began to receive more attention for the number of active users in this type of service and for the amount of information shared. It was then in 2009 that e-commerce introduced specific channels for social networks (Turban et al., 2015). One example was the significant increase in business activity on Facebook, Pinterest and Twitter. A study conducted in 2013 by Shopify, an e-commerce platform, analyzed 37 million visits to social networks, of which 529,000 were converted into orders. Among the analysed visits to social networks, 63% were from Facebook, followed by Pinterest with 13% and Twitter with 10.5%. Facebook is the most effective social network for conversion, 85% of applications came from the platform (Social Commerce, 2013).

2.3   MARKETING AND E-COMMERCE

According to Kotler, Kartajaya and Setiawan (2010), over the years marketing has evolved into three phases, which are called Marketing 1.0, 2.0 and 3.0, respectively. The phase of Marketing 1.0 or the Age of Marketing focused on the product, it took place during the Industrial Revolution, when the objective of the companies was to manufacture products that reached the mass market. This way the products were as basic as possible in order to reduce the cost of production and increase its scale. The products also followed a pattern defined by the manufacturers themselves so that the largest possible number of buyers could be reached. The work of the marketing teams was to disclose the characteristics of the products and create the need for the consumers.

There is a similarity between marketing strategies at the beginning of e-commerce and the strategies of Marketing 1.0. Although the products were developed based on the need of the consumers, they were promoted through simple descriptive and mass-focused tools. The communication did not pursue a segmented public, because the lack of adequate tools and technical limitations of the time did not allow to know the consumer in depth (Manzoor, 2010).

According to Kotler et al. (2010), the second phase of marketing emerged with the Information Age. Now consumers could search for prices, products, services, stores and promotions before making the decision to buy. It was not enough for marketing teams to disclose the characteristics of their products, it was necessary to understand who their consumers were, what they were looking for and the reason for the search. The consumer-centered Marketing Era was interacting directly with the second phase of e-commerce. For Kotler (2003, p. 157), the primary marketing mantra is "discover

the needs and fill them", so getting to know the customer and delivering a product or service that delivers what they need is the key (Kotler, Kartajaya, Setiawan, 2010, p.3).

In fact, meeting the characteristics of Marketing 2.0 is quite complex because, just like in traditional retail, e-commerce is just a point of sale. It is not among the attributes of e-commerce to find, understand, know and stimulate the consumer to buy a particular brand, product or service. The responsibility of e-commerce in Marketing 2.0 is to help the consumer find the best choice between product and price and to execute a business transaction. E-commerce provides the consumer with an extensive list of options, models, brands, manufacturers, prices and promotions so that consumers find something that suits their needs. There is no exclusivity for a certain brand in e-commerce, other than exceptions regarding commercial strategies, loyalty comes from the consumer. In this way the definition of the marketing strategy for the digital environment is up to the brand management companies.

According to Kotler and Keller (2006, p. 304) marketing strategy is based on the STP trinomial - segmentation, targeting and positioning. Companies and individuals who choose to market products on the Internet, whether on their own site or through third parties, need to analyze and understand these three requirements and define specific strategies for the digital market.

For Kotler et al. (2010), people are increasingly aware of social issues and seek solutions that make the world a better place. According to the authors, we have:

> [...] consumer now seeks not only price, products, services or promotions. He wants to know the company that provides these products and how aligned these companies are to their values and life goals. This is the age of value-oriented marketing. Consumers are seeking companies that address their deepest needs for social, economic, and environmental justice in their mission, vision, and values. They seek not only functional and emotional satisfaction, but spiritual satisfaction in the products and services they choose. (Kotler et al., 2010)

Marketing 3.0 brings a new dilemma for e-commerce companies: delivering mission, vision and values on an e-commerce platform. E-commerce is nothing more than an internet shopping site, a catalog in which the products are exposed. In traditional retail, the products are organized in shelves or gondolas, already on the e-commerce sites, the products are organized by categories or sessions that follow the predefined logic of exhibition, prioritizing products with greater acceptance, new products or strategic products. The dissemination of products and services on the Internet became part of the commercial strategy of e-commerce and aims to leverage their sales, regardless of what is being sold. This barrier forces brands to access other digital environments in order to convey their history, objectives, principles and values to this new consumer.

2.4 DIGITAL PRESENCE

According to Kotler et al. (2010), the consumer-centric approach assumes that customers are passively impacted by marketing campaigns. When the company has its own e-commerce platform, it is easy to measure the effectiveness of its campaigns, but when it comes to third-party platforms, it is not possible to accurately measure how your customers are impacted by digital marketing campaigns, once the distribution of products is made by e-commerce companies, their own business strategies follow.

Given this scenario, companies have the means to impact their target market, without depending on the advertising generated by e-commerce. The most efficient way to communicate with your target market is by being present on all possible websites, search engines, blogs, portals, social networks, etc. that your customers and prospective clients use. This strategy is called digital presence.

According to Strutzel (2015), digital presence is the representation of the existence of an entity in digital and social media. The digital presence is so important that today it's very likely that you couldn't find a company that does not share their address, website, email or phone on the Internet.

That's because people have the perception that a company, product or service that is not found on the internet, doesn't exist.

For Gabriel (2010) a company without digital presence is like a company that is not on the internet and, depending on the business, it is the same as, in fact, not existing. According to the author, there are three types of digital presence:

- Own Presence: digital content of the brand, produced and maintained by the company itself as sites, blogs, profiles on social networks such as Facebook and Twitter, video channels (Youtube, Vimeo) etc .;
- Free presence: digital content of the brand generated and gained organically and spontaneously from the internet. For example, user generated content on social networks, appearances on search engines (Google, Bing, Yahoo), comments and consumer reviews on e-commerce sites or search engines (Buscapé, Bondfaro, Zoom);
- Paid presence: digital content of the brand, bought and paid by the company as banners (websites, portals, blogs, social networks, etc.), sponsored links, among others.

The consumer feels the digital presence, mainly through the large number of ads in banners seen on portals, blogs and social networks. For brands, the presence must go beyond that. To maintain a good presence, it is necessary to be active in many other digital environments. Strutzel (2015) highlights as main points: websites, hotsites and portals, blogs, profiles and pages on social networking platforms, banners and online advertising ads, newsletters, informational and email marketing, search engine results pages, videos, photos, slides and infographics, games, mobile apps, podcasts, videocasts and advertainment content.

In fact, a company that seeks digital presence doesn't necessarily need to be present in all these environments (Strutzel, 2015). It is necessary that the adopted strategy for the digital environment is aligned with marketing and branding strategies, in order to better understand the target audience, what are their habits, how they communicate and what is relevant in the decision making process of purchase. It is important to note that the target audience is a set of real and potential customers who have an interest, income, and sufficient access to purchase a product. When aligned with strategies, the probability of implementing more efficient and cost-effective digital marketing programs is greater (Keller & Machado, 2006, p.70).

In addition to marketing and branding strategies aligned with the digital presence, it is necessary to have a position in the digital environment. Kotler and Keller (2006, p. 305) define positioning as the presentation of the product and image of the company in order to occupy a differentiated place in the mind of the target market. The goal is to position the brand in the minds of consumers in order to maximize the potential of the company. Positioning is important for the company to bring its message to consumers. If consumers strongly seek to know who supplies their favorite products, that desire must be met. The message must be transmitted, in the digital environment, through content. Good content that people are interested in consuming and releasing will make the company's message always present in the digital environment. Just as in the real world in which brands spread their messages through TV, radio, newspaper, outdoor, among other media, in the digital environment it is also necessary to be present where the consumer is. It is not enough that the brand is top of mind or has sufficient share of mind, it is necessary that the message is passed on correctly (Keller & Machado, 2006). People are seeking information about products and services, but they also want to know the values of who produces them. The high index of relevance that has been given to information on the Internet can have an effect on the communication that is the deciding factor for the consumer to choose another brand.

2.5 IMPACT OF THE DIGITAL PRESENCE

According to Lecinski (2011), companies need to pay attention to the new mental model of the consumer, which is called Zero Moment of Truth (ZMOT). According to the author, marketers have

worked for decades concentrating their efforts on three critical moments of the buying process: stimulus, shelf and experience.

Stimulus: it is the moment when the consumer is impacted by a marketing action or situation in which they feel the need to acquire a product or service. For example, the consumer watches a commercial on TV and is interested in the presented product.

Shelf or "first moment of truth": it is the moment in which the consumer has real contact with the product, has their doubts clarified by a seller, negotiates, accepts the conditions and makes a purchase.

Experience or "second moment of truth": it is the moment when the consumer uses the product or service that they purchased.

According to Lecinski (2011), the "zero moment of truth" occurs between stimulus and purchase. Once the consumer has been impacted by a marketing action or feel the need for some product or service, they begin to seek information about what they want to buy. The author cites the Google-commissioned search for Shopper Science, in which the average buyer used 10.4 sources of information to make a decision in 2011, in 2010 up to 5.3 sources of information. These sources of information range from TV commercials and magazine articles to recommendations from friends, family, websites and blogs (Lecinski, 2011, p.17). It is noted, through this research, that each year, the consumer searches for new sources of information before deciding on something to buy. The research mentioned by the author also shows that 50% of consumers performed some type of internet search during the purchase decision process, 38% compared products bought on the internet and 36% searched for brand information, which shows the relevance of the content in the decision-making process.

In another survey, retail consumers with a mobile device were asked about the influence of the Internet during the shopping process, and it was found that 38% of the interviewed consumers responded that they had used their smartphone and / or tablet in the last six months to compare prices while they were inside a store, 34% sought information about the product and 24% accessed the internet to compare products (E-BIT, 2015). Research shows that even at the point of retail sale, the consumer can be influenced by the content. A consumer who finds information about the product, company, brand and / or store can change their opinion about the purchase, even when inside a store, during the "first moment of truth".

2.6 CONSUMER POWER

Anderson (2006) describes that in 1988 Joe Simpson, an English mountaineer, wrote a book titled Touching the Void, in which he bluntly recounts how he survived an accident in the Peruvian Alps. The book was unsuccessful and despite favorable reviews, it didn't generate significant sales. Years later, Jon Krakauer published a book called Into Thin Air, also reporting a tragic story on mountaineering. Krakauer's book became a phenomenon of the publishing world and, unprecedentedly, Touching the Void was once again being sold. The publisher HarperCollins then released a new edition of Simpson's book. The bookstores began to display the two books side by side. In 2004, IFC Films released a critically acclaimed documentary about Simpson's story. Some time later HarperCollins published a revised new edition of the book that spent 14 weeks on the New York Times bestseller list. At first it may seem coincidental that Simpson's book resumed its sales right at the time of Into Thin Air's launch, but what actually happened was spontaneous marketing. Readers of Krakauer's book sent reviews to Amazon.com describing the similarities between the two books and praising the old book. Consumers who were interested in Into Thin Air also began to buy Touching the Void. Soon Amazon.com algorithms identified this pattern of behavior and began to recommend the book as a pair. Clients who accepted the suggestion also began writing reviews praising Simpson's book, beginning a cycle of positive feedbacks.

Anderson (2006) shows the impact of spontaneous information on consumer stimulation. For the consumer it is important to know how the experience of others had the same or similar characteristics and needs to theirs. People value and care about the spontaneous testimony of other customers, because they understand it as neutral information about a brand or product. If a buyer published a

spontaneous testimonial praising a product on a social network or on e-commerce, it is because they really had a good experience.

According to Lecinski (2011), companies tend to be insecure when making space available on their websites and social networks so that consumers can express themselves about their products and services. The author quotes Brett Hurt from Bazaarvoice, a company that provides customer interaction services, "the global average of product reviews is 4.3 of 5.0". People tend to write reviews of products or brands they like and have a certain fear of writing about experiences that were not positive (Lecinski, 2011, 32). Negative ratings are not always bad, they make the digital environment more real for the consumer. Consumers seek truthful information and expect to find opinions that differ from their own. This does not mean that they will change their mind when reading a negative analysis.

According to Roberts (2004), the brands and companies that will stand out in this century are those that create genuine emotional connections within their network and the first step to creating this involvement is respect. Companies should not attempt to gain customers through sponsoring users to create false testimonials. Consumers will easily identify this maneuver and brand values will be questioned. Brands need real testimonials from happy and satisfied consumers (Kotler et al., 2010, p.70). The consumer can be a valuable partner in the transmission of the brand message in the digital environment as long as the relationship works well. Brands should make room for the consumer to express themselves spontaneously and value each interaction. Consumers need to feel respected and know that their opinion is important to the company.

For Kotler et al. (2010), the consumer must feel involved and respected by the company. The brands that understand and adapt better to this new way of thinking will have greater prominence in the digital environment.

3   METHODOLOGY

In order to obtain a precise diagnosis on the influence of the digital presence in the process of consumer decision-making, a quantitative-descriptive field research was conducted, addressing aspects of consumer behavior in the use of the Internet, in order to identify variables and describe characteristics of the decision-making process.

The survey was available during the period between 10/16/2015 and 11/16/2015, on an exclusive website (Survey Monkey), being shared through social networks and open to anyone who has or has not made purchases through the Internet. The sample was selected by using the convenience sampling technique and consisted of 80 people.

The studies of Lecinski (2011) and Kotler et al. (2010), internet usage data (Pesquisa Brasileira de Mídia 2015, 2015), consumer behavior data (E-BIT, 2015), and the use of social networks data (Social Commerce, 2013) were used to prepare a questionnaire composed of 23 questions. In order to know the demographic aspects of the sample and the use of the internet, we exclusively used the questions of a single response, stimulated and of own scale. To understand the behavioral characteristics of the consumers, we opted for questions of a single or multiple response, stimulated and of own scale.

In order to calculate the collected data, the answers were inserted in a spreadsheet, where they could be analyzed. By means of the univariate analysis techniques, the respective relative frequencies were calculated.

According to Marconi and Lakatos (2003, p. 83), the method is the set of systematic and rational activities that allow the scientist to achieve his objectives with greater security and economy, directing, detecting failures and helping in decision making.

According to Gil (2008, p. 28), descriptive research has, as its main objective, the description of characteristics of a given population or phenomenon or the establishment of relations between variables.

According to Marconi and Lakatos (2003, p. 187), quantitative-descriptive research consists of empirical research investigations and has as main objective, delineate or analyze characteristics of

facts or phenomena, evaluate programs or isolate key variables. This type of research uses techniques such as interviews, questionnaires, forms, etc. and are used to verify hypotheses.

4   RESULTS

4.1   PROFILE OF INTERVIEWED CONSUMERS

Regarding the profile of the interviewed consumer, the predominance of individuals was between 26 and 35 years old (52.5%), followed by young people between 16 and 25 years old (28%), that is, consumers who followed the evolution of the Internet and e-commerce over the years (Figure 1).
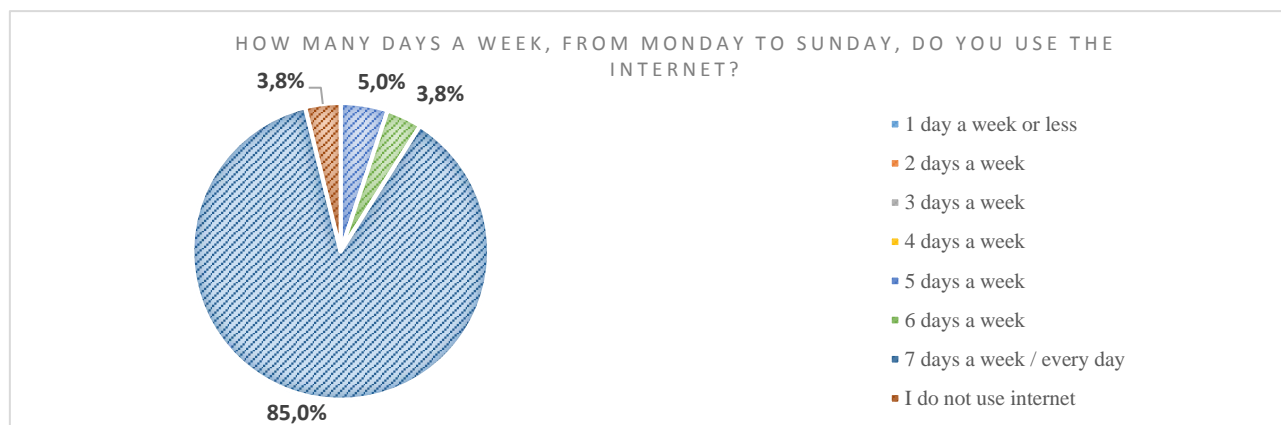
Figure 1 – Age group
Source: Research Data, 2015.

Among the Brazilian population, only 37% of people use the internet seven days a week (Brazilian Media Research 2015, 2015). It can be observed that 85% of respondents say they use the internet every day, which shows the importance of the network in the day to day of these consumers (Figure 2).
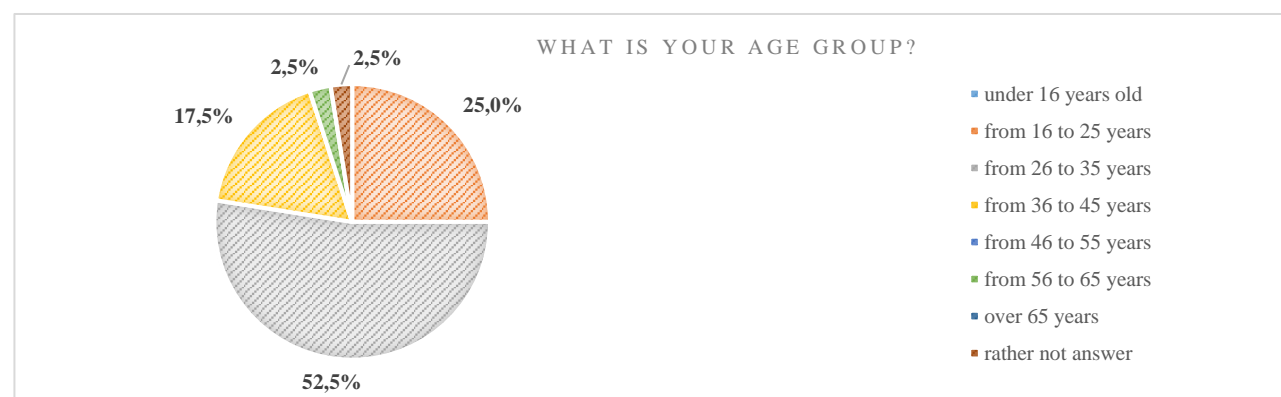
Figure 2 – Internet Usage
Source: Research Data, 2015.

Confirming the nature of the interviewees regarding the use of the Internet, 53.8% spend 4 hours or more connected to the internet on the days when they use it. The Brazilian average Internet usage time from Monday to Friday is 4 hours and 59 minutes and, on weekends, it is 4 hours and 26 minutes (Pesquisa Brasileira de Mídia, 2015). Thus, it is concluded that, 96.2% of respondents are inserted in the digital environment (Figure 3).

ON DAYS WHEN YOU USE THE INTERNET, HOW LONG DOES IT STAY CONNECTED?

- up to 2 hours
- from 2 to 4 hours
- from 4 to 8 hours
- from 8 to 12 hours
- more than 12 hours
- I do not use internet

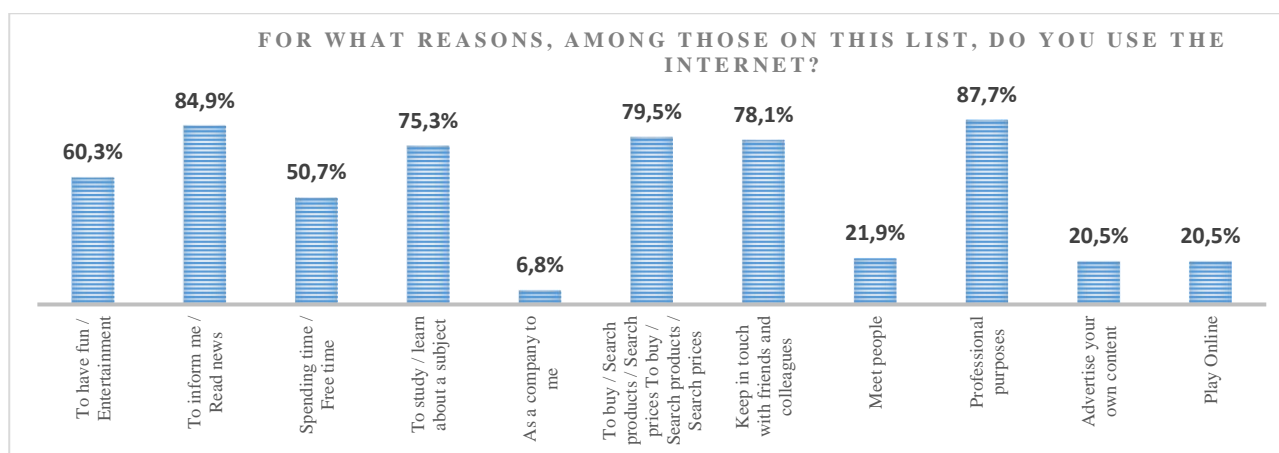3,8% 8,8% 13,8% 20,0% 26,3% 27,5%
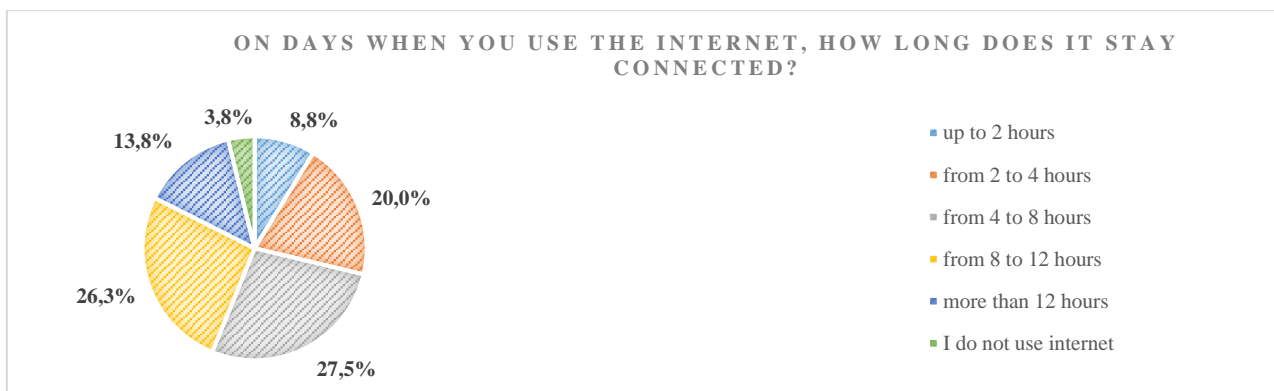
Figure 3 – Time spent on the internet
Source: Research Data, 2015.

4.2 ASPECTS OF INTERNET USING

About the motivators that lead the consumer to the Internet, 87.7% of the interviewees spend part of the day connected to the Internet for professional purposes, 84.9%, are updated daily about events by this medium. When questioned how much they use the Internet in their purchasing processes, 79.5% say they use it or research effectively, and 78.1% use it as a way of relating to other individuals (Figure 4).

FOR WHAT REASONS, AMONG THOSE ON THIS LIST, DO YOU USE THE INTERNET?

60,3% To have fun / Entertainment
84,9% To inform me / Read news
50,7% Spending time / Free time
75,3% To study / learn about a subject
6,8% As a company to me
79,5% To buy / Search products / Search prices To buy / Search products / Search prices
78,1% Keep in touch with friends and colleagues
21,9% Meet people
87,7% Professional purposes
20,5% Advertise your own content
20,5% Play Online

Figure 4 – Reasons to use the internet
Source: Research Data. 2015.

4.3 USING THE INTERNET ON THE BUYING PROCESS

As for the use of the Internet in their purchasing process, it was obtained that 93% buy products and services through the Internet. Although the predominance of the sample points to the effective purchase through the Internet, it was found that consumers, even when they opt to buy in person in the retail, use the internet to find information to help them make their decisions. It is important to note the importance given by the consumer to the experience of other consumers, 35.2% said to seek other opinions about the product they wish to acquire (Figure 5).

DO YOU USE THE INTERNET TO SHOP? HOW?
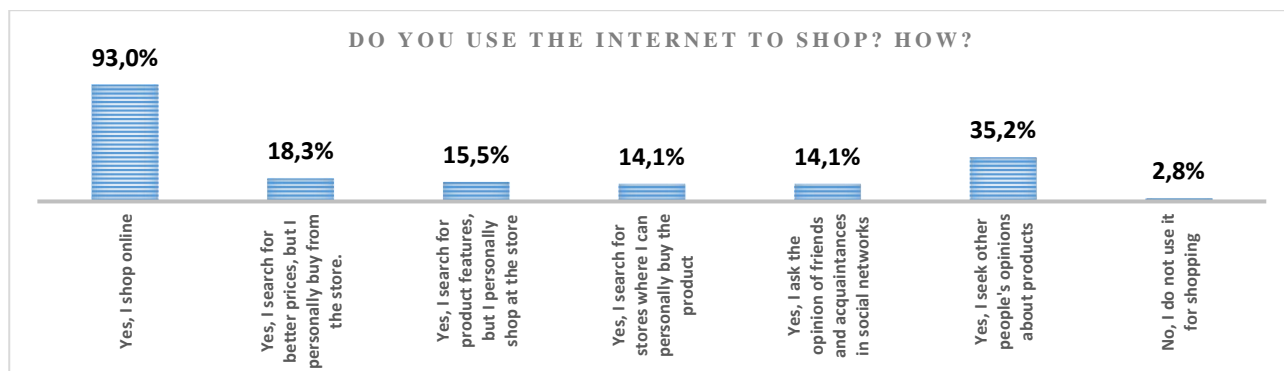
Figure 5 – Internet use for shopping
Source: Research Data, 2015.

With regard to the decision-making process of the consumer, it was found that consumers who buy on the Internet seek information from different sources to assist them in decision making, which refers us to the literature cited in this article, which transcribes the importance of brands to create content and open space in their digital channels for consumers to put forward sincere and spontaneous testimonies (Figure 6).

BEFORE YOU BUY A PRODUCT OVER THE INTERNET YOU:
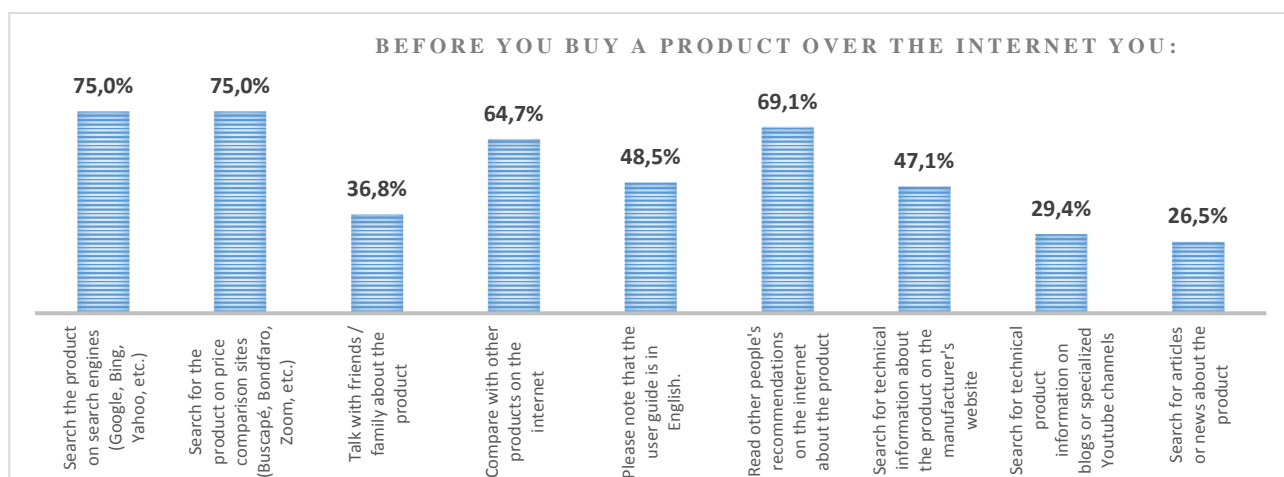
Figure 6 – Internet use before shopping
Source: Research Data, 2015.

4.4 VARIABLES INFLUENCING THE CONSUMER DECISION

Regarding the set of variables that influence the consumer decision to make a purchase in e-commerce, the research confirmed that, in addition to the facilities offered by e-commerce delivery and payment facilities, consumer motivation comes mainly after reading recommendations from other consumers (Figure 7).

At this point, we can turn to Anderson (2006) that signals the potential of leverage sales in e-commerce from the recommendation of consumers.

O WHAT MOTIVATED YOU TO BUY ONLINE?

- View an ad on a website, blog, or portal: 32,4%
- View an ad on a search site (Google, Bing, Yahoo, etc.): 26,5%
- See an ad on a social network (Facebook, Twitter, Instagram, etc.): 26,5%
- Recommendation from friends or family: 27,9%
- Read the opinions of people, on the internet, recommending the product: 33,8%
- Ease of payment: 45,6%
- Comfort to receive the product at home: 73,5%
- I did not find the same product in a store: 30,9%
- Other: 2,9%

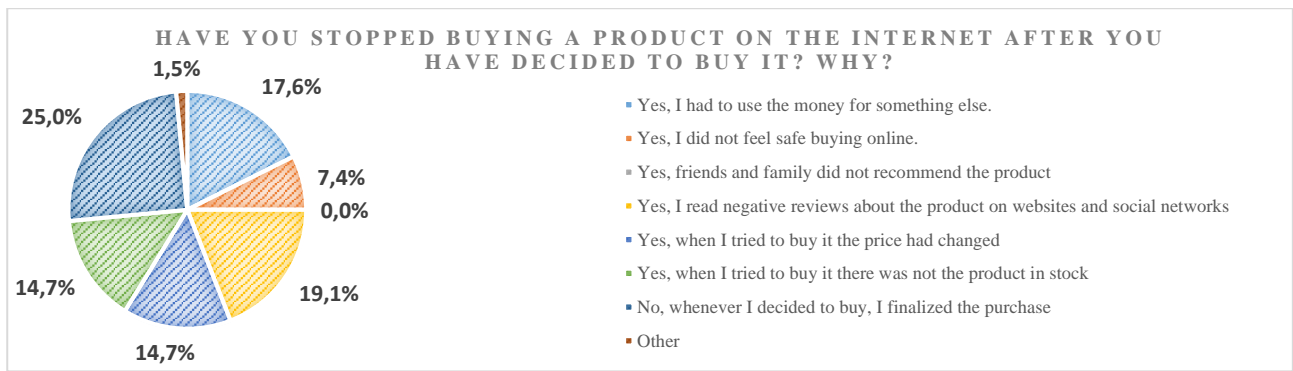**Figure 7** – Motivation to buy
Source: Research Data, 2015.

Complementing the set of variables, the research finds that the price is important for the consumer and that the consumer uses the resources of the Internet to compare and find the lowest prices, however, 55.9% stated that they have made the decision to buy in e-commerce after finding all the information they needed about the product (Figure 8).

AT WHAT TIME HAVE YOU DECIDED TO BUY A PRODUCT OVER THE INTERNET?

- When I got all the information I needed about the product: 55,9%
- When I could find a lower price than the stores: 76,5%
- When I found a product I did not find in stores: 44,1%
- When a friend / relative showed me a trusted site: 17,6%
- When I saw the product in person in the store, but the price was higher: 32,4%
- When I was surfing the internet: 25,0%
- When I saw a product ad on TV: 5,9%
- When I heard a product ad on the radio: 2,9%
- When I saw a product ad on a website or social network: 16,2%
- When I read the recommendation of other people on the internet about the product: 26,5%
- When I read an article or product news: 17,6%
- Other: 1,5%

Figure 8 – Purchase decision time
Source: Research Data, 2015.

With regard to the stimuli that lead the consumer to give up buying in an e-commerce, 19.1% attribute the discontinuance to reading negative reviews about the product on websites and social networks (Figure 9).

It is observed that the opinion of the consumers is of great relevance for the individual who intends to buy through e-commerce. Just as a recommendation positively impacts the consumer, a negative analysis can cause the consumer to stop buying.
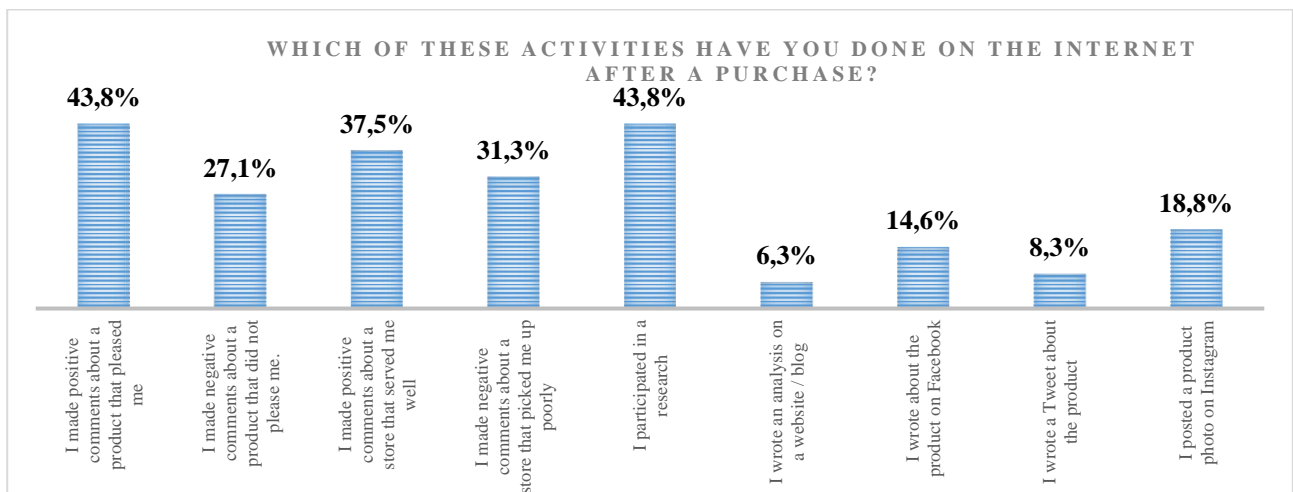
HAVE YOU STOPPED BUYING A PRODUCT ON THE INTERNET AFTER YOU HAVE DECIDED TO BUY IT? WHY?

1,5%
17,6%
25,0%
7,4%
0,0%
14,7%
19,1%
14,7%

- Yes, I had to use the money for something else.
- Yes, I did not feel safe buying online.
- Yes, friends and family did not recommend the product
- Yes, I read negative reviews about the product on websites and social networks
- Yes, when I tried to buy it the price had changed
- Yes, when I tried to buy it there was not the product in stock
- No, whenever I decided to buy, I finalized the purchase
- Other

Figure 9 – Reasons to quit buying
Source: Research Data, 2015.

## 4.5 CONSUMER INFLUENCE ON THE CONSUMER

As for behavior after a purchase in an e-commerce, it was found that consumers are willing to share their experiences and prioritize positive comments.

At this point we can turn to Lecinski (2011) who presents the tendency of the consumer to spread positive experiences. In addition to the product and brand aspects, the consumer also reports positive and negative e-commerce shopping experiences (Figure 10).

WHICH OF THESE ACTIVITIES HAVE YOU DONE ON THE INTERNET AFTER A PURCHASE?

Activity	Percentage
I made positive comments about a product that pleased me	43,8%
I made negative comments about a product that did not please me.	27,1%
I made positive comments about a store that served me well	37,5%
I made negative comments about a store that picked me up poorly	31,3%
I participated in a research	43,8%
I wrote an analysis on a website / blog	6,3%
I wrote about the product on Facebook	14,6%
I wrote a Tweet about the product	8,3%
I posted a product photo on Instagram	18,8%

Figure 10 – Post-Purchase Activities
Source: Research Data, 2015.

Still on the aspects of consumer behavior, the survey found that among respondents who stated that they changed their behavior after following a brand or company in social networks, it was found that, 38% of individuals, started to recommend the brand to the circle of friends or family, 25% came to support it and 17% admired it (Figure 11).
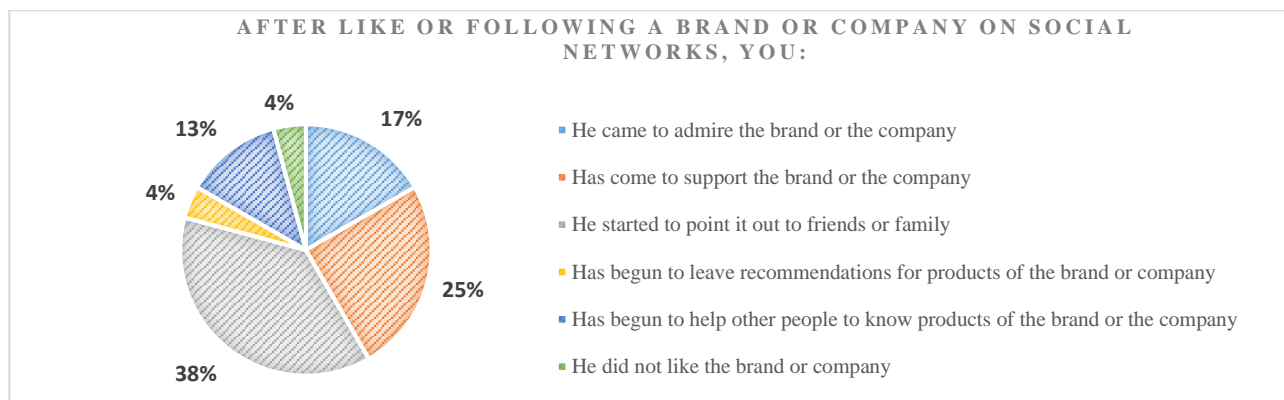
Figure 11 – Engagement with companies in social networks
Source: Research Data, 2015.

The tendency presented by Lecinski (2011) for consumers to share positive experiences has been confirmed. To better understand these aspects, one can turn to Roberts (2004) who asserts that consumers who create emotional bonds with brands carry the message spontaneously and inspire other individuals to consume it.

4.6 WHAT CONSUMERS EXPECT FROM MARKS

Regarding consumers' expectations regarding brands when they follow them on social networks, it was found that the interesting content is relevant for 60% of the interviewees, which refers to the literature presented in this article that exposes the interest of the consumer in knowing the company and the brand that provides its products, what are its ideals, its objectives and its values. To understand this character, we resorted to Roberts (2004), who discusses the importance of brands telling stories and that it is through stories that companies can tell who they are and the value of their beliefs (Figure 12).
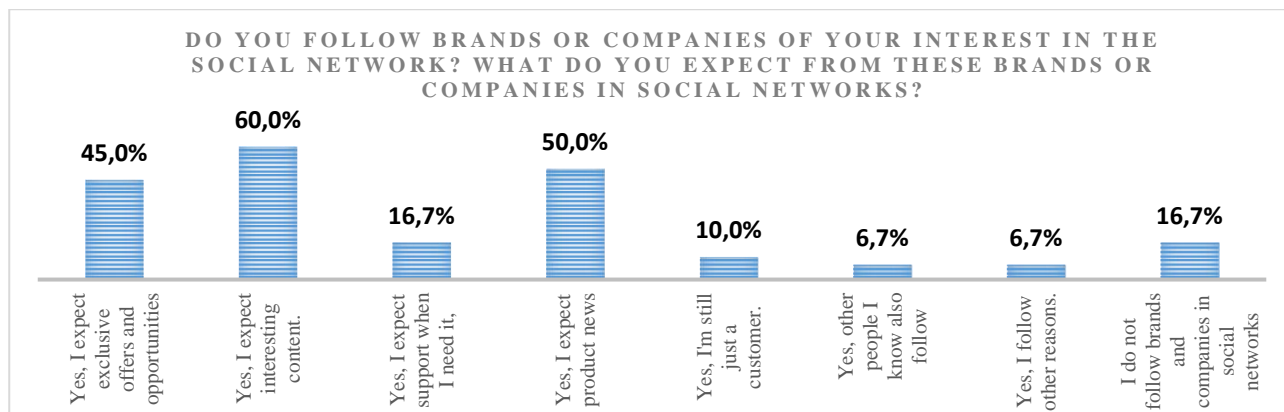

Figure 12 – Consumer Expectation of Trademarks
Source: Research Data, 2015.

4.7 BEHAVIORS TO BE EXPLORED BY THE BRANDS

With respect to the interests of consumers in the construction of an emotional relationship with the brands, their willingness to contribute information in the digital environment was verified. The emotional bond makes the consumer want to bring the same good experience that they themselves experienced to others, thus becoming an important transmitter of the brand message and a powerful influencer (Roberts, 2004).

In addition to the aspects of sharing experiences, research shows the consumer's interest in strengthening the relationship with the brand. It was found that most of the interviewees would like to buy products and services directly from the manufacturers' website and take their doubts into the company's own channels (Figure 13).

WHICH OF THESE ACTIVITIES DO YOU FIND INTERESTING?
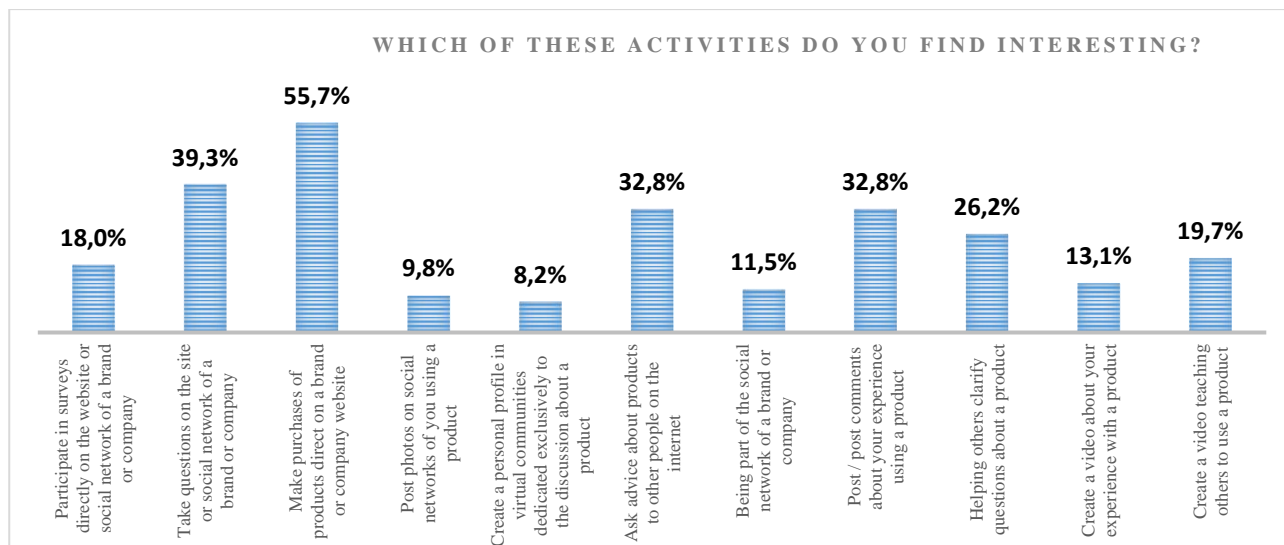
Figure 13 – Consumer Interests
Source: Research Data, 2015.

5   FINAL CONSIDERATIONS

The presence of companies in digital environment is of great relevance when it is intended to act in electronic commerce. Defining strategies for action in this environment, aligned with marketing strategies and branding is fundamental to get to know the target market in depth and also to make the company's message be transmitted correctly. Companies should consider in their strategies that the consumer should be understood as an individual and that their needs are as important as their values and their longing to make society a better place. Consumers want to deeply know the companies that supply their favorite products and are willing to share their experiences with others. People value and want to know about the experiences of their peers. The company that understands this scenario will stand out by creating emotional connections with its consumers, as they are happy consumers who will keep the company's message alive in the digital environment.
Although there are some studies and literature on the subject, the subject is still not widespread, especially in the sales of products and services on the Internet, where the main focus of strategies is paid presence through ads and banners. However, the impact that the consumer can have, both positive and negative, on digital marketing campaigns, is undeniable. It is possible to make the campaigns more efficient when based on the well-constructed and managed consumer relationship, considering the variables described in this article.
In the meantime, a further study of this research is necessary in order to understand the aspects of the consumer that make them choose one brand or another and how to evolve the strategies so that they adapt to these characteristics. A return to the academy is envisaged in order to give continuity to the points identified in this article and further consolidate the importance of the digital presence for e-commerce.

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