

Using Dynamic Processing of Web Site Usage to Examine Consumer Behavior

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Abstract: Integrating consumer behavior into E-commerce can benefit various segments of the E-commerce economy. This paper discusses various quality issues in E-commerce and also provides a method for building a Web-based Ecommerce community. Ecommerce represents a new way of conducting business transactions, including buying, selling, or exchanging products, services, and information. Usually we are through communication networks such as the Internet, intranet, and extranet. Ecommerce consists of the following functions electronic delivery of information, products, services, payments, automation of business transactions and work flow, reduction in service costs with improvement in the quality of goods; increase in the speed of service delivery, and use of online services. E-commerce is rapidly reshaping the marketing domain and many of its traditional practices. An Ecommerce system can be an ideal behavior to improve the execution of business transactions over various networks Web sites. These improvements may result in more effective performance, greater consumer satisfaction, and more rapid exchange. In order to achieve such consumer behavior goals, Ecommerce should meet consumer satisfaction, assist corporate consumer behavior within decision making, achieve high-speed transactions, and charge low cost.

Keywords: *Web Site; Electronic Commerce; Consumer Behavior; Modeling;*

1. INTRODUCTION

Consumer behavior is an emerging issue of E-commerce. Specifically, the E-commerce community is expected to achieve the following consumer behavior objectives:

- Web sites contents consumers behaviors
- Web sites process transactions over time and across distance
- Web sites facilitate online transactions and sales
- Web sites operational methods of E-commerce activities

Consumer behavior is a structured management process that originally aims to ensure all consumers are delighted by all the goods and services provided by a company (Banz and Rolf, 1981). This study intends to identify various consumer behavior issues in E-commerce and then to apply consumer behavior principles to E-commerce implementation (Lin, 2003). Web sites provide information and knowledge to the consumers (Holman, 2000). An EC Web site that provides more suitable information and useful knowledge to the consumers is a better site. EC Web sites can grant the connection and association

capabilities through hyperlinks, a navigation device that helps consumers explore the site efficiently. This managerial philosophy indicates that quality can be managed through the fundamental activities of the consumer behavior process. Because of its effectiveness and success, the consumer behavior method has been adopted by various industries for consumer behavior management process (Freund et al., 1987). The EC Web content should match the purpose of the site (Ohlson and James, 1995). An effective E-commerce site should provide consumers enough information about its company, products, sales, contact information, and technical support and services. Also, any supplementary services to online transactions should be significantly identified and included in the EC Web contents. The results of this study can be used to manage E-commerce systems and to achieve the aforementioned consumer behavior objectives. (Arter and D.R., 1994)

2. RELATED WORK

This paper identifies the concepts and applications of consumer behavior. Various consumer behavior issues are identified and their connections to E-commerce are examined. In the same respect in EC Web site should display its

main point. Mobile consumers decided to stay or leave based on what they see when the page first loads. Consumer behavior identifies participants in E-commerce and their roles in the consumer behavior process. (Fama et al., 1995) The concept of integrating consumer behavior into E-commerce is discussed and its benefits to various E-commerce segments are detected. Time is a valuable asset to most people. If there is more than one point to be made, a search function should be provided for consumers to find their way. This includes help buttons, hyperlinks, hover buttons, an indices page, or a feedback section.

An EC Web page should be dated. There is a lot of outdated information on the EC Web that can be misleading, wrong, or incomplete. (Knez et al., 1997) Dating the site ensures that the information there is current. Continually updating the Web site will keep it fresh and consumers will visit again. Finally, challenges to the E-commerce community and conclusions are presented.

This paper proposed online information about on consisting of consumer information, and consumer behavior knowledge content, typically with high costs that are traded online at a close marginal cost of production suit for consumer behavior styles of consumer information, representing online information consumer behavior knowledge acquired over time by an arrangement between the provider and the client in which the client pays a forward periodic fee to have access to the content made available in digital form by the provider. (Hoffman et al., 1999)

Our proposed method focuses specifically on subscription-based online information about a perspective where the value of information is determined by the presence of certain attributes, such as accuracy and comprehensiveness.

3. OUR CONSUMER BEHAVIOR GOAL AND LIMITED ON WEB SITE

As for consumers attributes, reputation may substitute for actual use in the case of experience goods such as information products. It is essentially impossible for a prospective subscriber to evaluate much of the content of some of the large information goods available on the Internet, even with a trial period has shown that knowledgeable and experienced consumers tend to evaluate product-related information differently. Experienced consumers may simply not have enough information to make an informed evaluation about a potential benefits for consumer.

3.1 Higher Weight to Consumers Web Site

Inexperienced consumers will ascribe a higher weight to attributes in the determination of their reservation price for Web servers than experienced consumers.

Experienced consumers will ascribe a higher weight to reputation in the determination of their reservation price for Web servers than experienced consumers. We discuss consumer behavior on Web sites dynamic processing goals vary considerably across organizations ascribe consumer knowledgeable values. They may be relatively modest eliminating inaccuracies and inefficiencies in administrative processes. May be central to Web servers strategy supporting a seamless global supply chain, flawless consumer service, or leading-edge research and development. Clearly, these different objectives require different levels of spending. Consumer behaviors have determined that technology should play a central strategic role, the nature of that role will affect the required level of spending consumer knowledgeable values.

3.2 Consumer System Knowledgeable on EC Web

Knowledgeable Experienced consumers will ascribe a higher weight to expected benefits in the determination of their reservation price for Web servers. Our paper discuss behavior executives are the right people to make numerous decisions about consumer behavior management the choice of technology standards, the design of the consumer behavior operations center, the technical expertise the organization will need, the standard methodology for implementing new systems. But a consumer behavior should not be left to make, often by default, the choices that determine the impact of consumer behavior on a Web server business strategy. The price return of these indices over this period is statistically indistinguishable, so that the difference in their total return is completely accounted for by the difference in their free cash flow yield which is composed of dividends and dividend equivalents such as takeovers and share buy-backs. This too is a natural consequence of rebalancing. Consumers' reservation prices for Web servers will be higher for experienced consumers than for Web consumers. Now we increased use of Web services, the adoption of handheld devices by employees, consumers, and the integration of multiple electronic sales. Our service channels

contain such as Web sites, call centers, ATMs, and wireless phones. Data mining is critical to forming consumer behaviors theories about how systems behave in data warehouse. Learning to mine the type of consumer behaviors data, Web sites servers need in a cost-effective manner for a key skill to have if we want seen as a value-added contributor in the workplace of the EC server. Following the numerical performance of consumer behavior key systems is crucial to learning more about what really drives the current and desired levels of system output for EC servers dynamic processing consumer knowledgeable data warehouse.

4. OUR PROPOSED CONSUMER BEHAVIOR MODEL

Consumer satisfaction research has become commonplace over the EC Web servers, with businesses and academic researchers touting continuous improvement strategies driven by consumer satisfaction data. Traditionally, researchers have used statistical techniques to analyze consumer satisfaction data. We know traditional techniques have limitations, especially in consumer satisfaction research. In practice, many researchers ignore assumptions and limitations, which may produce biased and misleading results.

4.1 Model of Consumer Behavior on Web Site

The intersection of consumer behaviors models with in the step of the familiar model-building process:

- model specification specifying variables and their relationships,
- model parameterization or estimation specifying the value of parameters on the basis of data, and
- model validation assessing the quality of our model and its parameters.

The data-driven marketing information system, emerged to help manage data from various sources so that marketers could make more informed decisions. The most popular marketing information systems are firm consumer data, sales price data, sales data, market share data, and advertising data. Marketing decision support systems are flexible systems that recognize the importance of two-way communication between marketers and the EC Web servers system. For any fixed $e > 0$, there is a time t_0 such that for all $t > t_0$ the fraction of the consumer behavior in EC Web servers with a change rate a . For $t > t_0$, a is pricing self-sensitive parameters.

The t is up and down range for all case customer behavior types on the Web site.

The EC Web servers is decomposed into indices, change and value, that are rebalanced to an equal EC Web servers at times $t = 1, 2, 3, \dots, n$.

$E_M(t)$ is the change of the EC Web servers at time t .

$$E_v(t_0)\exp[a(t - t_0)] \quad (1)$$

$$E_G(t_0)\exp[\exp(t - t_0)] \quad (2)$$

where $E_v(t)$ and $E_G(t)$ are the changes of the value and link indices, respectively, at time t . Clearly, both indices exhibit the same rate of change growth. In fact, the change rate of links must be exactly a in between rebalancing, although changes might shift up or down at each rebalancing.

The per-share changes of the indices can be derived from changes by accounting for the effect of the change in data warehouse at each rebalancing:

$$E_v(t_0)*\exp[a(t - t_0)][E_v(t_0 + 1)/ E_v(t_0 + 1)]* \dots *E_v(t^+)/E_v(t^+) \quad (4)$$

$$E_G(t_0)*(t_0\exp[a(t - t_0)] [E_G(t_0 + 1)/E_G(t_0 + 1)]* \dots *E_G(t^+)/E_G(t^+) \quad (5)$$

These techniques have recently gained consumer data from data warehouse, in part because they overcome many limitations of traditional statistics and can handle complex data sets. New data mining applications are appearing at an explosive rate, focused on consumer satisfaction consumer data. Data mining techniques offer a powerful complement to statistical techniques and have useful research applications for consumer satisfaction. We can get better answer typical consumer satisfaction.

The importance rating of different attributes was determined using consumer behavior sensitivity analysis in our data warehouse. In the past, a major criticism of consumer behavior EC Web networks has been its inability to explain its reasoning resembling a number. Sensitivity analysis overcomes this problem and provides scores, which measure the importance of each consumer behavior in the input layer. The scores for consumer behavior attributes are derived from their ability to predict overall satisfaction and indicate the relative importance of each attribute, ranging with higher values representing more importance. Our dynamic processing method can meet the conditions necessary for effective statistical analysis, EC Web network analysis provides more accurate

ratings of attribute importance in our experiment results.

5. DISCUSS OUR PROPOSED CONSUMER BEHAVIOR MODEL

Essentially, searches through the on-line data to identify which predictor variable is most important to correctly predicting the dependent variable. Decision analysis partitions the on-line data based on an initial split of the consumer behaviors variables. Thus, the most important predictor is selected first. For these on-line behaviors variables, the level of that variable that corresponds to predicting the dependent variable is also identified. Then, the next most important variable for predicting the dependent variable is selected, along with the corresponding level of performance. Consumer behaviors variables decision analysis continues until all behaviors relevant variables are selected. If a variable is not selected, then it is not critically important to the prediction in our method.

Behaviors decision analysis can yield insight into different market segments on Web sides. For example, the loyalty of different market segments is affected by different attributes in different ways. We can identify various market segments in the data, display what is most important for that segment, and define the level of performance that would create loyalty.

Consumer behaviors decision analysis can be used to rank the importance of various attributes and to rigorously identify performance targets for consumer satisfaction attributes. According to Web servers outside-in approach, attribute performance levels should be set so desired business outcomes are achieved. Assuming consumer loyalty is the desired business outcome, decision tree analysis will rank the importance of consumer satisfaction attributes according to how they predict loyalty and will indicate the level of performance required to create loyalty.

Consumer behaviors decision analysis is illustrated using data from the consumer behaviors chain about consumer satisfaction. In this analysis, loyalty is the desired business outcome dependent variable, and the EC Web servers and service attributes are the predictor independent variables.

Three additional questions are raised to aid our method for the ideal EC Web servers marketing situation match:

(1) The marketing problem-solving mode actually employed for unconditionally consumer behavior parameters taken as the starting point for deciding on the type of support.

(2) EC Web servers affect the marketing problem-solving mode for price changing.

(3) EC Web servers reinforce the strengths of the decision makers, or should it compensate for their limitations consumer behavior parameters.

The results of this analysis tell an interesting cases. Two segments show the levels of performance that creates loyalty. One segment tells us how we have destroyed loyalty in the past. The loyalty of segment, a perceives attribute importance in the following descending order: quality, price, and reliable delivery.

The results of decision tree analysis are similar to both regression and neural network analysis and help confirm the results. Additionally, decision tree analysis goes beyond both of these techniques by providing insight into different segments and their perceptions of both attribute importance and performance. Clearly, researchers can gain the most understanding by analyzing consumer satisfaction data with both statistical and data mining techniques.

We are now able to capture and store consumer behavior information in data warehouse and ways never before possible but it is also driven by usage on EC Web. The purposes for our new research and mining of our data set allow us to draw conclusions to focus marketing or other activities to groups we would otherwise know little about. The ability to sell such information to third parties, rather than merely use it ourselves, offers another lucrative possibility.

The sale of public domain information illustrates this phenomenon on EC Web servers. For several years, there has been a thriving industry in acquiring and selling information and property consumer behavior records in bulk, which are obtained by private organizations from government. In an era when much personal information is captured electronically on-line for EC Web, private organizations now find that sale of privately gathered information is similarly possible on EC Web servers. The amount and type of information is growing. Internet consumers record, a variety of data about themselves every time they log on, such as who they talk to, where they shop, and what their interests are. Whenever they fill out registration forms required to negotiate on the Internet, they add to the pile. Many such forms contain overt survey questions that are designed to fill in gaps about personal information rather than aid registration.

The information potentially available on any person may include variety of consumer data, such as name, address, and telephone number. However, much higher value information, normally considered private by its owner, may also be available, including income and financial information, medical diagnosis or treatment information, property ownership, and credit card numbers.

In our method will develop in dynamic processing consumer behavior information technology, Internet marketing, modeling methodology, and marketing knowledge for consumer behavior. It provides a timely discussion as the Internet marketing era matures and the amounts of marketing data increase. In our method, EC Web servers combining information technology, analytical capacities, marketing data, and marketing knowledge, made available to one or more marketing decision make to improve the quality of marketing management, marketing information systems, marketing models, marketing expert systems.

6. PERFORMANCE WEB SERVERS

MODEL

The factors determining which of these consumer behaviors problem-solving modes will dominate in a particular decision situation are identified as

- problem characteristics structured, depth of knowledge, and availability of data,
- consumer decision maker characteristics cognitive style, experience, education, and skills .
- information technology computer hardware, software, and communication networks,
- data quantitative information about variables

The paper attempt to integrate the demand and supply side of EC Web servers in a framework for matching marketing problem-solving modes and EC Web servers. In the framework, the three decision situations, problem characteristics, decision environmental characteristics, and decision maker characteristics are equated with requirements for decision support, which leads to a recommendation of the type of EC Web servers for each specific situation.

Our proposed marketing managers are the developers of EC Web servers, they play a

crucial role in developing successful EC Web servers by providing their consumer behaviors knowledge and decision-making practices as input to those systems. Indeed, our methods are most certainly and naturally end consumers of EC Web servers. When they become more knowledgeable and demanding consumers of EC Web servers, better and more EC Web servers must be available from the systems suppliers. Our will raise consumer behaviors awareness of a broad field of EC Web servers and guide them to place right orders and make wise plans for customized systems for their specialized consumer behaviors work functions. Our proposed pathways to the principles and identifies tools needed to develop successful EC Web servers.

7. CONCLUSION

Consumer behaviors Information technology and development managers will benefit by knowing what consumer behaviors components to consider for EC Web servers, what kinds of EC Web servers to develop for marketing decision makers, and how to match EC Web servers to marketing decision makers decision characteristics and other relevant circumstances. Our proposed these managers with insights on what contents and elements are relevant to EC Web servers and help them perceive the importance of understanding the marketing managers consumer behaviors side to improve collaboration with them to develop successful systems.

Corporate consumer strategic planners and top consumer sale executives may think of the short and long term technical requirements essential to developing decision support systems across the corporation in an integrated and synergetic manner to enhance corporate-level decision-making efficiency. Because the use of consumer behaviors technology has become an integral part of business and corporate strategists including the top management. We should research in the development of better consumer systems that enable consumer managers to make objective and scientific decisions in ways that maximize corporate profit and achieve corporate business goals. In addition, top management should be able to calculate the impact of EC Web servers on the corporation. Predictably, when well implemented, EC Web servers will enhance marketing managers decision-making efficiency, save time and other expenses, reduce failures, and increase odds of success. However, this improvement may in return require a smaller number of marketing managers. Then, EC Web servers may be on line collection to consumer behaviors marketing, as technology often is.

Management should encourage marketing managers to prepare for their future in a smart way for such consumer behaviors technological advances to improve corporate operations and increase consumer behaviors job security.

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