

## ONLINE MARKET COMMUNICATIONAL PATTERNS IN DEVELOPING COUNTRIES: A MALAYSIAN PERSPECTIVE

SHAHID BASHIR, RIDZUAN MASRI, FARIDAH IBRAHIM & VIJAYESVARAN  
ARUMUGAM  
INFRASTRUCTURE UNIVERSITY KUALA LUMPUR

### **Abstract**

The aim of present study is to provide ideas across a variety of online buyer practices and choices that will assist communicators to be more set in market patterns of developing countries. The study signifies not just for the web-vendors in promoting online market, but also for those individuals who are hesitant to buy products online. On a sample size of 50 Malaysian e-shoppers, an open ended questionnaire was used as a primary data collection method to analyze buyer practicing ideas gathered around several variables reviewed through past studies i.e. web promotion, consumer's decision making methodologies, extensive online clientage, and online shopping related knowledge. The outcomes evidenced powerful influence of some of these variables on online buyer's practices.

**Keywords:** *Online marketing; online shopping practices; e-business; internet; market communication*

## CORAK KOMUNIKASI PEMASARAN ATAS TALIAN DI NEGARA MEMBANGUN: DARI PERSPEKTIF MALAYSIA

### **Abstrak**

Tujuan kajian ini adalah untuk memberi idea pada amalan dan pilihan pembeli atas talian yang boleh membantu komunikator lebih bersedia dalam corak pasaran negara membangun. Kajian ini signifikan bukan hanya pada 'web-vendors' untuk mempromosi pasaran atas talian, tetapi juga pada individu yang rasa teragak-agak untuk membeli produk secara atas talian. Dengan saiz sampel 50 *e-shoppers* dari Malaysia, soalselidik telah digunakan sebagai data utama untuk menganalisis idea amalan pembeli yang dikumpul dari beberapa variabel yang dinilai melalui kajian lepas, iaitu, promosi jaringan, metodologi membuat keputusan pelanggan, pelanggan atas talian yang ekstensif dan pengetahuan mengenai pembelian atas talian. Hasil kajian membuktikan pengaruh yang kuat oleh sebahagian dari variabel amalan pembeli atas talian.

**Kata kunci:** *pasaran atas talian, amalan pembelian atas talian, e-perniagaan, internet, komunikasi pemasaran.*

### **INTRODUCTION**

In the modern business era, major changes are established in term of application of universal marketing techniques e.g. the way sales forces advertise and sell the goods, the manner in which we convey information to our customers, suppliers and our own employees, the way we achieve the target market profit, and the way we supply products. The essential explanation behind all these transformations has been explosive and dramatic evolution of advances and the matching opening of worldwide markets. In such regards, Internet-based market or online market is supposed to be one of the most crucial advancement. As noted by Hoffman (2000) the internet, with its profound market change ability, tailored not only the way people go about doing their business with one another but also the extreme essence of what is meant to be a being in the public arena. Moreover, Rogers and Peppers (2001; 1997) distinguished that internet changed the marketing standard from an overwhelmingly one-type broadcast model to a somewhat completely interactive, completely one-to-one association.

The internet technology became a pick of global fame since early twenty first century, specifically in terms of its contribution towards the progress of business

marketing. Due to its dynamic growth, the web-based businesses progressively grew and gained the attention of consumers. According to Rogers and Peppers (2001; 1997) the foremost indicator of such attention is the similarities of processing methods in various areas i.e. display goods, offer special sales, take orders from clients, process Visa cards, and compute applicable duties on purchases. Nevertheless, the technology brought several additional features to a transaction that might reflect consumer concerns. For example, the online consumers usually have to pay an additional shipping fee to a price of product(s). Moreover, these people might face a lengthy and time-taking product(s) delivery process.

In the initial era of internet technology, the consumer's activities were solely limited to window-shopping due to powerful existence of these above mentioned issues (Rogers & Peppers, 2001; 1997). Yet, with the progression of time, and increased knowledge, consumers in many developed countries are actively engaged to shop online. In contrast, the consumers in many developed countries are still not engaged to it. Their pattern of shopping online extremely varies conceivably due to the danger involved (i.e. shipping fee, delivery process) and due to increase in online scammers.

Based on this revealed issue, the aim of this study is to provide ideas across a variety of buyer practices and choices that will assist communicators to be more set in market patterns of developing countries.

## **LITERATURE REVIEW**

The present study contributes not just for the web-vendors in promoting online market, but also for those individuals who are hesitant to buy products online. As proposed by many recent academic researchers, there are certain hesitations or causes that impact highly on the shopping practices of consumer(s). This section will assess these causes based on recent past literature.

### ***The Impact Causes on the Consumer's Shopping Practices***

In one of recent studies, the impact of online experience and web atmospherics on consumer's buying practices was investigated by Yang et al. (2009). There article further studies the role played by gender on online buyer conduct. The article essentially clarifies the pre-purchase choice of the buyers. A web-route model is created which has four interrelated variables: online behaviors, internet experience, web atmospheric and results. These associations were tested and affirmed in the aspect of a medicinal website. As the conducts of both the sexes were examined, it was concluded that men had been more particular in what they need to look for, whereas ladies were extensive clients who could access all the available description. The information was collected by means of questionnaire put on a medicinal website.

In another recent study, an exploration was done by Sun and Wang (2009) to investigate the associations among customers attitude towards online marketing,

attitude towards online marketing and consumers behavioral feedback. In this article, the researchers have compared the feedback of consumers towards online marketing in three countries, such as Romania, USA, and China. Moreover, the traditions of these countries are contrasted in the article. Attitudes and beliefs towards online marketing and behavioural feedback have been used as the variables. However, this research was tested via questionnaire and thereafter a relapse analysis was carried out. The information was gathered from the online clients in those three countries. Five elements namely information, economy, entertainment, credibility and quality debasement were taken from the conviction about the online marketing measure and then an affirming component analysis was carried out to inspect the goodness of suitable estimation model for the conviction components. To estimate attitude towards online marketing, a 5-point Likert scale with intervals between 1/strongly differ and 5/strongly concur was taken. Finally, to measure the customer behavioural feedbacks were measured by two elements which include clicking and shopping encounter. One main objective of the research was to study the effect of society on one's conviction and behaviour towards online marketing. The results have shown that online clients in various countries are accounted to have hugely diverse views of the viability of online marketing.

Another research found that the firms that are using web promotion to develop their business activities are growing up to 46% quicker than their competitors (Viney and Schomaker, 2002). This study leads to the way that utilization of web promotion in general business practices has been there since past decades and firms are gaining huge benefits from their online existence. Therefore, it might be found from this study that the web promotion is constantly utilized as an important instrument in the online marketing. Having analysed that online marketing helps the organizations to improve; one can present forward a question about the ways which the correspondence technology has supported the business firms.

Nantel and Senecal (2004) investigated consumers' decision-making process and their online marketing practices. The aim of the exploration was to study how diverse online decision making methodologies are utilized by the customers to convince their online marketing practices. This article examines the click stream exploration, which is explained as the way an online user takes via one or more websites (Bucklin et al. 2002).

**Table 1: Impact Causes on the Consumer’s Shopping Practices**

Authors	Revealed Causes			
	Web promotion	Consumer’s decision making methodologies	Extensive online clientage	Online shopping related knowledge
Yang et al. (2009)			√	
Sun and Wang (2009)				√
Nantel and Senecal (2004)		√		
Viney and Schomaker (2002)	√			
Bucklin et al. 2002		√		

Symbol “√” represents the revealed impact causes in current study

To summarize the past literature, various impact causes on the consumer’s shopping practices exist (i.e. web promotion, consumer’s decision making methodologies, extensive online clientage, online shopping related knowledge). The subsequent section will explained how these revealed causes are planned to be assessed in the context of present study conduct.

## RESEARCH METHODOLOGY

To measure comprehensible study outcomes, a qualitative study is conducted. Although, to gather with such investigation, various primary approaches can generally be used (e.g. intensive interviews, group discussions and questionnaire examination), the present study focuses on data gathering through open-ended questionnaire. Saunders et al (2007) suggested that through utilization of such approach, more accurate and reliable information can be obtained.

As the present study explores the ideas across variety of online shopping practices; therefore, the sampling frame is obvious to be consisting of internet shoppers. Nevertheless, the researcher further framed this sample for the internet shoppers of Selangor state of Malaysia. This sampling frame is chosen based on the fact that Malaysian internet consumers are yet to consider shopping websites as fully dependable due to their practicing concerns (discussed in the subsequent section) (PayPal-Nielsen, 2011 cited in E27, 2013). An assumed working sample was of 50 target participants who were reached through online portals of various Malaysian e-business websites. The ultimate information was analysed in best possible efforts to be correct and viable. In the context of revealed variables in the past literature, the subsequent section presents the analysed information.

## **FINDINGS AND DISCUSSION OF THE STUDY**

Malaysian firm's web promotional activities have roughly doubled the impact of the second powerful medium – TV – and approximately eight times the impact of old printed media. This movement in online marketer influence shows a need and a chance for organizations to reprioritize the mixture of communication medium they employ to reach their clients. Consumers are found to utilize online diverse approaches to make their choices. For instance, consumers are more prone to look for views of others via online networking and product appraising sites when making decisions that have a lot of individual effect (e.g. electronic purchases or healthcare options). However, they do utilization of organizational controlled sources while making on transactional choices of commoditized products e.g. utilities or plane tickets etc. The informant's consent leads the actual way that utilization of web promotion in general business practices has been gaining huge benefits from their online existence. Therefore, in concise to the study of Viney and Schomaker (2002), it seems evidenced that web promotion is constantly utilized as an important instrument in the Malaysian online marketing. Moreover, the online market communication helps the Malaysian organizations to improve pathways which the correspondence technology has supported.

As Malaysian consumers see the acceptable benefits of online marketing on their lives, they proceed to have worries about security and the reliability of some online data. For instance, most of the informants admit that internet assist them in making better choices, however few of them complain also that data companies occasionally provide fake information on the internet. Moreover, few informants complain that there is a possibility of fraud on online marketing. Furthermore, few informants complain that convictions of a web vendor faintly influence their choice to purchase an item; few of the informants, though, firmly consents to the declaration that there is an opportunity of misrepresentation in Malaysia in regards to consumer's conviction. Nevertheless, due to such worries, the Malaysian consumer's decision making methodologies [as concise in the study of Nantel and Senecal (2004)] are utilized in diversified ways e.g. click stream exploration or online user takes via one or more websites (Bucklin et al. 2002).

The study found that a small number of informants consent to facts that the purchasing trends of men and women contrast and that men are more prone to shop online unlike women. Nonetheless, those informants who consent that men are more prone to do online marketing than women explicitly consent to the way that the buying trends of women and men differ. However, merely one informant was explicitly consent that women are more prone to do online marketing. The informants consent was found to be contextually similar to study of Yang et al. (2009) in which conducts of both the sexes were examined, and particularity of men over ladies was evidenced in terms of extensive online clientage.

This research also demonstrated that few informants consent to the declaration that if they receive enough online shopping related knowledge of a business, they would prefer buying frequently to such web vendors, especially when it comes to do a transactional comparison with less promoted website. Moreover, many informants consent to the declaration that those individuals who hunt-look for an item online is most likely to purchase it online. Although, a considerable number of informants were found to be unbiased to it, only three informants strongly consent to it and three firmly don't agree to it. The remaining informants completely disagree to this declaration. Nevertheless, the informants' consents were found to be slightly concise to viewpoint of Sun and Wang (2009) enlightening an associations between customer's attitude towards online marketing and their behavioural feedback in terms of communicational viability.



## **CONCLUSION**

To assist communicators to be more set in market patterns of developing countries, the present study provided various ideas across a variety of buyer practices. These ideas were gathered around several variables reviewed though recent studies i.e. web promotion, consumer's decision making methodologies, extensive online clientage, and online shopping related knowledge. A qualitative assessment on few of these variables evidenced strong influence in the context of Malaysian buyer practices. Consequently, the market communicators are in point of fact lent a hand to the extent in which this study was aimed to contribute.

## **ABOUT THE AUTHORS**

***Shahid Bashir*** obtained his MBA from University of Wales, United Kingdom and currently is a PhD candidate at the School of Business Infrastructure, Faculty of Business and Accounting, Infrastructure University Kuala Lumpur.

***Ridzuan bin Masri*** obtained his PhD from International Islamic University Malaysia and currently is the Dean, Faculty of Business and Accounting, Infrastructure University Kuala Lumpur.

***Faridah Ibrahim*** completed her PhD at University Putra Malaysia and currently is a Professor in Journalism and Communication at the Faculty of Arts, Communication and Education, Infrastructure University Kuala Lumpur.

***Vijayesvaran Arumugam*** obtained his MS from University Malaya and currently is the Head of Postgraduate Department at Faculty of Business and Accounting, Infrastructure University Kuala Lumpur.

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