

Section 3. Psychology

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SOCIAL AND PERCEPTIONAL CRITERIA FOR ASSESSMENT ONLINE CONSUMPTION

Introduction

The increasing intensity of the use of Internet resources dictates its conditions and changes in the field of sales, for effective communication with a potential buyer it is necessary to be part of where consumers spend their day – smartphones, social services. networks, instant messengers.

The global e-commerce market continues to grow at a steady pace – this is the result of technological progress and the matured reality. Simplified payments, mobile purchases, work with voice-activated digital assistants and chatbots – all of these things act as a seller in the era of digital retail, artificial intelligence, and social perception takes an increasing place on the Internet.

With the help of social perception mechanisms, people understand, interpret and assess social objects, both the current moment and the consumer's life experience, his position is important. For scientific analysis, the definition of specific criteria is necessary.

A criterion (from the Greek “criterion”) is defined as a distinctive feature, a measure, on the basis of which an assessment of a phenomenon, action, idea¹ is given. It should be noted that the criterion is a means, a necessary tool for assessing the essential features of an object, but the assessment itself is not. Criterion is a means of detecting an object, the basis for classification, grouping of objects of their assessment.

¹ Bol'shoj tolkovyy slovar': v 2 t. – M.: Izd-vo “Veche”, 2001. – T. 1.

Research of social and perceptual criteria for online consumption

In the framework of the designated subject, the research focuses on the problem of determining the criteria that are invariants of social perception, are subjective in nature, and are guidelines for the perception, understanding and assessment of consumption.

The purpose of this research: the identification of social and perceptual criteria for the perception, understanding and assessment of online consumption.

The research involved 38 respondents aged 23–46, users of online shops.

The methodology of the interview applied is used to understand how consumers transfer the properties of products into meaningful representations, described and justified by Modesto Veludo de Oliveira and others¹, and that allows you to reveal the essence of the product: product attributes, benefits of using the product and values.

As part of the data processing, a detailed verbatim content analysis of the interview was conducted to identify the elements that better represent the expressions, the concepts of each person individually, then the statements were converted into separate phrases – the main elements. The results were grouped into the criteria according to their meaning.

The identified criteria are described below and the keywords of respondents obtained as a result of the interview are described.

Description of online consumption criteria

Criterion savings. It is mainly determined by what can be calculated in equivalent in money – how much money you managed to save by buying a product cheaper than a similar one, which allows you to reduce costs (free shipping, etc.), receiving discounts, bonuses.

Online consumers are often offered the best price for the same product as it costs less. Since online retail offers a wide range of various products and services this gives consumers more opportunities to choose and compare the prices of different suppliers and find the most suitable option in contrast to geographically available shops. Some online stores conduct auctions, thereby optimizing transactions for their product.

Savings can only be considered in comparison with other conditions of sale, for other consumers.

Keywords of the respondents: profitable, discounts, bonuses, costs.

Criterion affiliation manifests itself in a warm, emotionally significant approach to the buyer. Membership in a group is an important part of the life of most consumers. It is aspiration to rapprochement with people, friendship, love, communication.

¹ Modesto Veludo-de-Oliveira. “Commentary Laddering in the practice of marketing research: barriers and solutions / Tania Modesto Veludo-de-Oliveira / Ana Akemi Ikeda and Marcos Cortez Campomar”. 2015. – P. 297–299.

Those who value social contact may be disappointed in the lack of help, such as an online consultant. Some consumers go to supermarkets in order to carry out their entertainment and social needs which are limited in retail.

It is important for the consumer to provide online service around the clock, the ability to ask questions and receive the necessary support or assistance after a working day.

Some consumers prefer to make purchases while staying in a comfortable social media environment.

Keywords of respondents: contact, relationships, communication, social networks, reviews.

Criterion prestige expresses itself in the aspiration to denote one's individuality in manifestations that are significant for a person.

Consumption is aimed at presentation of who we are, driven by the desire to create our own image, getting attention, recognition and encouragement from others. High quality is of particular importance.

Online retail offers benefits by providing a wider variety of products, branded shops are becoming more affordable. All types of products that exist in the world are presented on the Internet, some of them are available exclusively online.

Keywords of respondents: reputation, popularity, image, brand.

Criterion utilitarian is manifested by an interest in physical convenience, simplification of work, reduction of trips, saving time, in the observance of existing habits, convenience, stability, comfort and peace are important.

Since an online purchase can be made anywhere, anytime, this makes life easier for consumers, there is no need to get attached to traffic, take care of parking, stand in line among the crowd. The online shop offers convenience, reducing financial and psychological costs.

Applications allow you to use a mobile phone, which is always at hand, voice search, optimization for voice requests, the ability to order home delivery.

Keywords of respondents: convenient, fast, exact terms, conditions.

Criterion security manifests itself in a predictable world – order and stability, avoiding the strange and unexpected. First of all, it is about calm, manifested in a person's interest in being protected. These are reliability, constancy, high-quality service, experienced and competent specialists, compliance with guarantees, truthful reviews.

Post-purchase behavior in online retail differs from offline in terms of problems arising with the product, replacement or return of the product that does not meet expectations.

Some marketplaces force registration before using their website. Thus, in addition to the risk of the product, there is a risk of ensuring the security of information.

In the course of the payment process personal information, including a credit card number, is also provided.

Security is often can be worrisome and slow to shop online.

Keywords of respondents: no risk, reliability, easy to use, no problem, recommendations, safe service.

Criterion gnosis reflects the needs of a person in obtaining information, knowledge. This is an opportunity to analyze a large amount of information, compare different offers.

We are also talking about the adventurous side of shopping as a determinant, which can lead to inspiration, enthusiasm, arousing consumer curiosity, and satisfying the thirst for knowledge.

Augmented reality technologies allow you to see how the goods will look in real life: applications make it possible to “try on” how furniture fits into the design, how clothes, accessories flare out.

Online sellers try to provide more information about the product, trying to facilitate the decision-making process about making a purchase. In addition to receiving information, consumers also have the opportunity to research reviews and overlooks of other customers.

Keywords of respondents: interesting, news, technical innovations, informative, service of comparison.

Criterion autonomy manifests itself in the independence of a person from the pressure of the authority of another person, group or social institution, as well as in the absence of a desire to establish relationships with others. In consumption, they do not rely on the opinions or feelings that other people demonstrate on this subject, tend to have their own view.

Some buyers want to avoid control and pressure from the seller; they seek to avoid delays in the shop, communication with other visitors. Some users want to avoid crowds and crying children.

This is especially true for those who had negative experience of interacting in an offline shop, or simply want to be autonomous and make decisions independently without any intervention, which can fully provide an online shop.

Some websites become too intrusive due to advertising and chatbots.

Keywords of respondents: no one bothers, calmly choose, intrusive, a lot of advertising, consultant window (constantly pops up/too big), annoying.

Criterion aesthetics. The great freedom of preference makes an impression in aesthetic taste. Personal addictions of a person, his emotions are unique. The voice of one's own aesthetic feeling dictates an internal assessment: beautiful – ugly, like – not like. Appearance matters: form, colours, harmony.

The well-thought-out structure of the website and attractive design, rich content – a vivid presentation material with 3D- and AR-reviews, high-quality banners

and a full description, which replaced boring pictures with a description – play an important role in convincing consumers to become interested in their product.

Keywords of respondents: beautiful, to like, original, harmonious, tasteful.

In order to test the hypothesis of the description of the proposed criteria, an analysis of existing studies was carried out, which allowed us to associate scientific research on the problem of a relatively recent trend – online consumption.

Empirical studies of Lim and Dubinsky, 2004⁴ mention the criteria: economy, prestige, gnostics. The issues of economy are also mentioned in Rox H.,¹ Vasić N. et al² also highlights the economy and, moreover, the criteria utilitarian, security, and gnostics. Ramlugun 2014³ examined affiliation, security, gnostics and aesthetics. Laudon and Traver, 2009⁴ emphasize autonomy and security. There are other works where in one way or another there is a description of the content of various criteria.

Systematization of social and perceptual conditions for assessing consumption criteria

The described criteria have certain trends Y. Leini⁵, which allowed them to be presented in the form of a scheme of social and perceptual conditions for assessing consumption criteria presented in Figure 1, where the modes of thinking System 1 – System 2 proposed by D. Kahneman⁶ act as a horizontal scale. As a rule, System 1 perfectly fulfills its functions, however, it is poorly served by logic and statistics, therefore, the criteria: economy, utility, gnostics, suggest the inclusion of System 2.

The vertical scale is social – individual, based on the levels of social representations by S. Moskvich⁷. A person as a member of a social group actively reinterprets everything that happens in a social context using social representations.

¹ Rox H. "Top reasons people shop online may surprise you". 2007. URL: http://associatedcontent.com/article/459412/top_reasons_people_shop_online_may.html?cat=3, Associatecontent.com

² Vasić N. The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Marke N., Vasić M., Kilibarda T., Kaurin. URL: https://scielo.conicyt.cl/scielo.php?script=sci_arttext&pid=S0718-18762019000200107

³ Ramlugun V.G., Jugurnauth L. "The scope of social media browsing and online shopping for Mauritian e-retailers: A research based on utilitarian and hedonic value," Review of Integrative Business & Economics, – Vol. 3.– No. 2. 2014.– P. 219–241.

⁴ Laudon K. C. and Traver C. G. E-Commerce Business. Technology. Society, 5th edition, Prentice Hall, New Jersey. 2009.

⁵ Leini Y. Social – perceptual online consumption conditions, Proceedings of the International Conference "Scientific research of the SCO countries: synergy and integration". Part 3 – Reports in English, 2020, Beijing, China, 2020.– P. 104–110.

⁶ Kahneman D. Thinking, Fast and Slow, Farrar, Straus and Giroux. ISBN978-0374275631. (Reviewed by Freeman Dyson in New York Review of Books, 22 December, 2011.– P. 40–44.)

⁷ Bovina I. B. Teoriya social'nyh predstavlenij: istoriya i sovremennoe razvitiye // Sociologicheskij zhurnal. 2015.– No. 3.– P. 5–20.

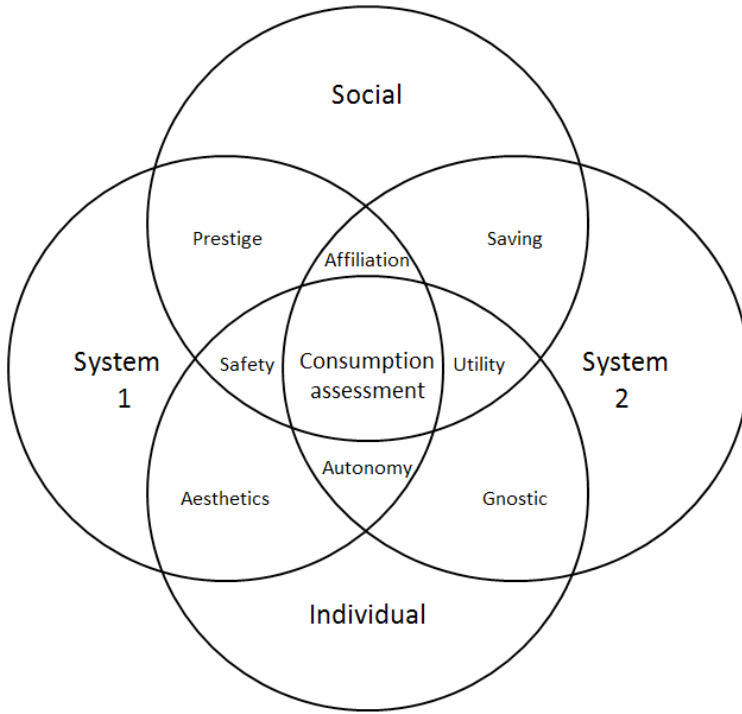


Figure 1. Scheme of social and perceptual conditions for evaluating consumption criteria

Conclusion

In the era of the development of digital retail, social perception takes on new dimensions, a theoretical basis is needed to adapt to emerging trends.

The results obtained in the framework of this empirical research can be used in a set of measures for testing the site. The described criteria represent the basis for the classification, grouping of aspects of online consumption, it is a necessary tool for assessing the essential features of the subject, while not being an assessment.

The proposed scheme, thanks to the correlation of criteria with fundamental theories, allows us to understand exactly how the images of the presented objects are formed in the human mind as a result of perception, cognition, understanding and evaluation, which allows us to formulate e-commerce conditions that are adequate for the target audience.

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