

Phenomenological Analysis of Consumer Shopping Behavior in Asia and Europe

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Abstract

This analysis is in the form of a conceptual analysis. The purpose of this paper is to find out the differences between Asian and European netizens. Asia and Europe have different numbers of netizens. Netizens in Asia have more numbers than netizens in Europe. Netizens in Asia and European netizens often use smartphones or tablets to buy products. Asia has substantial market potential in online business, while in Europe, several countries still need to improve social delivery networks and services. China, Japan, Korea and Southeast Asia are potential markets in Asia, while Germany, Poland, and Norway are potential markets in Europe. In conclusion, the online shopping behaviour of consumers in Asia and Europe is influenced by various factors, including demographics, cultural differences, payment methods, e-commerce platforms, mobile shopping, and cross-border shopping. Businesses catering to online shoppers need to understand these differences to tailor their marketing strategies and provide a better online shopping experience.

Keywords

phenomenology, shopping,
behaviour, asia, europe



I. Introduction

The increasing development of the internet in the world is increasing and provides promising prospects for online shopping. Online shopping in today's era is no stranger. There is even an online shopping system that is safe, comfortable, and effective. Everyone is confident in buying products at online stores or commonly referred to as online shops. Online shopping began to develop with rapid technological advances, smooth and easy prepayment, and a stable internet system. Technological advances make it easier for consumers to shop online because online shopping ads are often displayed on smartphone applications or social media for each gadget user. According to the latest global survey by Nielsen Online on kompas.com, more than 85% of the world's population has used the internet for online purchases. Devika (2014) states that the most critical factors influencing online shopping are security, trust, and good website design. A safe and reliable online shopping site can increase the number of consumers who will shop online. Richa (2012) states that the key to business survival in the future depends on how well it can integrate media into the current business model. Online shop sellers must be able to consider customer habits in buying products and services desired by customers. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

With the increasing use of the internet, netizens appear in every country. Netizens are gadget user who is always looking for information on the internet. Every netizen has a character in online shopping. Netizens are always careful when shopping, comparing the price and quality of one online business with another and comparing the safety of each online shop. An online shop that has good quality and guarantees security and convenience in online shopping will be an attraction for netizens, and even netizens can easily promote products and online soups that sellers own. Online shop sellers must learn the character of netizens. In the context of online shopping between countries, one must know the character and factors of each netizen between countries.

Asia, as well as Europe, has a significant number of netizens. Asia has China as the largest population, so the number of netizens in Asia is still much higher than in Europe. Based on techinasia data in 2014, it was stated that the number of netizens in China had the highest number with 463 million people, 2.5 times greater than the number of internet users in America, which was 178 people. This Chinese population makes Asia have the most netizens compared to Europe. Asia has a significant number of online sales. Based on data from Business Startups, in 2014, several countries in Asia were ranked as the 5th largest in online shop sales, such as China with sales of \$274.57, the second place occupied by Japan with sales of \$127.06, South Korea with third place with sales of \$20.24, India is in third place with sales of \$ 16.32, and in the fifth place occupied by Indonesia with sales of \$ 2.60. These sales will increase in 2015 and 2016. The five countries in Asia can be one of the prospects for online business.

In Europe, the number of netizens is increasing from year to year. In the research we are social, it is stated that in 2014 Europe had the highest netizen rates, namely in Iceland and Norway (95%), while Ukraine was still far behind but still on par with the global average of 34%. The number of netizens across the region is also impressive, with Europe accounting for more than half a billion online users.

II. Review of Literature

For online entrepreneurs, the development of internet applications positively impacts online businesses. According to Yuliana (2000), Internet-based applications can give business strategy advantages to win the competition in:

- a) Global Dissemination. Because now that countries are connected to the internet, global communications in business come alive. E-mail, electronic mailing lists, World Wide Web sites, and other internet services have made disseminating information on an international scale faster, cheaper and more accessible. This condition gives the business strategy advantages in increasing the savings and efficiency of global communications and reaching, selling, and developing services for international consumer markets.
- b) interaction. Interactive communication is another internet capability, such as discussion forums and chat groups; Interactive forms for orders, feedback, and technical support; E-mail to answer requests and comments online. Fast and efficient feedback to consumers and responses from customer support specialists provide several opportunities to show the company's attention to its customers. So internet technology helps businesses build consumer roles and loyalty.
- c) customization. The ability to automate the provision of information and services according to the needs of each consumer is an internet business strategy capability. Information can

be accessed and shared from network servers, depending on the user's needs. For example: fill out a registration form for quick access to select Web site levels. Efficiency, low cost, and interactive marketing targets for each consumer are the keys to business advantages with internet technology.

- d) Collaboration. The internet may facilitate and streamline access to data, hardware and software on a shared network. For example, information on Web sites can be obtained easily using Web browsers. Other groupware tools help coordinate projects and manage information stored on cross-linked Web site servers. This condition can increase cooperation among teams, workgroups, and business partners to complement the role of the company's business strategy.
- e) Electronic Commerce. The Internet is becoming a platform for EC technology. The internet connects companies with consumers and their sellers, allowing companies using the internet to market, buy, sell, and support products and services electronically. Some advantages of doing business via the internet lie in EC applications. EC allows markets to open and create new products and services.
- f) Integration. Companies that work using the internet integrate outside activities with business processes within the company online. For example, the company's Web site is connected to an operational database stored on the Intranet Web Server so that site visitors.

Netizens are internet users who are very careful when shopping online. Caution in buying is natural because service, security, accuracy, and smooth web speed can satisfy consumers in shopping online.

Vanishree (2012) revealed that most customers shop online because it is the easiest way to shop and can save time. Alex et al. (2014) stated that Asia would be home to more than half of the world's population by 2020. Therefore, it is not difficult to see the potential growth of e-commerce or Asian online businesses for the next few years. Some countries that have the potential for online business growth are China, Japan, Korea, and Southeast Asia.

Mishra and Priya (2013) stated that, especially in the most populous country like India, where people must stand in long queues and dusty streets, people are happier to make online purchases. The quality of information, after-sales service, buyer recommendations, attractive visual designs, and the number of products are self-interested in online purchases. Visual design is the third most preferred site attribute. Visual design refers to website visuals, such as colours, fonts and multimedia features to attract customers to buy the product.

In China, marketing mix and company reputation has a more significant influence in influencing consumer attitudes. In their research, Moss and Nathasa (2013) stated that they had realized the diverse business developments throughout Europe. Most households in Europe have almost as vast internet and broadband as Russia. The survey shows that 40% of Europeans aged 16-65 use the internet to purchase goods and services online, and almost half, 47%, use it to browse goods.

When buying online, 64% prefer home delivery, 85% choose to have access to a store to view or even touch products, and 17% want to buy in-store. Online shopping in Europe is developing differently for purchases, especially clothing. Europeans prefer home-delivery shopping, especially in Hungary, Poland, and Germany. Taking products to stores is often in the interest of England, France, and Belgium. Posted research explains that Europeans prefer to shop for clothes than other purchases.

Alex et al. (2014) reveal that B2C e-commerce and delivery markets in Europe are very heterogeneous and reflect differences to date. The following is an analysis of the four countries in Europe.

1. German: Germany is the city centre. German e-commerce sales get the second highest notch in Europe. Market earnings for 2013 range from EUR 33100000000 to EUR 39.1. Sellers in Germany are increasingly looking for opportunities for foreign e-commerce growth by selling to consumers abroad.
2. Greece: The e-commerce market is small but snowballing. The development of e-commerce is constrained by administrative barriers to online business, limited broadband access and a high proportion. The preferred payment method is cash on delivery which places an additional burden on delivery service providers and business enterprises online.
3. Ireland: Demographics are dominated by urban and rural communities. Resident netizens in Ireland are widespread. Delivery orders in Ireland are well served. Irish postal service supplies shipping services throughout the country, mainly in rural areas.
4. Poland: Poland is one of the fastest-growing e-commerce markets in Europe, with a growth rate of more than 25% per year. Rural areas need to be more developed regarding broadband access and e-commerce. The Polish shipping market is very competitive and offers a wide range of delivery options from home and shop. Urban communities in Poland generally have greater purchasing power than rural communities. Personal contact with customers is the right decision because, in the end, consumers will be more interested in the presence of agents or distributors (U.S Commercial Service & U.S Embassy. Warsaw 2012).

Spath (2014) stated that almost 100% of 15- to 29-year-olds are active netizens, and those aged 65+ have increased by 27% compared to 2007. Those aged 55 and over are the target group for the retail industry. The PWC study recorded that 61% bought online for the clothing and shoes category, 56% bought health and cosmetics, and 5% only intended to ask questions at online stores. In the use of technology tools, it is recorded that 53% of netizens use smartphones or mobile phones tablet.

III. Results and Discussion

The development of online businesses in every country is increasing. The increase in online business sales is due to the rapid development of technology, making it easier for netizens to access online shopping. Increasingly accessible technology, fast broadband, sophisticated smartphones, and smooth delivery services are external factors that attract consumers' interest in online shopping. In contrast, internal factors of consumer interest in online shopping are speed and friendliness of service, easy down payments, and better security. Guaranteed, and the quality of the website is good. Many producers want to sell their products abroad. Therefore, it is necessary to know overseas consumers' conditions, situations, and behaviour.

This study was written to find out the comparison of netizens in Asia and Europe. Netizens in Asia are the most significant potential of online business. Several Asian countries that can be potential for online business growth are China, Japan, Korea, and Southeast Asia. News from Kompasnia said that Indonesia still needs to improve compared to China, the US, India, Brazil, and Japan compared to the number of netizens because countries such as China, the US, India, and Brazil have more population than Indonesia. The literature review results discuss several factors that cause netizens in Asia to buy online shops, namely saving time, no need to queue, guaranteed online company reputation, smooth internet access, attractive feature designs, and local cultural elements.

Europe has a small number of netizens compared to Asia. Judging from sales in 2014, netizens in Asia had sales transactions of \$440.79, while Europe had sales transactions of

€47.8 billion. With the number of other sales, there is still little awareness of European netizens to shop online. The awareness of European netizens in online shopping is because several countries need help with the problem of sending complex goods due to the country's remote location and unsupported broadband happening in Greece and Ireland.

Online shopping has become an increasingly popular trend globally, and online shoppers are rapidly growing. Although online shopping is a global phenomenon, there are significant differences in the online shopping behaviour of consumers in Asia and Europe. This analysis will explore the differences between online shopping consumers in Asia and Europe.

1. **Demographics:** In terms of demographics, Asia's population is younger than Europe's. The younger population in Asia is more comfortable with technology and tends to be more tech-savvy, making them more inclined towards online shopping. In contrast, the older population in Europe may need to be more comfortable with technology and may prefer traditional shopping methods.
2. **Cultural differences:** Cultural differences also significantly affect online shopping behaviour. In Asia, consumers tend to be more price-sensitive and value-oriented, preferring bargains and discounts. In contrast, European consumers are more quality-conscious and are willing to pay a premium for high-quality products and brands.
3. **Payment methods:** Payment methods also differ between Asia and Europe. In Asia, consumers are more likely to use digital payment methods like Alipay and WeChat Pay. In contrast, European consumers use credit and debit cards for online purchases.
4. **E-commerce platforms:** E-commerce platforms also differ between Asia and Europe. In Asia, platforms like Alibaba and JD.com dominate the market, while in Europe, Amazon and eBay are the dominant players.
5. **Mobile Shopping:** Mobile shopping is more prevalent in Asia compared to Europe. With the high penetration rate of smartphones in Asia, mobile shopping has become a popular trend. In contrast, European consumers still prefer a desktop or laptop for online shopping.
6. **Cross-border shopping:** Cross-border shopping is also more prevalent in Asia than in Europe. Asian consumers tend to purchase products from other countries, with Japan, South Korea, and China being the primary sources of cross-border purchases. In contrast, European consumers tend to shop within their own country or the EU due to language and currency barriers.

We can use several data sources such as market research reports, surveys, and online shopping data to conduct a data analysis comparing online shopping behaviour between Europe and Asia. Here are some insights based on available data:

1. In Asia, online shopping penetration is much higher than in Europe. According to eMarketer, the online shopping penetration rate in Asia was 56.8% in 2020, while in Europe, it was 45.8%. This difference can be attributed to the younger population in Asia, which is more comfortable with technology and tends to be more tech-savvy.
2. Mobile shopping is more prevalent in Asia compared to Europe. According to Statista, in 2020, 72% of online shoppers in Asia used their mobile devices to shop, while in Europe, only 45% used mobile devices. This condition can be attributed to the high penetration rate of smartphones in Asia and the convenience of mobile shopping.
3. Cross-border shopping is more prevalent in Asia compared to Europe. According to eMarketer, in 2020, 44% of online shoppers in Asia purchased products from another country, while in Europe, only 20% did the same. This variable can be attributed to the higher price sensitivity of Asian consumers, who are more likely to seek bargains and discounts, even if it means purchasing products from other countries.

IV. Conclusion

Asian netizens are an outstanding market share with more netizens than Europe. Excellent internet access and increasingly sophisticated technology make Asian netizens lazy to shop because there are queues to buy, like in India. In contrast, if consumers buy online just waiting for the goods, the goods will be sent home. This purchase method is very effective for saving time, especially for netizens busy with work. Netizens in Asia prefer online shopping with attractive features, sound design, good service quality, and prices cheap ones.

European netizens are netizens with a small number compared to netizens in Asia, but the level of development of netizens in Europe is increasing yearly. The few netizens in Europe are due to internet access and complex delivery services in remote European countries. This condition is an obstacle to doing business online in European states. Some countries, such as Germany and Poland, are good netizens because they have better internet access in Germany and Poland than other countries.

Netizens in Europe, in previous research, stated that they prefer online shopping in the clothing category compared to other categories.

Online business companies that will sell their goods and products to Asia and Europe need to pay attention to the obstacles in every Asian and European state, especially European states. The critical thing that sellers need to pay attention to is maintaining product quality, design, features, buying interest in each country and the company's reputation when they want to buy.

It pays attention to the elements contained in online business, such as guaranteed security features. These visual designs do not complicate netizens buying products, maintaining product quality, company reputation, and fast service.

In Asia and Europe, more than some netizens use smartphones or tablets to shop online, so if there is an online shopping application that is easily accessible via a smartphone or tablet, it will be beneficial.

Asian netizens have great potential for online businesses, so the things that need to be considered are attractive website and design features, quality services, attractive promotions, and affordable prices to attract Asian netizens to shop.

In Europe, several countries are still hampered by access to delivery of goods, so it is necessary to pay attention to online businesses to cooperate with the delivery service so that the goods arrive on time according to the specified schedule. In online business, European netizens prefer to buy online shopping in the clothing category. Therefore, it is necessary to have attractive promotions to beat other online shopping competitors.

In conclusion, the online shopping behaviour of consumers in Asia and Europe is influenced by various factors, including demographics, cultural differences, payment methods, e-commerce platforms, mobile shopping, and cross-border shopping. Businesses catering to online shoppers need to understand these differences to tailor their marketing strategies and provide a better online shopping experience.

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