
Consumer Behavior in Online Transportation Services: A Systematic review of Business Strategies

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ABSTRACT

The reasons for the paper are: first, recognize the components of the online transportation Services with shopper conduct (utilizing, reusing, item returns); second, comprehend the connection between Services acknowledgment and purchaser conduct; third, for Research and improvement of client support system that considers this social reaction to arrange execution results. This paper depends on a precise survey of customer conduct and Services execution (particularly in the field of online transportation), which distributed in the International Journal from 2005 to 2017. The article shows that present writing on purchaser conduct centers around the utilizing of instruments for advertising to improve client support. There are not many examinations on the utilization of purchaser Services instruments to direct buyer conduct or to deal with the execution of corporate Servicess. The outcome is a system that incorporates the components of transportation Servicess and the relationship to shopper conduct. This article is a thorough audit of shopper conduct, thinking about all parts of Services execution from the point of view of business technique.

Keywords: Consumer behaviour; business strategy; online transportation services

INTRODUCTION

Today, consumers are dominated by Gene “Y” (or more famous as millennials). They control almost all online transactions. In this case, as technology advances, consumers certainly do not have to bother to buy or sell or even order what they want because the existence of technology has dramatically helped the work of millennials. In the past, the present and future world markets will always be marked by fierce competition. We can no longer avoid this situation. As long as the market remains attractive and demand remains, we will always face competition from new and existing players. One of the critical things in marketing is consumer behaviour. At present, consumer behaviour is greatly influenced by the development of digital technologies, social and cultural changes, and the impact of the closest people to their opinions. (Abdul-Muhmin, 2010), The world has been changing, and this change is driven by the development of information and communication technologies. Responding to every change is the key to the future growth, especially if these changes make a significant difference to the industry or the environment.

Usually, initial symptoms that are not necessarily clearly identified occur first. We are allowed to seize every opportunity to find ways to change and respond (Mosahab, Mahamad and Ramayah, 2010). In other words, the change will continue to happen. From the beginning of the first human to the end of time, we will face various changes. The error happens not because of

the change, but because of how we respond to each change. The change itself is unpredictable; it all depends on how we identify, analyze, make a correct, and quick response.

As millennial demand is very relevant to technology, transportation services are also forced to change. Also, transportation service companies have made significant routine changes to online transportation services companies. This is inextricably linked to the strategy adopted by the company to see a change in an era of constant development. Companies must also make decisions and must act to enable them to survive and survive. (Ranaweera, McDougall and Bansal, 2005), The use of online transportation services has increased; this is because business owners have easy access to the technology used to grow their business, that is, business-based applications. In this case, many services have begun to implement the application system. Necessarily, every company must have a way to compete with other companies.

Gojek itself prefers to focus on customer travel and customer experience. By sticking to these two things, the online trading company can understand the customer's needs, expectations and the customer needs they can achieve in an application. Therefore, they use every service offered to attract loyal customers. In other words, consumers are the deciding factor for Gojek's future strategy. From here, it can be said that Gojek determines the business strategy of its customers, where consumers are the key to Gojek's business. This is different from the range of services offered by Gojek, and of course the satisfaction with their use of online transportation services. (Siddiqi, 2011), Determining the strategy is not easy, and there are many factors to consider to determine the next decision, thereby increasing customer loyalty.

Online consumer behaviour involves various stages of the consumer decision-making process, including introducing problems (i.e identifying consumer issues), information searches (e.g finding information to solve problems), evaluating (ie assessing possible outcomes or events), selection (i.e. Determine which products) will be purchased) and results (eg, satisfied/dissatisfied with the product, or discard the product) (Darley *et al.*, 2010). Consumers tend to behave differently in an online buying environment. Rohm and Swaminathan (2004) identified four types of online food buyers with different shopping behaviours: convenience buyers; shoppers. Buyers were seeking change balance; and store-oriented buyers. For example, the convenience of buyers is to save time on online shopping, but various searchers want to have something new when choosing a brand, product or store; this different behaviour leads to different choices. Nunes and Cespedes (2003) found that individual consumers exhibit different behaviours in the five stages of the buying process: awareness, consideration, preference, purchase, and after-sales service. Order fulfilment operations can significantly address this heterogeneity. Order fulfilment covers all activities from online purchases by consumers to sent the consumers (Lummus and Vokurka 2002; Pyke *et al.* 2001). That can determine the success or failure of an online business. For example, in online retailing, the inability to fulfil order commitments can hurt online sales because out-of-stocks are closely related to consumer loyalty to online stores (Rao *et al.*, 2011b). Given the importance of order fulfillment in the online retail supply chain, online retailers need to apply specific methods and strategies for distribution network design, inventory management and transportation (Maltz *et al.*, 2004).

Besides, our review considers online consumer behaviour in reusable products after purchase. Although we have only found three studies that have reused consumer behaviour (Lantz and Hjort, 2013; Li *et al.*, 2013; Rao *et al.*, 2014), we believe that given the increase in returns and reverse logistics costs, This activity is essential (De Leeuw *et al.*, 2016; Mollenkopf *et al.*, 2007). By studying the relevant literature, particularly in marketing and operations, we present

and detail an integration framework that covers all aspects of order fulfilment and consumer behaviour in online retailing, as shown in Figure one Online consumer behaviour. Our analysis and synthesis will be compiled based on this implementation.

The development of technology and information has brought about changes in the economy. The community began to innovate in business. The economy that used to be only an industrial economy is currently heading towards a service economy. Business owners use readily available technologies to grow their business, that is, application-based business. In this case, many services have begun to implement the application system. Therefore, every company must have a way to compete with other companies.

A company strategy is a model of internal decision-making in a company that identifies and expresses goals, intentions, or goals that produce vital policies and plans that achieve the goals and details the various businesses the company will engage in. According to Jain, the definition of a policy is a strategy that describes the direction of business that follows the chosen environment and is a guide to allocating resources and organizing work. (Tjiptono Fandi, *Marketing Strategy*, Yogyakarta: Andy Press, 2002).

According to this strategy, the management process develops and maintains harmony between company goals, company resources and changing market opportunities to shape and align the companies' businesses and products so that they can achieve profitable and productive growth rates. (Philip Kotler and Gary Armstrong, *Principles Marketing*, Jakarta: Erlanga, 2008: p. 250). According to the definition of the above strategy, it can be concluded that the strategy is to implement the competitive advantage of the company by setting the business direction and considering the internal and external environmental factors to achieve the competitive advantage of the company, thereby realizing the company's competitive advantage means or tools.

Development will have an impact on the growth of new entrepreneurs. The more business owners, the more intense the competition between merchants. The commercial competition that takes place is not only the competition between the domestic market but also the competition between the global markets. With the trend of adopting a free market, enterprises can meet the needs of consumers by providing diversified and efficient products. (Mustafa Kamal Rokan, *Business Competition Law: Theory and Practice in Indonesia*, Jakarta: Rajawali Press, 2012, p. 2).

Business competition refers to the competition between merchants who operate in the marketing activities that produce or sell goods or services. Will achieve the desired goal. Business competition is divided into two types: perfect business competition and unfair business competition. Perfect business competition is a market structure that will enable very efficient production of goods and services. There are a lot of buyers and sellers, but this will not affect market conditions. Unfair competition is an unbalanced competition between people in business, while people in business who compete with other people in business have dishonest behaviour. Based on all of the above explanations, business competition strategies are a way for merchants to develop their business and compete in global markets to enable companies to achieve their highest goals.

Very important for humans because the transportation between regions is getting closer. The development of transportation systems has also promoted and accelerated travel. With the development of the economy, transportation services are no longer transport service providers, but partners in economic activities. As a result, transportation service owners have developed a service delivery system that is easy for the public to access and can compete with other transportation services.

Service is an activity, and its products are not for consumption, but provide value-added in terms of satisfaction, entertainment and other forms. Services are generated from human behaviour, so the leading players in the service are humans, who help by using the devices that support them. A service is an activity or behaviour that can be offered to someone else that is not real good. There is a connection between the provider and the customer, but it does not result in ownership of the consumer. Andika Wijaya, *legal aspects of online transportation*, Jakarta: Sinar Grafika, 2016, p. 9. Transportation can be interpreted as the movement of goods or people from one place to another with the help of a vehicle. *Online* is a network that connects to the Internet. Online shipping is a way to people and services through the Internet by using the downloaded app on the *play store*. Online transportation is the same as providing the same transportation service as the traditional one, except for the way the order is ordered and the freight rate is determined. Online transportation uses connected application system *customers* and *drivers*. Traditional transportation does not use the application, but the direct *customer* handed over to the *driver*.

With the development of technology, the transportation system has also developed. Currently, there are many application-based transportation companies in Indonesia. This is a form of economic progress in the transportation or transportation services industry. Internet services offer business owners the opportunity to enter new categories. Internet services are different from traditional services. Here is a difference that can be seen from the table below:

Table 1
 Differences in e-services and traditional

personality/characteristics	e-services	Business traditional
type meetings,	not face-to-face	face-to-face
Availability	whenever	hours of standard work are
Received	from home	conditions To place sales
The market area	global	around the
Atmospheric	Boundary electronic	the physical environment
differences in of competitive	facilities / flexibility	Personalized
Privacy	No interaction	social interaction services

The case strategy is based on the idea of providing services to target consumers with special needs. This strategy can target a specific consumer group. The fundamental strategy is based on the assumption that companies that focus on individual consumer groups will be more effective than companies that try to serve all types of consumers. The fundamental strategy is the application of the previous two strategies, namely the low-cost strategy and the differentiation of particular market sectors.

METHODS

The proposed question

Successful review depends on the clear research questions raised at the beginning of the process. When presenting research questions, we focus on the interface of online transportation services. Through discussions with the millennials of the Makassar and several electronic providers using the Gojek app, we identified two issues to be studied: (1) which order fulfilment elements will affect the use of Consumer, reuse and Return-related consumer behaviour? Also, (2) What is the relationship between online consumer behaviour and order fulfilment performance?

Find, select and evaluate research

We use three techniques to find references to ensure that our review results consider all available research: electronic database search; peer review journal manual search; and snowball. This systematic review is limited to peer-reviewed (scientific) journals listed on Science Direct between 2005 and September 2017. Since the content of this review is online transportation services, considering the scope of these three databases, this is well suited to a comprehensive and often used literature review: for example, Klang *et al.* (2014), Nijmeijer *et al.* (2014), Xiao and Nicholson (2013). First, Web of Science includes more than 12,000 most influential journals from different disciplines around the world. Second, it includes 2,500 peer-reviewed journals in 24 major disciplines, and the last one is The keywords used in database search are divided into three groups: online context; consumer behaviour; and order fulfilment online transportation services. The keywords in each group are linked by a Boolean OR operator to create a search string for each group. Group search strings are joined by Boolean values and operators to create a combined search string. We use two combined search strings: 1. between the group "online context" and the group "consumer behaviour"; and a composite string. 2. containing all three groups. The combined string one is used to search for a title in each database. Using the combined strings of the first two groups ensures that the search does not miss articles in the title that do not contain an order fulfilment action but display an order fulfilment element for online consumer behaviour in the feed.

Articles related to title filtering using two combined search strings and selection criteria are exported to the reference management package (Mendeley). After deleting the duplicates, the three databases contain a total of 216 articles. The summary is then thoroughly reviewed using the inclusion criteria for the summary screening. This process produced a total of 66 articles.

To ensure the completion of this study, we conducted a manual search of selected journals to complete an electronic database search (Suarez-Almazor *et al.*, 2000). In this review, manual searches are limited to top journals in the areas of marketing, as evidenced by their rankings in the list of international journals. We selected category three and category four journals in the Marketing, and Services categories from the Guides of Business School Association Scholars (i.e. "Operation and Technology Management", "Online Transportation", "Management Services" and "Operational Research". And Management Science") Journal 2015 (ABS 2015).

Also, in the ranking published by the German Business Research Academic Association (VHB-JOURQUAL3), National Science Journal (Journal of Economics and Management, Part 37, July 2015, Part 37), we included similarities. Top journals in the field. One hundred six journals are included in manual searches, and although we narrowed our search to top journals in the field, the scope of the review was limited, but this reduced the reliability of the review (Matthews and Marzec 2012). We reviewed the manual selection of articles in each journal between 2005 and September 2005 based on the inclusion criteria. The above exclusions were used for title screening and summary screening, excluding the 14 acquired in the electronic database search process — repeated articles, including a total of 12 other articles. A total of 56 articles were published in electronic search and peer-reviewed journals. Find out other items related to Saarbball. In addition, we use inclusion and exclusion criteria for abstract headings and screening criteria for each article. To promote snowballing, we use the "Web of Science" to find research that cites the articles cited. If you can't find an article on Web of Science, we'll use the Google Scholar database for advanced snowballing. The snowball method produced 11 more

articles. In short, three literature search techniques (electronic database search, peer-reviewed journal manual search and snowballing) produced 66 related articles (Table 2).

Table 2.

Search Technology Results Technical	
Search	Number of Retrieved Papers
Electronic Database	44
Peer-Reviewed Journals	11
Snowball	11
Total	66

Quality Evaluations

In this systematic review selection analysis and synthesis of the final article, we also reviewed 66 full texts. Also, we rate each article based on two sets of criteria: relevance and quality to the topic. Again, we use the inclusion and exclusion criteria for abstract screening to check if the article is relevant to the research question. We have established quality standards based on the combination of Macpherson and Holt (2007) and the quality assessment standards used by Wong . (2012). Their assessment process includes a review of theory, methodology and methods, analysis, relevance and contribution. According to Huang *et al.* (2012), the article must meet the first set of criteria, and at least the level 3 quality standards must be met for further analysis. The application of the standard does not include 15 articles, leaving 51 articles for data extraction and synthesis.

Analysis and Synthesis

Because the above quality assessment methods require in-depth reading of the article, we follow Booth's suggestion to extract information from each article in the quality assessment process. (the year 2011). This will produce a spreadsheet that links the information extracted from each article to the research questions that were developed. Using data extraction forms facilitates synthesis and is used as a historical record. In terms of research data, papers are heterogeneous; therefore, we believe that the use of interpretive and inductive synthesis methods (e.g., realist synthesis and meta-synthesis) is more appropriate than statistical methods (e.g., meta-analysis) (Tranfield *et al.*, 2003). Year). As described by Sandelowski, this review uses a meta-synthesis method *and the like.* (1997) And Walsh and Downe (2005). The remainder of this paper is devoted to reporting the results of systematic reviews, including general descriptions and detailed findings from a meta-analysis.

RESULTS AND DISCUSSION

Selected mainly covered the marketing field (51% and 24% respectively). There are five articles (10%) related to Information Management (IM). The pattern in the publication is not clear; however, the number of publications peaked in 2007, with nine articles, and increased again in 2011, with eight articles. Most articles are published in marketing and operations journals, indicating that scholars are particularly interested in the link between marketing and operations. Figure 2 also shows that research in these two areas is usually published annually between 2000 and September 2015. Operational journals appearing in the review (operations and management techniques: 37%; operational research and management science: 13%) include the *Journal of Operations Management* (6), *Transportation Science* (4), *decision making Science* (2 articles), *Business Logistics Magazine Logistics* (6 articles) and *International Journals And logistics management* (total

2). Some of this review article published in leading marketing journals such as *Journal of Marketing*, “(2)“Retail journal“ *Retail* (3), „Journal.“ *Market research* (1), *market science* (1) and *psychology and marketing* (1). In terms of the method of research representative, 79% (41 articles) used statistical analysis, 11% (6 articles) used experiments, and the remaining 10% (5 articles) used modelling and simulation. Given the dominance of empirical research, it is not surprising that research is based primarily on survey data (67%). The online ranking data used in the survey was mainly from well-known websites (www.bizrate.com) and was used in 14% of the articles. Specifically, ten articles (19%) used transactional data and archives in longitudinal studies to examine the actual behaviour of online consumers. Analyzing actual behaviour can bring more insights to consumers' purchasing decisions. Some studies use transaction data or order size, order frequency and item value records to investigate actual purchases and repurchases (e.g., Becerril-Arreola *et al.*, 2013; Jing and Lewis, 2011; Rao *et al.*, 2011). Using such transactions and archiving data rather than survey data to measure consumer-level impacts may be useful for future operational management studies (Griffis *et al.*, 2012a). In terms of regional focus, most of the research came from developed countries (73% in the US; 21% in the EU), with the remaining studies (6%) coming from Taiwan, Saudi Arabia and New Zealand. Reflecting the significant growth of e-commerce in many developing countries (Kearney, 2013), some studies of these countries have shown this. However, research on emerging markets is still limited. Following the meta-integration approach, we grouped papers based on three standard order fulfillment topics and their sub-themes, which reflected three operational order fulfillment processes (Appendix S5): inventory management, remote transportation, and return management. In the following sections, we will discuss the findings of each of the central topics.

CONCLUSION

Through a five-step approach to a systematic review of the literature, this paper analyzes and synthesizes the findings of 66 peer-reviewed papers published between 2005 and September 2017, mainly from marketing and management. Our literature review focuses on the relationship between order fulfillment. And consumer behaviour in online transportation services. Consumer behavior has been interpreted as the use of the product, reuse and return. We summarize our findings and three order fulfillment processes that affect consumer behavior: inventory management, remote services, and return management. Through systematic review, we aim to (i) identify the elements of order fulfillment related to online consumer behavior, from pre-use to post-use, (ii) understand the relationship between order fulfillment and consumer behavior, and (iii) stimulate When studying future customer service strategies, this behavioural response to the outcome of the order should be considered. Regarding the first goal, we identified the following important elements for each of the three order fulfillment processes: three elements of inventory management (i.e product selection and type, service availability and product conditions); delivery of the last mile Four elements (i.e information and service selection, services and fees, and delivery); and five elements of return management (i.e. return procedures, return preparation, return options, refunds and processing returns). We have found that all of these factors affect one or more of the three dimensions of consumer behavior (using, reusing, and product returns).

We acknowledge that our research has limitations. First, our review focuses on online transportation services and its relationship to three main aspects of consumer behavior: using; reusing; and product returns. We could extend the model beyond online transportation in order to include aspects such as 'showrooming' or 'reverse showrooming' (i.e evaluating a service

through online channels) With the advent of the mobile channel, tablets and social media, both company and consumers are moving from multi-channel world to an omnichannel world (Bell *et al.* 2014; Verhoef *et al.* 2015). Future research may like any other systematic review, our search is based on a limited set of keywords.

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