

# Analysis of Consumer Behavior Based on E-commerce Environment

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**Abstract:** *As one of the effective means of corporate marketing, e-commerce has achieved full popularity and application, and has won the favor and pursuit of consumers. It is in the e-commerce environment that consumers' shopping behaviors have also undergone great changes, which have a profound impact on the sustainable development of enterprises. In order to win the trust of consumers, mobilize consumers' desire to buy, and promote the sustainable development of enterprises, it is necessary to conduct in-depth analysis of consumers' shopping behaviors and propose practical solutions to their problems.*

**Keywords:** *E-commerce, consumer, behavior*

## 1. Introduction

The emergence and popularization of e-commerce has brought positive promotion effects for the development of enterprises and social economy. However, while bringing some positive effects, it also brought some negative effects, which hindered the development of network marketing. Then in the future development, it is necessary to carry out a comprehensive analysis from multiple angles and aspects, and then adjust and optimize.

## 2. Consumer behavior changes in the e-commerce environment

### 2.1 Before shopping

With the rapid development of Internet information technology, it also provides unique advantages and conveniences for the emergence and popularization of e-commerce. In the e-commerce environment, consumer behavior has also undergone great changes, which are specifically manifested in the three links before, during and after shopping, and their characteristics and influencing factors are also very different. The behavior changes of consumers before shopping are mainly manifested in: First, under normal circumstances, if consumers choose to shop online, they need to collect information about the product first, and then conduct self-evaluation on it. Specifically, including the quality, price, payment and delivery methods of the goods, these must be compared and analyzed in detail, and then choose the goods you like. In traditional offline shopping, consumers can consult on the quality and price of goods on the spot, and even experience and try them on the spot, with a relatively high sense of trust [1]. Second, the information collection of online shopping requires consumers to collect, sort and confirm through online channels. Therefore, more comprehensive and accurate information can be obtained, which will win the favor and pursuit of consumers. However, there is less information acquisition for offline shopping, the speed is slow, and there are fewer buying opportunities.

### 2.2 In shopping

Consumer behavior changes in shopping are mainly manifested in the following: First, in online shopping, consumers' purchasing standards are their own ability to pay, so they will appropriately deviate from the original needs, resulting in product quality, performance, etc., and The original expectations are different. However, in offline shopping, consumers can really touch and try the products, and then make on-site payment, the psychological gap is relatively small [2]. Second, the payment is made first and then the goods are shipped, which is a common way of online transactions.

Therefore, many consumers have more or less doubts and distrust about this shopping process. However, for offline shopping, consumers only need to verify the information of the product with the merchant, and then decide to purchase on their own, and can directly get the product, with high reliability and satisfactory service process.

### **2.3 After shopping**

The behavior changes of consumers after shopping are mainly manifested in: Because e-commerce is a virtual transaction, many consumers still don't trust it enough [3]. Therefore, there are many complaints, refunds and other behaviors, and I am even very dissatisfied with this shopping experience. However, for offline shopping, consumers can directly watch, touch, and hear the performance and style of the products, the transaction is relatively smooth, and they are very satisfied with the quality of their services. In addition, when consumers are shopping, there is an expectation for the goods, which is also closely related to the evaluation after shopping. If the consumer's buying behavior is correct and the product meets the ideal expectations after use, he will be satisfied with the service. This is also a characteristic of changes in consumer behavior.

## **3. Effective suggestions**

### **3.1 Corporate**

To encourage consumers to trust e-commerce and stimulate their desire to buy, companies need to put forward practical suggestions and strategies to improve the relationship with companies and consumers. The specific measures are:

First, set precise goals. First of all, in the provision of products, companies must conduct in-depth and comprehensive investigation and analysis to understand the purchasing needs and behaviors of each consumer, and then formulate corresponding marketing plans and goals, and find new marketing tools and methods. We can learn from the excellent experience and methods of foreign countries, but we must adjust and perfect them according to the actual situation of our country, integrate the sense of innovation, and establish a good relationship of trust with consumers. Not to publish false information, not to deceive consumers, not to focus on marketing and ignore product quality, etc., can lay a solid and reliable guarantee for the development of enterprise e-commerce [4]. Secondly, the marketing staff of the enterprise must develop a personalized service plan for each consumer. And combined with the development of the times, combined with their own work experience, make adjustments to product prices, varieties, and quality. Try to use new marketing strategies and methods as much as possible, such as through the shooting of physical pictures or videos, to enhance consumers' sense of reality, to attract consumers' attention and attention, and to lead the trend of the times. Finally, for enterprises, it is necessary to formulate a producer responsibility system to regulate and restrict staff, and earnestly follow and implement corresponding policies, laws, and regulations. And increase publicity and promotion to encourage every staff member to perform their duties and obligations.

Second, attach importance to personnel training. First of all, enterprises can strictly control the selection and employment of e-commerce and marketing staff through the establishment of an employment system. In the selection process, it is necessary to be open, fair and just, requiring e-commerce personnel not only to obtain a qualification certificate, but also to take corresponding examinations, and their ideological, ethical, and professional abilities must be assessed. Next, through the construction of the performance appraisal system, the work enthusiasm of the staff will be improved. For staff with good performance and outstanding work, corresponding rewards and subsidies can be given; for staff with uncorrect work attitudes and repeated violations of work standards, they should be punished. Secondly, for corporate network marketers, continuing education and training are effective measures to improve their comprehensive capabilities and can also enhance their sense of responsibility. Therefore, in actual work, business leaders must provide e-commerce and marketing personnel with diversified training opportunities, encourage them to actively participate in education and training, actively learn new knowledge and policies, and strengthen their comprehensive quality.

Third, provide quality services. Before shopping, during shopping, and after shopping in the e-commerce environment, enterprises need to pay great attention to it. Therefore, it is necessary to provide high-quality services and provide services during and after shopping to attract more consumers and speed up the development of online transactions. First of all, companies must combine the characteristics of each consumer and provide them with personalized and humanized services,

otherwise they will lose the trust of consumers. For example, product marketing must be accurate to meet the actual needs of consumers, and the marketing process must be accurate, timely, and enthusiastic, and close interaction and communication with consumers can establish a harmonious emotional bridge. Secondly, companies must increase investment in human, material, and financial resources, and actively use modern technology to build a complete distribution system. Only in this way can we guarantee fast and efficient shopping, and mobilize consumers' purchasing enthusiasm. For example, Internet of Things technology, big data technology, close tracking of cargo dynamics, timely update of logistics information, and improvement of transportation speed and efficiency can win the favor and pursuit of consumers. Finally, customer satisfaction surveys are the service link after shopping and must be completed by professional personnel. Enterprises can encourage consumers to actively leave messages, express opinions and suggestions through the setting of network communication modules or the opening of the service hotline, and then the enterprise staff will collect and organize them to innovate and optimize the service model to improve the quality of online marketing. In addition, the staff can also interact with consumers offline, through the distribution of questionnaires, strengthen the interaction between enterprises and consumers, and improve after-sales service.

### **3.2 Government**

The government plays a very important role in the promotion of e-commerce. Therefore, the government must give play to its macro-control role, do a good job of publicity, promotion, and standardization, mobilize the enthusiasm of consumers, and realize the full popularization of e-commerce. The specific measures are:

First, improve laws and regulations. E-commerce is an online transaction, so there are various risks, leading to distrust of many consumers. At this time, the relevant government departments must improve the corresponding laws and regulations to ensure the safety of consumers' online transactions. First of all, we must issue corresponding laws and policies for e-commerce. And combined with the actual situation of our country, as well as the development and changes of the times, it can effectively adjust and improve, and give clear norms and constraints. Secondly, through the introduction of subsidies, preferential and welfare policies, major enterprises are encouraged to adopt e-commerce one after another to revitalize resources, improve market competition, and ensure the security of e-commerce transactions. For example, for companies that use e-commerce transactions, lower taxes and provide financial support, you can achieve a strong alliance to ensure the safety of goods and transactions, and increase consumer trust. Finally, the government has to introduce relevant laws and policies to protect the legitimate rights and interests of consumers in order to guide consumers to buy. It is also necessary to guide the society to protect the legitimate rights and interests of consumers as a habit, and to promote the protection of intellectual rights, trademark rights, and patent rights to become a social fashion. In real life, it is necessary to influence more people and urge all industries and enterprises to apply relevant laws and policies to prevent counterfeit and shoddy products from circulating in the market.

Second, increase publicity and guidance. First of all, as a government department, it is necessary to increase the promotion and guidance of e-commerce work, and then expand its scope of application, and strengthen the cognition and recognition of every enterprise management and leadership. We can help more companies understand and trust through government websites, publicity boards, newspapers, TV programs, and the Internet. Secondly, the management of the company can be selected through elections, try to select some high-quality, professionally competent personnel, and increase later training and education. In addition, various objective factors, such as age, education, and major, should be taken into consideration, and the enterprise management should be encouraged to learn actively through spiritual incentives, highlight their own business capabilities, and obtain the needs of long-term development [5].

Third, improve the infrastructure. The information infrastructure of e-commerce is relatively backward in my country, and the network service industry is unsatisfactory and the cost is high, so the development speed is slow. Therefore, a sound infrastructure has become a solid backing and guarantee for the wide application of e-commerce in enterprise trade. First, increase technological research and development. Government departments should increase investment in funds and facilities, set up special research institutions to conduct research and development and guarantee of network security technologies, and eliminate hidden dangers in network transactions in a timely manner. Such as hackers, viruses, false information, to ensure the safety of consumer transactions. Second, the formation of high-quality talents. The government also needs to establish long-term cooperative relations with

universities and professional organizations, attract high-quality talents with abundant funds, and provide them with diversified training and advanced education opportunities, strengthen their comprehensive quality, and establish a high-quality network security management and control personnel. Team. Finally, improve the network supporting facilities. The improvement of network supporting facilities requires specific analysis of specific issues in terms of online payment, product quality, and shopping risks. It is also necessary to unite enterprises and the mass media to encourage them to express their opinions, put forward their opinions, and improve and optimize supporting facilities.

#### 4. Conclusion

To sum up, in the e-commerce environment, consumer behavior has changed in three aspects before, during and after shopping, and the ideology, network facilities, policies and laws, product quality, network services, etc., are The main factors affecting changes in consumer behavior. And these influencing factors all have a sense of hierarchy, so the influencing effects are different. So in the future development, companies need to establish precise goals, focus on talent training, and provide high-quality services; companies should put forward practical solutions to these problems in terms of improving laws and regulations, increasing publicity and guidance, and improving infrastructure. In order to enhance the trust of consumers and accelerate the development of e-commerce.

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