

Based on the Study of the Psychological Characteristics and Behavior Mechanism of Internet Users under the Internet E-Commerce Platform

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Abstract: In view of the growing trend of online consumption, more and more online shopping festivals began to come out of time, more and more merchants are gradually opening up online discounting to stimulate consumption patterns. Facing the needs of consumers and psychology, how should merchants formulate corresponding countermeasures to meet the needs of network consumers, to achieve a win-win situation between merchants and consumers? This paper is aimed at the psychological and behaviour characteristics of online consumers for businesses to find more scientific and reasonable marketing strategies, while exploring the e-commerce market and online shopping model more perfect. Through the network questionnaire survey network shopping consumers in the large-scale online shopping festival a series of behaviour and psychological activities, in response to the results of the survey, we use cross-analysis method to analyse the consumer's desire to buy in different time periods is different, different ages of consumption amount is also different, consumers of various large-scale shopping festival consumption factors. In order to develop the appropriate marketing strategy for the business to provide advice.

Keywords: Online Shopping Festival; Promotion Strategy; Personal Characteristic

1. Research Background and Questions

Online shopping festival is an e-commerce platform and merchants to concentrate goods in a certain period of time to continue promotion, attracting a large number of consumers through the e-commerce platform to stimulate consumption of marketing activities holiday. Each business through the study of consumer psychology will be in the major festivals to carry out a wealth of merchandise promotion, the most significant is the annual November 11 large-scale shopping promotion carnival, in 2009 "Double Eleven Shopping Carnival" broke the sales record of 100 million yuan, after the "Double Eleven Shopping Carnival" attracted more business attention, shopping festival has become the major e-commerce platforms to compete for consumers important marketing activities[1].

With the continuous development of Internet technology, the network has become indispensable in modern human life. The popularity of the Internet, to the internet shopping has brought a great market, from Alibaba "double 11", JD.co., "618" and other large-scale promotional activities year by year to increase turnover can be seen. Factors affecting the online shopping consumption behavior of netizens are also constantly updated, from the basic product quality and price, to the present a variety of factors on consumers, such as "planting grass", live goods and so on. Consumers' spending motivations are no longer just for purchase, and blogger recommendations may be more interesting. The view of consumption is no longer as "conservative" as before, and they prefer an "open" view of consumption. In short, the factors of online shopping become more diversified, and its closely related is in the online shopping festival major merchants for these factors and develop a variety of marketing strategies.

In view of the growing trend of online consumption, more and more online shopping festivals began to come out of time, more and more merchants are gradually opening up online discounting to stimulate consumption patterns. Facing the needs of consumers and psychology, how should merchants formulate corresponding countermeasures to meet the needs of network consumers, to achieve a win-win situation between merchants and consumers? This report is aimed at the psychological and behavior characteristics of online consumers for businesses to find more scientific and reasonable marketing strategies, while exploring the e-commerce market and online shopping model more perfect

[2].

2. Literature Review

2.1. A literature Review of the Factors Influencing Consumer Shopping

In the study of the psychology and behavior of netizens in the online shopping festival, from the consumer's point of view, Xiao Fengxuan has made it clear that the online shopping platform has a direct impact on the online shopping intention and online shopping behavior of netizens, and netizens usually have dependence and trust on a certain shopping platform. Liu Wei et al. also discuss the influence factors of online shopping from the perspective of website, logistics, merchants, goods and payment methods, and conclude that the online shopping platform is an important factor affecting Internet users' online shopping. Huang Wenyan and Wen Shisong study the four aspects of website design, security and privacy factors, logistics and distribution, and after-sales service, and conclude that website design has a significant impact on online shopping behavior. Zhang Wei, Ding Min from the source of information, network security, logistics and distribution and other aspects of the study of the impact of online shopping factors, it is concluded that in online shopping[3], women more online shopping, more favor cheap products. Chen Guan, Kong Yuanlong through the study found that the historical price of products will stimulate consumer buying behavior, compare the price is almost every consumer must do.

2.2. Merchant Sales Influencer Literature Review

From the business point of view, Yue Lei, Guo Boxuan for the marketing methods of double eleven found hidden consumer hidden dangers, the sales of goods not only pay attention to the improvement in quality, but also pay attention to the improvement of logistics, and really play the significance of double eleven. Zhang Wei from the principle of economics people will react to incentives to the "shopping carnival" this economic phenomenon analysis, sum up the shopping festival of several common promotional methods: shopping allowances, giveaways, limited-time rush, pre-sale, price ladder on the netizens in the shopping festival incentive role, advocate the rational consumption of netizens. Chen Jia according to the consumer's five psychology: psychological, realistic psychology, honest psychology, comparison psychology, compensation psychology, hope that businesses can provide consumers with a good shopping experience according to some characteristics, but also pay attention to resist consumers' bad consumer psychology.

Through literature combing, it can be found that domestic and foreign scholars from different angles to study the psychological characteristics and behavior characteristics of consumers in the online shopping festival, there are some significant conclusions, but it can be seen that most of them are through such research to the shopping festival in the consumer shopping problems appear in the proposal, hoping to guide the establishment of a correct consumer psychology and consumption concept. The research on the business level guide is relatively vacant, this paper thinks that from the network shopping festival in the psychological characteristics and behavior mechanism of netizens, the business in the online shopping festival of scientific marketing put forward some opinions, while the Internet era of the improvement of the network shopping model to think about, which is of practical significance to the current online shopping era [4].

3. Factors Influencing Consumers' Online Shopping Behavior

3.1. Introduction

In view of the growing trend of online consumption, more and more online shopping festivals began to come out of time, more and more merchants are gradually opening up online discounting to stimulate consumption patterns [5]. Facing the needs of consumers and psychology, how should merchants formulate corresponding countermeasures to meet the needs of network consumers, to achieve a win-win situation between merchants and consumers? In order to solve this problem, we designed the corresponding questionnaire, the purpose is to analyze the psychological characteristics and behavior mechanism of the online consumers before and after the online shopping festival, according to the different behavior and psychology of the consumers to depict different user portraits, and for these network consumers to develop the corresponding shopping festival strategy.

3.2. Survey Methods and Data Processing

Based on the recent Double Eleven Shopping Festival, the questionnaire surveyed a series of behaviors and psychological activities of online shopping consumers of different ages and genders at large online shopping festivals. The questionnaire includes basic information about the shopping of the respondents, the factors of purchasing at the large online shopping festival, and the factors of satisfaction with the store after the purchase. A total of 234 people were surveyed, of whom the age of the respondents was generally distributed between 18 and 25 years old and over 30 years old, with an average of 2 to 10 purchases per month. Based on the basic information of the survey subjects, we used cross-analysis method to analyze the consumer's desire to buy in different time periods is different, the amount of consumption at different ages is also different, consumers of various large-scale shopping festival consumption factors [6].

3.3. Purchase Time Period Analysis

According to the survey data, most people prefer to shop at night. Among them, people of different ages have different choices for staying up late shopping, and young people are relatively more likely to stay up late shopping.

The number of people who chose to shop at night was 199 out of 234, or 85.04 per cent, and 104, or nearly half, of the 234 people who chose to stay up late at the big shopping festival. From this, it can be seen that the usual and large-scale shopping festival period, consumer spending time is mainly concentrated in the night, there are two reasons, first of all, the night belongs to most people's rest and entertainment time, consumers have more time to spend shopping;

In large shopping festivals, 18-25 years old choose to stay up late to buy goods accounted for more than 60%, while the number of people over 30 years old who choose to stay up late to buy goods accounted for only 28.7%, as can be seen from the bar chart of Figure I shows that with age, the proportion of people who choose not to stay up late to buy goods is basically increasing, young people are more likely to stay up late to buy goods at large shopping festivals.

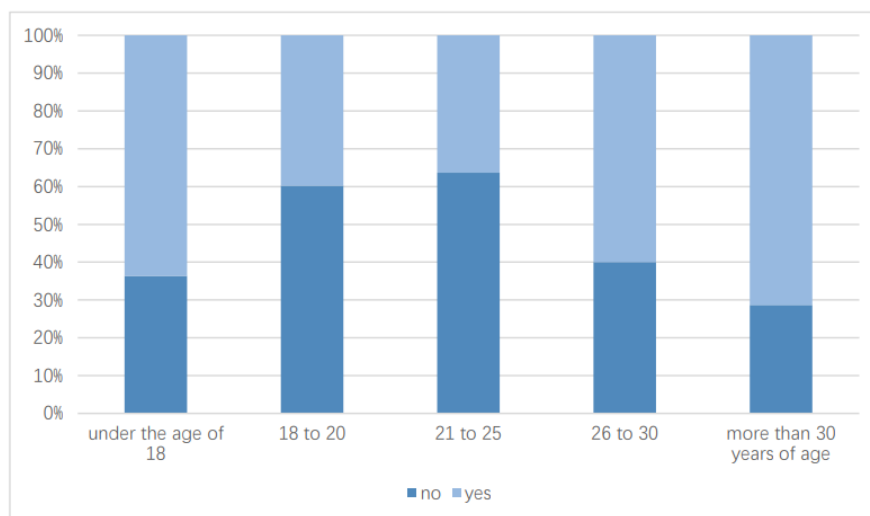


Figure 1: Table of spending amounts for large shopping festivals of different ages

3.4. Purchase Amount Analysis

The survey can be seen that people aged 18 to 25 spend less than those over 30.

Data show that the large-scale shopping festival 18-25 years old generally spend less than 900, 18-25 years old in the 73 respondents shopping amount of less than 900 yuan, more than 900 yuan There were only 37 people, and people under the age of 18 were more likely to spend less than 300 yuan;

People aged 18 to 25 years old are more dependent on their parents because they are on or just out of school, their economic sources are unstable and their spending power is weak, while those over 30 years of age are more stable and their spending power is correspondingly strong.

X\Y	Under 300	300-900	900-1500	More than 1500	sum
Under the age of 18	4(36.36%)	4(36.36%)	1(9.09%)	2(18.18%)	11
18 to 20	27(30.68%)	32(36.36%)	15(17.05%)	14(15.91%)	88
21 to 25	6(27.27%)	8(36.36%)	5(22.73%)	3(13.64%)	22
26 to 30	0(0.00%)	0(0.00%)	3(60%)	2(40%)	5
More than 30 years of age	22(20.37%)	46(42.59%)	16(14.81%)	24(22.22%)	108

Figure 2: Table of spending amounts for large shopping festivals of different ages

3.5. Analysis of Consumer Motivation

Through the analysis of different genders and ages, the motivations for participating in large-scale shopping festivals are: high discounting, real demand, influence by those around them, and shopping habits. Influenced by those around them, both men and women mention that large shopping festivals are recommended for purchases based on family and friends, and women are also vulnerable to APP users such as Little Red Book and Weibo.

First of all, the main factor of large-scale shopping festival purchase is still there is shopping demand, 54.7 percent of the respondents who filled out the questionnaire chose to wait until the large-scale shopping festival to buy a large number of goods, shopping motivation for the number of people in demand for goods accounted for a relatively high. In addition to the demand factor, you can see that the promotion is also a factor in people buying goods at large shopping festivals, and women are more concerned about discount promotions than men, you can see that women pursue affordable cheap, cheap psychology.

In addition, the usual online shopping habits are also not to be underestimated factors, it shows that the major shopping platforms through the large-scale online shopping festival activities in recent years has been in the hearts of consumers to structure a "large shopping festival" and "shopping" between the reflective link, the formation of consumer consensus: large-scale shopping festival is bound to be "buy and buy" time.

Other factors, such as being influenced by those around them, reflect the great convenience of connecting users of goods in the Internet age. People no longer get product information through simple advertising, in addition to family and friend recommendations, the major network APP provides trial reports and videos of different products, so that consumers can more intuitively observe the goods. Network APP also creates a shopping carnival atmosphere, through soft advertising to infect and stimulate consumer desire to consume. Table 3 and Figure 4 show that women are more susceptible to the influence of those around them and more likely to be recommended by online APP to buy goods [7].

3.6. Analysis of Consumer Motivation

After purchase, consumers will decide the satisfaction of the store according to the quality of the goods, whether the price before and after the shopping festival, logistics, and the satisfaction of the store will affect whether the consumer will buy the store goods again. According to the survey, 215 of the 234 respondents tended to buy again during the big shopping festivals and were satisfied with the store [8].

As can be seen from data, the factors affecting consumer satisfaction with the store are customer service after-sales attitude and logistics speed, while shoppers generally accept the logistics speed of less than 5 days.

4. The Business Marketing Countermeasure Suggestions are Studied in the Psychological Characteristics and Behavior Mechanism of Consumers' Online Shopping

4.1. Introduction

Through the research and observation of the surrounding population, we can see that the quality and price of goods, the surrounding shopping environment, as well as the customer service after-sales service attitude and logistics speed, which have a greater impact on store satisfaction, these factors have the greatest impact on consumer online shopping. Merchants can make improvements for.

4.2. Product Strategy Improvements

Merchants need to pay attention to the changes in consumer psychological characteristics, and constantly improve the quality of goods, in order to stabilize the existing customer source on the basis of more customer sources, not only to provide affordable goods, but also to stabilize the source, while improving the consumer shopping experience. Product quality is the first necessary factor for consumers to buy. In the online shopping festival, such a large-scale promotional activity need to strictly control the quality of goods, put an end to false advertising, put an end to fake and inferior goods. In today's big data age, businesses should really understand what users like, what they touch, what they need, and push the right products to the right people during the shopping festival marketing campaign, which can increase consumer loyalty[9].

4.3. Communication Strategy Improvements

In the context of the rapid development of the "Internet Plus" era, online shopping consumption behavior is becoming more and more common, and the advertising recommendations that fit the consumer's wishes make them more and more active in seeking the help of advertising recommendations. And from the psychological point of view, advertising is the future consumption, advertising on the consumption of the pull effect can not be ignored, increase advertising investment is essential. "Live with goods" "blogger grass" and so on to the emergence of online shopping to add more choices, shaking tone, micro-blog has become a way for people to communicate, merchants can expand their communication power through these channels and platforms, to promote, but also through these platforms for users to carry out big data analysis, the development of user portraits, for consumers to push the corresponding content, for consumer demand to recommend the corresponding goods.

4.4. Logistics and After-Sales Strategy Improvements

Logistics, during the online shopping festival produced a large number of product packages, if the package transportation is not smooth will appear a variety of logistics and distribution problems, thereby increasing the cost of e-commerce product sales. In the rapid development of e-commerce and the popularity of online shopping, merchants should contact the relevant logistics units to distribute items in a timely manner, to ensure that in the prescribed time to the timely delivery of goods to consumers [10]. E-commerce should strengthen the construction of a more perfect and rapid logistics network.

After-sales, with the shopping festival shopping carnival accompanied by a large number of online shopping returns after the shopping festival, some stores due to the after-sales stage customer service is not enough and service attitude will lead to a sharp decline in consumer satisfaction with their stores, therefore, before the arrival of the shopping festival, merchants can set up a dedicated service channel for consumers to handle returns, help reduce the completion of the task required steps, improve time efficiency, improve customer satisfaction and operational efficiency[12]. There is also the necessary training for manual customer service to improve customer satisfaction in the dialogue with customers.

5. Conclusion

Today's China's network e-commerce environment has played an increasingly important role in the daily life of consumers, but at the same time, the vast number of consumers have higher requirements and expectations. Although China's e-commerce market compared with Europe and the United States has made progress, but overall is still in a relatively preliminary stage of development, there are many unsophisticated, affecting the shopping experience of the place waiting for e-commerce platform, merchants

and logistics system and other aspects to solve together. Only multi-party collaboration to improve the overall level of service. In order to make the e-commerce system develop faster, so that the online shopping festival model is more perfect.

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