

## Research on Online Shopping Consumer Decision Path

Liu Yi Han

Beijing Wuzi University, Beijing, China

### ABSTRACT

This paper aims to explore the decision-making path of online shopping consumers and analyze the influencing factors on online shopping decision-making behavior. Through online questionnaire collection of online shopping data of different consumer groups, combined with the data to conduct comprehensive analysis and empirical research on relevant literature, we will propose a model based on consumer decision path, and further discuss its practical application and management implications. This study is of great significance for understanding the behavioral decision-making process of online shopping consumers and improving the user experience and sales effect of e-commerce platforms.

**KEYWORDS:** Decision path, decision behavior, e-commerce, online shopping

### INTRODUCTION

Digital economy is the main economic form following agricultural economy and industrial economy. The rise of digital economy has made e-commerce a craze all over the world. However, e-commerce's position in the economic development of our country is beyond doubt.

With the development of the Internet, the traditional form of business has gradually transformed into e-commerce, and the competition in the e-commerce industry has become more and more fierce. As a new way of e-commerce, mobile e-commerce has inspired the rise of many platforms, including the well-known Taobao, Jingdong, Pinduoduo, little Red Book, B station, etc. Such platforms have been unveiled and gradually developed and improved.

In such a market environment, consumers have more and more shopping platforms to choose from, and the decision-making process of consumers has become the focus of research on many platforms. The competition of the platform, the importance of commodity quality and marketing has been increasingly highlighted. The development of mobile Internet makes it very convenient for users to access the information content. There are n kinds of channels

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to obtain a product, and the information to obtain the product is also very accurate, which requires the platform to fight through the homogenized goods. There is a very classic example: hobby gathering place B station, there are more than 7,000 subculture circles, "two yuan", "rice circle" and so on are very popular, B station is also unique in such content. When it comes to "animation", "fan" and other terms, most people's first reaction is Station B, and its surrounding is also the first choice for subculture groups to buy.

Therefore, if the platform wants to retain consumers, it should achieve accurate push and accurate marketing, formulate targeted marketing strategies suitable for the target market, and enhance its market competitiveness in order to realize realization.

There is still a long way to go in developing the digital economy. The country attaches great importance to the development of the digital economy, and since the 14th Five-Year Plan, various fields have been strengthening innovation, mutual penetration, and continuous integration and development.

## **Research on the decision-making process of online shopping consumers**

### **1. Consumption motivation:**

Consumption motivation means that when individuals make actions, they are always driven by some ideas and wishes, which are dynamic and an internal driving force. The decision-making process of consumers in online shopping is affected by a variety of consumption motivations, which mainly include the following aspects:

**Practical motivation:** One of the main motivations for consumers to shop online is to meet their actual needs. Such as buying daily necessities, food, clothing, etc., to meet the basic needs of life.

**Social motivation:** Social motivation is also one of the important motivations for consumers to shop online. Through online shopping, consumers can buy products to communicate and display with others to meet social needs. For example, buying clothing, accessories, etc. from fashion brands to show their taste and identity.

**Entertainment motive:** Online shopping can also become a kind of entertainment activity, through the process of browsing goods, choosing and buying goods, etc., to obtain consumers' fun and satisfaction. For example, consumers can buy all kinds of entertainment products online, such as electronic games, music, movies and so on.

**Quick motivation:** Another important motivation for online shopping is its fast and convenient features. Consumers can avoid the tedious process of shopping in physical stores through online shopping, saving time and energy. For example, consumers can buy various daily necessities and electronic products online to save shopping time and costs.

**Price advantage motive:** Online shopping usually has a price advantage, consumers can choose the most cost-effective goods by comparing the prices of different online stores. This is also one of the important motivations for consumers to shop online.

In short, the decision-making process of consumers in online shopping is affected by a variety of consumption motives, including practical motives, social motives, entertainment motives, quick motives and price advantage motives. Different consumers will shop online under different motivations, so in online shopping marketing, it is necessary to take into account the different needs and motivations of consumers, and provide corresponding products and services.

### **2. Consumption behavior**

The transformation of purchase motivation refers to the transformation of consumers' demand and

motivation for products or services into actual purchase behavior in the process of purchase decision making. When consumers buy goods, they generally have the motivation to buy and then put it into action. In the consumption behavior, the purchase motivation transformation can be achieved through the following aspects:

**Products satisfy needs:** Consumers satisfy their needs by purchasing products or services. They believe the product will solve a problem, provide practical value, or satisfy a desire, thereby motivating them to buy.

**Product features and advantages:** In the purchase decision process, consumers will consider the characteristics and advantages of the product and compare the differences between different products. If a product has better performance, features, quality, or other advantages, consumers are more likely to translate their purchase motivation into actual purchase behavior.

**Price and offers:** Consumers also consider the price and offers of products in their purchasing decisions. If the product is reasonably priced and offers some promotions or discounts, consumers may be attracted to it and turn their purchase motivation into actual purchase behavior.

**Brand and reputation:** Brand reputation and reputation also have a great influence on consumers' purchasing decisions. If a brand has a good reputation, high credibility and trustworthy product quality, consumers are more likely to translate their purchase motivation into actual purchase behavior.

**Referrals and word of mouth:** Consumers also have a great influence on the referrals and word of mouth of other consumers. If other consumers have positive comments and recommendations about a product, consumers are more likely to translate their purchase motivation into actual purchase behavior.

It should be noted that the important factors and weights of each consumer in the purchase decision may be different, so the consumption behavior transformed by the purchase motivation will be different. At the same time, individual psychological and emotional factors will also affect the transformation of purchasing motivation consumption behavior.

### **3. Self-perception:**

After the purchase is completed, consumers will evaluate and feedback on the product and shopping experience, which is a process of self-perception. These reviews and feedback can have an impact on other consumers and influence their purchasing decisions.

### **Analysis of influencing factors of network consumption behavior:**

The process of converting buying motivation into buying behavior is called the decision-making process of consumers. When buying different types of consumer goods, the decision-making path of consumers is very different. Its main influencing factors are divided into the following three categories:

#### **1. The product itself, including marketing factors.**

The property of the commodity itself, the price of the commodity, the quality of the commodity, the brand benefit and so on are all competitive factors. For example, a certain product has good brand benefits, wide visibility, and is searched significantly more often than other similar products, so the sales volume of such products naturally remains stable; Or, for a certain type of commodity, the commodity price is low and the quantity is large, affordable and convenient, which also increases the consumer consumption experience and increases the desire of consumers to buy back twice; Or, commodities are scarce, compared with offline, online can better search, collect information, so as to understand the online time of goods, greatly saving the time cost, often this type of goods will also be favored by consumers.

#### **2. platform-related factors, including platform design and services.**

The design of online shopping platform, such as the page environment, advertising, product push will have more or less impact on consumers. Simple operation, clear product attributes of the page is more popular with consumers. The second is the service of the platform. Nowadays, consumers attach great importance to the shopping experience, and the platform service is an important part of the shopping experience of consumers. Such as pre-sale, after-sales service, product explanation, are the platform needs to be constantly improved, pay attention to the pre-purchase experience of consumers, and always present the best service to customers. At the same time, the platform can optimize express delivery services, provide logistics information in real time, and actively respond to intervene in the case of abnormal commodity logistics. Moreover, the reliability of the platform (including the authenticity

of goods, etc.) and privacy are factors for consumers to examine, and consumers are more inclined to platforms with high service satisfaction, so as to better protect their personal rights and interests. Nowadays, "short video + live streaming e-commerce" is a hot trend, which greatly increases sales volume. In the process of user use, based on user search data, the push of related short videos and live broadcasts is increased, which easily triggers user resonance, thereby increasing user stickiness, stimulating user demand and retaining users.

#### **3. Individual factors, including personal factors and psychological factors.**

With the progress and development of society, consumption is more and more showing the characteristics of experience and spirituality. Under this trend, contemporary young people have become the main force of consumption, and the consumption concept of the whole society will also switch from "object-centered" to "human-centered". After all, the era of commodity scarcity is gone forever, and nowadays, personal time, experience, attention, etc. are scarce resources, and the purchase of materials and commodities in the past has gradually become the purchase of satisfaction and happiness. Different age groups, different times of the demand is very different, and the change of concept is further transmitted to the consumer behavior, which is manifested from price sensitive to quality sensitive, from the pursuit of scarcity to the pursuit of experience, from the wealth to the ability to separate, from the focus on practical to the pursuit of spirit. The difference between the concept of consumer groups and the demand requires the platform to analyze user data, achieve the accurate push of goods, and grasp the purchasing power of the main consumer force, so as to transform the consumption motivation into consumer behavior.

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