

Analysis of Internet Consumers' Behavioral Characteristics and Marketing Strategies

Xiaohu Shen^{1, a}

¹Nantong Institute of Technology, Nan Tong 226002, China.

^asxh320@163.com

Abstract

With the popularity of the Internet, online shopping has become a new way of life for people. The rise of online shopping has provided consumers with many conveniences, and it has also provided some challenges for online merchants on e-commerce platforms. This is due to the different operating modes of e-commerce platforms and traditional sales, so the consumer behaviors of e-commerce platforms and traditional sales are also very different, and it is necessary for online merchants to re-analyze the characteristics of consumer behaviors based on the characteristics of e-commerce, And then formulate the corresponding network marketing strategy; in this article, we mainly analyze the behavior characteristics of consumers before, during and after the purchase in the Internet era, and analyze the changes in consumer purchasing behavior and the reasons for such changes, And analyze the impact of changes in consumer behavior characteristics on business operations, and propose corresponding improvement measures.

Keywords

Consumer behavior characteristics, marketing strategies, e-commerce.

1. Introduction

Entering the Internet era, the sales environment has changed deeply. Due to the characteristics of the virtuality and extensiveness of the network, the characteristics of consumer behavior in the network era are very different from the characteristics of consumer behavior in the traditional sales environment, which is mainly manifested in the initiative and rationality of consumer shopping behavior, Personalization, differentiation, and simplification; and on this basis, the company's related business behavior should also be changed to meet the shopping needs of consumers in the Internet era, and then lay the foundation for improving business efficiency [1].

2. Analysis on the Change of Internet Consumers' Behavioral Characteristics

The characteristics of consumer behavior in the context of traditional sales are often passive, lack of interactive characteristics, almost no bargaining power, and personalized needs are not met, but the characteristics of consumer behavior in the context of the Internet era and the background of traditional sales are significantly different. The difference is that the changes in consumer behavior characteristics of the two are also very different. Through relevant research, it is analyzed that the characteristics of consumer behavior in the current era of the Internet era compared with traditional sales have the following changes.

2.1. More Inclined to Satisfy Self-Needs

With the development of the economy and the improvement of people's living standards, at this stage, consumers are no longer only looking at the prices of goods and services, but are more concerned about the quality of goods and services, and more about the actual experience in the purchase process. In short, consumers pay more attention to their own needs. As the behavioral characteristics of consumers change into whether self-demand can be realized, merchants should pay more attention to the personalized needs of consumers when producing goods and providing services; this requires merchants to do extensive market research when producing products, Clearly positioning and segmenting the market, and then targeted production of goods required by consumers at all levels to meet consumer demand [2].

2.2. More Diversified Consumption Methods

The ordering of commodities on the e-commerce platform is uncertain. The unique algorithmic mechanism of the e-commerce platform considers multiple indicators such as sales volume and evaluation views, and then ranks the commodities with higher scores in the forefront. Therefore, the dynamic e-commerce platform will provide consumers with the most reliable and popular products at different times; therefore, companies should consider various indicators such as product quality and usage when making marketing decisions. In addition, under the current environment, consumers not only pay attention to the basic performance of goods and services, but also put forward higher requirements for the added value of goods and services. Therefore, it requires merchants to produce products and formulate marketing strategies. Fully consider this factor at the time.

3. Internet Consumer Behavior Characteristic Classification

3.1. The Characteristics of Online Consumers Before Buying

3.1.1. Active Feature

Under the traditional sales environment, the range of consumer choice is relatively small, but under the Internet era, the range of consumer choice is relatively large. However, due to the virtual nature of the network, consumers are unable to fully understand the real situation of the goods before purchasing. Therefore, in order to avoid this risk, online consumers actively identify the characteristics of the goods before purchasing the goods. Online consumers can choose the network For the vast array of commodities, according to their own consumption preferences, the three choose the ones that really suit them, and then buy them.

3.1.2. Interactive Features

Under the traditional sales environment, the goods purchased by consumers pass through manufacturers, distributors, and distributors before they reach consumers. Therefore, the traditional sales circulation model results in information asymmetry. Without enough knowledge of preferences, consumers cannot pass on their consumption preferences to producers; thus resulting in producers not producing products according to the laws of market operation, and consumers are not interested in the products that manufacturers provide. However, under the network-based environment, the situation of information asymmetry will be effectively improved.

3.1.3. Consumer Bargaining Power Is Strong

Under the traditional sales environment, because the distributor is in the middle of the distribution channel, it has to bear the corresponding circulation costs, coupled with the distributor's own store rent and other issues, and the price of the products sold will be relatively high. . However, under the network environment, merchants save the costs of circulation channels and store rental costs, so products on e-commerce platforms are often

cheaper than offline sales. In addition, under the network marketing model, the interaction between consumers and producers has increased, the bargaining power of consumers has also been improved, and the prices of commodities will be lower.

3.2. Characteristics of Online Consumers at the Time of Purchase

3.2.1. Convenient Features

Due to the development of e-commerce, the products on the e-commerce platform cover almost all aspects of people's lives. People can buy their daily lives without leaving their homes. Therefore, more and more people use online shopping platforms to buy products.

3.2.2. Differentiated Features

The personalized characteristics of online consumers in the consumption process will inevitably lead to differentiated characteristics. In addition, the consumers of e-commerce platforms in the Internet age are not restricted by time and space, and come from all regions of the world. These consumers have different consumption due to their different living habits, cultural customs, and knowledge levels. Therefore, under such circumstances, merchants should give full consideration to the personalized and differentiated characteristics of consumers, do market research, and promote the differentiation of products and services to meet the needs of consumers at different levels.

3.2.3. Personalized Features

With the development of economy, consumers often do not use price as the main measure when shopping, but on product quality, product personalization and user experience. These consumer preferences under the Internet era cannot be satisfied under the traditional sales environment; however, since the multitude of products in the Internet era includes Vientiane, this creates conditions for consumers to choose commodities according to their unique consumption preferences.

3.2.4. Rational Characteristics

In the era of online shopping, the characteristics of rational shopping are more obvious. On the e-commerce platform, it is very common for multiple stores of the same product to be sold, which creates conditions for consumers to choose the products they like. Under the online shopping environment, ordinary consumers can select goods through the search function; and for purchasers, they can use specific system software to compare the price, quality, performance, preferential conditions, transportation time, transportation costs, etc. of the goods Indicators, and then select the most favorite products.

3.3. Characteristics of Online Consumers after Purchase

3.3.1. Timely Feedback

On the e-commerce platform, after paying for shopping and receiving the goods, the consumer will immediately compare the received goods with the merchant's product description, and then score the goods on the e-commerce platform and write down their own use Commodity feeling. Therefore, the characteristics of online consumers' ability to feed back information in a timely manner are very significant. In this way, the merchant can timely understand the consumer's consumption experience and the actual performance of the product, etc., and the relevant evaluation of the product also provides a certain reference for the occurrence of other consumers' shopping behavior [3].

3.3.2. Changes in Brand Loyalty

In traditional shopping, only old brand stores can directly consider their brand loyalty from the storefront; while in online shopping, the merchant's reputation score is directly revealed through consumer purchase behavior and evaluation behavior. Therefore, under the online shopping environment, merchants should ensure the high quality of their products and services,

meet consumer consumption needs and optimize consumer user experience, so as to ensure that merchants have a good reputation, and then enhance brand loyalty.

4. An Analysis of the Causes of Changes in Internet Consumers' Behavioral Characteristics

4.1. Consumer Factors

4.1.1. Demand Factor

Because the main reason for the rise and development of online shopping is still people's interest in the Internet, interest demand is the most important demand of consumers under online shopping; second, online shopping is different from traditional shopping, so in order to solve the information asymmetry and the biggest To avoid shopping risks to a limited extent, consumers need to shop together with people who have the same shopping needs, that is, to meet the needs of consumers' social groups, the most typical of which is the "group purchase" form; finally, the virtual nature of online shopping makes consumption People need perfect information communication channels to meet their communication needs, and their main purpose is to avoid shopping risks.

4.1.2. Psychological Factors

Whether it is traditional shopping or online shopping, there is nothing more than three kinds of shopping psychology, these three kinds of shopping psychology are emotional shopping psychology, rational shopping psychology and habitual shopping psychology. The first two kinds of shopping psychology are determined solely by consumers' shopping psychology, while "habitual shopping psychology" has not only consumer factors but also merchant factors. "Customary shopping psychology" is based on consumers' trust in merchants, which is a direct manifestation of consumer customer loyalty and is the result of the accumulation of the reputation of merchants' own products and services; It is the ultimate goal of merchants to make consumers have "habitual shopping psychology", and this requires merchants to provide high-quality goods and services.

4.2. External Factors

In the consumer era of the Internet era, the popularity of shopping website merchants plays a key role in consumer behavior; the beauty of online stores, whether the functions of online stores are complete, whether online stores are convenient to use, online stores Relevant factors such as whether the search is fast or not are the key to determining the success of consumers' shopping behavior; due to the virtual nature of online shopping, consumers can only judge the specific situation of commodities through the product information set in the online store, so the comprehensive information of the online store The higher the sex, the more consumers can understand the goods and promote the success of the transaction; consumers need to predict the actual situation of the goods through the credit of the online store. Therefore, for the merchants, the quality of the goods and services provided will improve the comprehensive ranking of the goods and the credibility of the online store. The level has a decisive effect on the success of the transaction; the low price of online shopping goods is the reason why online consumers choose the Internet.

5. Measures to Improve Enterprise's Marketing Strategy in the Internet Age

In the Internet era, due to the changes in consumer behavior characteristics, this requires companies to make corresponding improvements in their marketing strategies to meet the

marketing needs in the Internet era, and lay the foundation for further enhancing the business efficiency and brand influence of businesses.

5.1. Improvement of Marketing Strategy based on 4P Theory

5.1.1. Products Need to Develop Towards Diversification

In the network environment, when developing and producing products, merchants need to pay special attention to product diversification to meet the consumer needs of different consumers. For example, on product appearance, we should pay attention to related research and development, such as color, shape, etc., in order to enhance the diversity of product appearance. For example, at this stage, most smart phones are mainly black, white, and gold; however, Huawei believes that increasing the diversity of mobile phone colors will help its competitiveness to a certain extent, so Huawei launched Huawei in 2016. P10 grass green has successfully attracted the market, and at the same time, Huawei P10 grass green has increased its mobile phone sales.

5.1.2. Brand Building Personalization and Connotation

In the Internet age, merchants should mainly meet the personalized needs of consumers. Therefore, when merchants are branding, they should pay attention to brand personalization and diversification. This requires merchants to give products a unique brand culture and brand image, so that the brand image can keep up with the trend of the times, so that its brand image can penetrate the hearts of the people. On the shaping of brand personalization, Apple phones have added a lot of color due to Steve Jobs' personal legend; therefore, integrating the personal experience of the founder into the brand personalization is a good way to enhance brand personalization and enhance brand connotation method.

5.1.3. Market Segmentation Should Be More Detailed

Segmenting the target market and designing and producing relevant products that meet the consumer's requirements in response to the consumer preferences of the target market are one of the strategies for improving the marketing strategy of an enterprise. In the Internet era, because the marketing concept of the Internet era is "to meet the personal needs of consumers," the target market should be subdivided, and should be specific to each person, not a certain group. Therefore, in order to understand the consumer demand of each consumer, it is necessary to establish a smooth communication channel, keep in touch with each consumer, and closely understand consumer preferences and consumer demand, so that the products produced can fully meet consumer demand.

5.1.4. Fully Solve the Problem of Asymmetry in Marketing Channels

In the Internet age, consumer consumption has diversified characteristics, so the marketing channels that used to be in the traditional marketing environment will not be suitable for the online sales environment. This is because the traditional marketing environment has too long marketing channels, and if the traditional marketing channels are applied to the Internet era, this will affect the timeliness of information and thus affect the consumer user experience. Under online sales, due to the flattening of marketing channels, the crisis of asymmetric information between merchants and consumers arises, so marketing channels should pay more attention to their information service functions and information communication functions. In specific applications, merchants should fully solve the shopping risk caused by information asymmetry, that is, add a trial and then buy link in the shopping link, so that consumers can personally appreciate the value of the product and solve the information asymmetry, to avoid shopping risks, but also to enhance the user experience.

5.1.5. Open Pricing and Diversified Preferential Methods

In the Internet era, e-commerce platforms have added the "find similar products" function, so when consumers search, merchant stores with the same product will appear, so in the Internet

era, merchant prices are more open Change, and this requires merchants to set prices based on market pricing. Although the merchants do not have much flexibility in pricing, the merchants have very flexible preferential methods. Buy one get one free, full reduction, free shipping and other preferential methods are worth using for merchants. And then lay the foundation for increasing merchant network traffic and increasing sales [4].

5.1.6. Promotional Methods Are More Idolized and Diversified

Under the network environment, the groups that consume on the e-commerce platform are mostly young groups, and for these consumer groups, the appeal of idol stars is very obvious, so businesses on e-commerce platforms should make full use of idol stars for promotion, Which has a certain effect on increasing the sales of merchant products. At the same time, under the network marketing environment, merchants also have a variety of promotional methods, including buy one get one free activities, online discount sales, online gift sales, sweepstakes, etc. These sales methods have created a certain amount of traffic and sales condition.

5.2. Improvement of Marketing Strategy based on 4R Theory

5.2.1. Provide Information Services

Under the online marketing environment, merchants should comprehensively improve their information mechanisms and regularly provide specific users with information content related to product information and promotional information, thereby helping to attract consumers and increase product sales. This requires merchants to use mail, network and social platforms, etc., to regularly provide detailed products and service introductions to potential consumers, specific customers, netizens and enterprises, and to provide preferential activities that merchants are holding and will hold, so as to solve the problem of information asymmetry It also helps to improve the operating efficiency of enterprises.

5.2.2. Establish A Customer Network

Due to the virtual nature of the Internet and the asymmetry of information, under the network marketing environment, whoever has more customers will occupy a larger market and improve its operating efficiency. Therefore, for businesses, they should establish their own customer network, so as to lay the foundation for meeting consumer needs and expanding the market.

5.2.3. Strengthen Feedback and Interaction

Under the network environment, merchants and customers have various measures for communication and communication. Enterprises can set up interactive spaces on the online store platform, and can also use online complaints and online investigations to promote communication with customers. This allows the company to fully understand the customer's feelings about using the product, and to make relevant improvements to the product, which helps to increase product satisfaction and customer loyalty, and lays a foundation for improving the company's operating efficiency.

5.2.4. Guarantee Transaction Security

In the online trading environment, due to the uncertainty of the network, the network is more vulnerable to the total of hackers, so network security is a major hidden danger of online shopping. In terms of establishing an online store on an e-commerce platform, due to the complaint mechanism of third-party payment institutions and e-commerce platforms, the risk of consumer transactions is greatly reduced. Those independent online shopping online stores need to provide consumers with various security measures, such as perfecting the transaction query function to facilitate customers to query transaction-related conditions; using the super-connect function to provide customers with convenient access to financial institutions and digital visa agencies Sex; these measures can ensure transaction security to a certain extent.

6. Conclusion

By analyzing the classification and change trend of online consumer behavior characteristics, the reasons for the changes of online consumer behavior characteristics are analyzed, and the improvement measures of corporate marketing strategies in the Internet era are analyzed according to 4P theory and 4R theory; in order to make businesses under the network environment, Improve the effectiveness of its marketing strategy, expand its market reach and enhance its operating efficiency.

Acknowledgments

This work was financially supported by Business Administration first class built subject of Jiangsu province in 13th Five-Year (SJY201609) and The research base of the humanities and Social Sciences in Jiangsu colleges and Universities the research base of the Tong Hu Industrial Cooperative Development(2017ZSJD017).

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