

# Research on Consumption Psychology and Behavior of Online Shopping

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## ABSTRACT

with the economic development and people's higher material and spiritual needs for life, the popularity of the Internet makes online shopping an irreplaceable part of every family daily life. Compared with traditional shopping, online shopping has the advantages of being free from the constraints of time and place, online payment can avoid cash loss, goods are more high-quality and cheap, time-saving and labor-saving from ordering to picking up goods, etc. Therefore, online shopping has become an important shopping form. This paper mainly analyzes the environment of online shopping, characteristics of online shoppers, consumption psychology and consumption behavior, and studies the new trend of online consumption under the background of COVID-19, which provides reference and reference for Internet shopping in the Internet era.

**Keywords:** *online shopping; consumption psychology; consumption behavior*

## 1. INTRODUCTION

In the past few years, the market capacity and scale of online shopping have increased rapidly. More and more people begin to contact online shopping, among which young people are the main force of online shopping. Online shopping has become a new consumption lifestyle with great potential.

According to the data statistics conducted by relevant departments, in the first 10 months of 2020, the national online retail sales reached 9127.5 billion yuan, an increase of 10.9 percentage points compared with 2019. The growth rate of express transactions increased by 30%. At the same time, all related industries, including logistics and transportation, platform economy and so on, are also growing. It can be said that it is reasonable to call online shopping a "solo dance" of new consumption, both in theory and in practice.

### (1) Policy environment

In order to protect the rights and interests of consumers in online shopping, the national government has given support from many aspects. From the initial "Regulations on computer information system security protection" to "unified domain name dispute resolution policy", "and other legal norms, they not only standardized the Internet operation procedures, but also

made relevant requirements for Internet service providers and users, which played a vital role in promoting the development of China's Internet. Measures for the administration of online transactions

### (2) Economic environment

Since the reform and opening up, China's economy has gradually recovered and made brilliant achievements. China's per capita national income is rising. China has become the engine of the world economy, especially the regional economic development. This indicates that people are full of confidence in economic development, people dare to consume, and more and more people begin to consume in advance. People's desire for consumption has increased, and the network consumption brought by the Internet has also increased year by year. Now, online consumption has become a new star in China's consumption field, which is closely related to the overall economic environment in China. Generally speaking, the well-developed economic environment provides a solid basic platform for the development of e-commerce and network consumption in China.

### (3) Technical environment

Virus infection and hacker intrusion will have a certain impact on the security of online transactions, so as to reduce consumers trust in online shopping.

Therefore, businesses should strengthen the improvement and innovation of network technology and management, improve network security, minimize the risk of network transactions, and give customers a reassuring, safe, comfortable and convenient online shopping environment to the greatest extent.

## **2. ANALYSIS OF ONLINE SHOPPERS AND THEIR CHARACTERISTICS**

### ***2.1 The main body of online shopping consumers***

The main force of online shopping in China is mainly young people aged 16-40. These people are most affected by the Internet and have a higher acceptance of online shopping. At the same time, these people are in the period of work and study. They usually have a short time for leisure and entertainment. Many things don't have time to buy one by one online and offline. Convenient and fast online shopping has become their most commonly used shopping method.

#### (1) Gender characteristics

Men are more flexible with the Internet than women, who are able to search for information about favorite products or services. Their sensitivity is generally lower than that of women, so they are more likely to trust online shopping and have lower perceived risk. Men prefer simple and fast shopping methods. The convenience and efficiency of online shopping just meet their needs.

#### (2) Age characteristics

Young people are more likely to pursue fashion and innovation, pay more attention to innovative things in society, and are more likely to accept new things and new ideas. Therefore, young people are the main online shoppers.

#### (3) Educational characteristics

Compared with the overall population, online consumers belong to the group with higher education. It is mainly composed of college students and college graduates who have not worked long. With the rapid development and application of the Internet, network consumption has gradually penetrated into people with lower education.

#### (4) Income characteristics

According to the survey, most Internet users in China are low-income. In addition, non earners also account for a certain proportion. The popularization of home computers, the diversification of Internet access and the reduction of Internet access costs all provide convenience for low-income people to set foot in the network.

### ***2.2 Analysis on the characteristics of online shopping consumers***

#### (1) pursuing convenience

With the development of society and the acceleration of the pace of life, people are under increasing pressure to study and work. People spend more time in work and study, making people begin to pursue convenience in life. Online shopping can save a lot of time. It not only saves the time on the way back and forth, but also does not need to wait in line to buy goods. Just click it gently to take the goods you want home, which improves the efficiency of shopping.

#### (2) like independent purchase

Influenced by the rapid development of society, most of the new generation of young people have distinct personality. They have different thoughts and preferences from others, have their own independent opinions, change and personalization is becoming more and more obvious. Online shopping reduces the interference of shopping guides and caters to the personalized consumption of young people.

#### (3) Pursue fashion

The new generation of young people live in China with rapid economic development and abundant living materials. Therefore, they are not only limited to the practicability of goods, but also pursue the fashion of goods. Online shopping is rich in styles. Physical stores may not have enough styles due to regional differences or costs. Online shopping websites include all styles of all items to meet the different preferences of all consumers.

## **3. CONSUMER PSYCHOLOGY OF ONLINE SHOPPERS**

### ***3.1 Consumer psychology in pursuit of culture and taste***

In the Internet age, the global and local nature of culture coexist. Cultural diversity brings a strong integration of consumption taste, and people's consumption concept is strongly impacted. In particular, young people have a strong purchase motivation for products oriented by culture and taste, which can be met in the Internet age.

### ***3.2 Pursue personalized consumer psychology***

With the development of the consumer goods market, most products are extremely rich in quantity and quality. Consumers can choose and buy goods or services based on their personal psychological wishes. Modern consumers are often imaginative, eager for change, like innovation and have strong curiosity, which puts

forward higher requirements for personalized consumption. What they choose is not only the practical value of goods, but also different, which fully reflects the individuals own value, that is, the pursuit of personalized consumption.

### ***3.3 Pursue convenient and fast consumption psychology***

For modern people who cherish time like gold, it is more important to be instant, convenient and handy in shopping. The traditional commodity selection process is as short as a few minutes and as long as a few hours, which consumes a lot of time and energy, and online shopping makes up for this defect. Some consumers even stay at home. Food, clothing, daily necessities and other commodities are purchased online. Consumers can more directly and intuitively understand commodities, carefully select and compare goods, so as to greatly save consumers's time and energy when choosing and purchasing commodities.

### ***3.4. Consumer psychology of pursuing high quality and low price***

Online shopping is characterized by high quality and low price. Consumers can buy more satisfactory goods and services at a price lower than offline shopping.

During the consumer festivals created by the major domestic e-commerce platforms, they issue coupons, hold discounts and relief activities by various means. Consumers can get combined discounts by using full reduction, bill collection, cross store and other methods at the same time, which not only meets the psychology of consumers, but also allows businesses to get more attention and traffic.

In the past two to three years, the new shopping mode of webcast with goods has entered the public view. A major feature of live broadcasting is that the price of goods is often lower than the online price. Consumers can buy the goods carefully selected by the anchor at a more favorable price, and can more conveniently and quickly understand the commodity information through the detailed introduction of the anchor, so as to make purchase choices and decisions.

### ***3.5. Consumer psychology in pursuit of fashion goods***

New things are emerging in modern society. Driven by this trend, the stability of consumer psychology is reduced. In terms of psychological transformation speed, it is synchronized with society. In terms of consumer behavior, it is necessary to timely understand and buy the latest goods, and the product life cycle is continuously shortened. The continuous shortening of product life cycle, in turn, will further accelerate the

psychological transformation of consumers. Traditional shopping methods can no longer meet this psychological demand.

## **4. CONSUMER BEHAVIOR OF ONLINE SHOPPERS**

### ***4.1. Enhanced brand awareness***

Brand effect has long been popular, buying famous brand products has become a fashion of people's way to consume. Many products actively build their own brands through the network. Consumers can more widely understand all aspects of famous brand products through the network, or compare the price performance of many famous brand products to determine their consumption decisions. While paying attention to the brand, consumers pursue the novelty of goods, expect more diversified commodity categories, and hope to obtain a good shopping experience.

### ***4.2. Impulse buying increases***

Impulse purchase refers to the purchase that consumers decide temporarily on the spot without a purchase plan in advance. With the large increase of Internet users, more and more groups rely on the network to understand market information. A piece of commodity information in the network may drive a group of network users to buy impulsively in the short term, resulting in strong impulsivity in the purchase behavior of many commodities.

### ***4.3. Autonomy guides consumer behavior***

In the consumption under the Internet economy, consumers have more choices and more convenient access to information. This reference is based on the multi-directional reference after "shopping around", which reflects a tendency of independent consumption. Respect the opinions of others and the recommendations of businesses, but it does not mean blind obedience. According to relevant statistics, the proportion of consumers paying attention to one or two times a week is the highest, reaching 45.6%;The second is that consumers pay attention to online shopping information almost every day, accounting for 32.8%

### ***4.4. Diversified consumption structure and individuality***

In order to attract the attention of consumers, large businesses of various brands began to build their own online shopping malls on the Internet, and a variety of personal stores are opening online stores to sell all kinds of novel things. The diversification of the market will inevitably lead to the diversification of consumer choices. In addition, due to the two-way and dynamic

characteristics of information network, the market will be more personalized. Consumers in the Internet age are increasingly pursuing personalized goods, which requires enterprises to make customized products. They will directly pass on their requirements for product appearance, performance and other aspects to producers, rather than accept a limited range of choices in the store.

## **5. COVID-19 ERA, ONLINE SHOPPING ANALYSIS**

### ***5.1 The environment analysis of shopping under the network environment***

Using the SWOT analysis method, during the COVID-19 epidemic, online shopping consumption gradually became the most mainstream way of shopping with many advantages such as purchase convenience, various commodities and no contact. According to the GfK China consumer confidence study in February 2020, more than 40% of consumers used online shopping more frequently during the epidemic; More and more consumers also use the platform for shopping for the first time. Driven by the epidemic, online shopping is being driven by the epidemic, which is affecting and changing people's shopping behavior. It has also promoted the recovery and development of China's economy by stimulating domestic demand, and even profoundly changing Chinese people's consumption habits.

In the most serious period of the epidemic, nationwide closed management, network shopping played a great role in — network shopping with its rich products, purchase process facilitation, distribution advantages, let people indoors, no contact can realize the food home, the purchase of daily supplies, also meet the needs of people to kill time. From the government to the society is also actively advocating this way.

At present, with the basic improvement of the domestic epidemic situation, online shopping has gradually replaced offline consumption and become the normal shopping. However, there have also been some new changes: the State Council encourages people to buy online and consume offline by issuing urban Huimin online shopping vouchers and by means of online and offline consumption interaction, so as to feed off-line development with online consumption.

### ***5.2 Online shoppers and their characteristics***

1. Online shoppers are mainly middle-aged and young people, gradually radiating to the middle-aged and elderly

During the epidemic period, more and more middle-aged and elderly people also conducted online

shopping. The reasons for its characteristics are as follows:

(1). Gradually simplify the purchase process.

During the epidemic period, it is mainly necessary to purchase daily necessities. Therefore, the community has also set up a convenient WeChat group to buy vegetables and meat, which provides a convenient online shopping channel for the middle-aged and elderly and reduces the cumbersome purchase process.

(2). Forced by the epidemic.

During the epidemic, it is advocated to "go out less and do not gather" to avoid the spread and spread of the epidemic. Therefore, middle-aged and elderly people who are keen on going out shopping have to spend online at home through the Internet.

2. Online shoppers mainly focus on first tier cities and gradually radiate to third to fifth tier cities

According to the survey results of China Internet data information network, even consumers living in the third to fifth tier cities began to be keen on online shopping. During the epidemic period, the number of online shopping in this group for the first time was twice that of consumers living in the first tier cities.

### ***5.3 Consumer psychology of online shoppers***

1. During the period of severe epidemic, the purchase motivation is to be realistic, so as to meet the physiological and safety needs.

From a macro point of view, the serious epidemic period coincided with the eve of the National Spring Festival holiday, and the country was in a semi shutdown state. Therefore, there was a serious shortage of goods due to insufficient goods reserves and blocked logistics transportation. At the same time, affected by seasonal factors, the output of grain, fruits and vegetables and agricultural and sideline products in winter were low, so there was a shortage of materials in the country, It can only meet physiological and safety needs in extraordinary times.

From the micro individual point of view, because the epidemic at home is less or even blocked consumers 'income source of income, due to consumers' increased uncertainty about future expected income, consumers' ability to decline.

2. Consumption in the post epidemic era is motivated by interest, so as to meet social needs, respect needs and self needs.

From a macro perspective, in the post epidemic era, with the improvement of the domestic epidemic situation and the resumption of production and work, it

has gradually become the normalization, which has changed the problem of material shortage in the most serious period of the epidemic, and the supply of materials has gradually recovered to the pre-epidemic level.

From a micro point of view, all enterprises have launched online live shopping to meet consumers. From the perspective of consumer psychology, online live shopping greatly meets the psychology of consumers' seeking interest. This way of shopping not only meets people's social needs and communication with people, but also drives the psychological factors of seeking interest. Consumers are more eager to have happy in shopping.

In addition to the social needs in the post epidemic era, there are also the needs of respect and self-esteem, which is reflected in the following aspects: contributing to the resumption of work and production and stimulating domestic demand through online live shopping. The consumer psychology is: consumers to meet the needs of respect and self-esteem. "When one side is in trouble, all sides provide support", "the greatest contribution to the epidemic is to fight for the restart of Wuhan, Hubei and China". The Chinese people have a sense of nationality. "Everyone is for me, I am for everyone". The Chinese people have known how to know kindness and reward, drink water and think of spring since ancient times, this is therefore meant to meet respect needs and self-needs-through the form of consumption, refueling Wuhan, Hubei, and help the recovery of China's economy.

## 6. CONCLUSION

According to the development status and advantages of modern online shopping, this paper analyzes the environment of online shopping, the consumption psychology and behavior of online consumers, and obtains the characteristics of modern online shopping. At the same time, it analyzes the situation of China's network consumption under the impact of COVID-19, which can provide some reference for the e-commerce platform.

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