

# Analysis of Consumer Behavior in Online Shopping Environment

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**Abstract.** All social behavior can be expressed through the network data, then data has become the same important factors of production just like labor and capital. And people for massive data mining and application, also indicates that a new round of productivity growth. In the future, the assignment of sales expenses, can be under the guidance of large data, to find the target consumer group distribution, and then use to make it become enterprise's customer by a creative form in order to promote sales. This is the significance of this paper to study the consumer behavior in the context of the era of big data.

With the acceleration of the globalization of the Internet, and the application of socialization and cloud computing, netizen can be traced and analyzed. The data which provides is massive, can be changed. Everyone in the industry, whether active or passive, are formed by the Internet data stream wrapping toward the era of "big data" in a way. With the era of big data coming, consumers will have more and widespread sources of information, the choices consumers have will be more diversity, on the understanding of the goods will be more thorough, autonomy will be further increased, the traditional consumer behavior will be shocked, the new consumer behavior based on the big data era is gradually formed. Big data is to provide a large amount of data. In the original small data era, people use the basic sampling method, and spread to all the people, its accuracy will be greatly reduced. On the one hand, the massive data provide more consumer behavior record data, on the other hand it is the embodiment of the true and objective behavior and attitude. We can through the interpretation of the massive data, analyse the consumer behavior and attitude, so that the existing record can be more accurate. In the end, we can analyse the real behavior and attitude of consumers through the comprehensive

## Quotation

On the one hand, in the sphere of consumption, people can use millions of sensor networks and video monitoring system, to search a large amount of data about consumers and suppliers, and the data generated unedited on media and social networking platform, including structured and unstructured, what presents an index type growth. On the other hand, the identity of the consumer as a buyer by the traditional sense in the past, transform into a set of buyers and sellers in a dual identity, to make the information of consumers and consumed consumers is more complex and diverse.

Big data record the objective behavior of consumers, to analyze consumer behavior and attitude by the big data. Through the big data people would understanding the company's consumer distribution more thorough, potential users, as well as their perception of brands and enterprises, evaluation. In the future enterprise do the assignment of marketing expenses distribution, with the help of the guidance of large data, what can help to find the target consumer group distribution, and then make it become enterprise's customer in a creative way and finally promote sales. This is the significance of this paper to study the consumer behavior in the context of the era of big data.

## Consumer Behavior Trends in the Era of Big Data

The consumer behavior become more rational. It can be predicted that the consumer initiative, rational consumer behavior will be increasing in the era of big data, and blind shopping almost will never appear. Under the background of the era of big data, the identity of consumers from a single

buyer into a set of buyers and sellers in a dual identity. There are two ways to receive and send consumer information. This allows consumers to compare product information, be able to analyze and make the final decision from a multidimensional perspective

Consumer behavior is more vulnerable to the impact of the purchase evaluation. Relative to traditional consumption patterns, consumers are more dependent on sensory organ evaluation products, such as product appearance, a short time of the user experience, advertising and so on. In the era of big data, consumers rely on text, pictures and video information to contact network products, in addition, the consumer purchase evaluation is a powerful factor to help potential customers to determine whether to buy. For example: consumers decided to make a purchase between two products model A and model B after screening. When it is difficult to make a purchase decision between model A and model B, consumers can comprehend through the evaluations of model A and B these two kinds of products, to determine which products would bring better user experience, so as to make the final purchase decision.

Consumer brand dependence gradually decreased. Consumers in the traditional consumption mode under the constraints of experience not the depth of understanding of the product after use, in order to reduce the purchase risk, can only rely on product brand to indirectly determine the product performance and quality, so the dependence of consumer brand is very strong. However, in the era of big data background, product information source is very wide and large quantities, it is enough to help consumers to judge and make the final purchase decision, therefore, brand utility on consumer purchasing decision-making effect gradually weakened.

Consumer behavior become more personalized. In the traditional sense of consumption patterns, businesses provide a unified standardized products, consumers focus on product quality and performance, buyers and sellers focus on the core value of the product. Under the era of big data background, consumer information sources is more widely, the optional range is enlarged, consumer demand has changed in some degree, in addition to the core value oriented products, there will be a demand for personalized, different from the needs of the masses.

### **Influential Factors of Consumer Behavior in the Era of Big Data**

**External factors.** Shopping site user experience. Different from the traditional marketing model, in the era of big data background, the majority of consumers are shopping on the websites, so the click rate and page view of the websites, is evaluation data directly which examine and weigh whether the shopping website can attract consumers. For example, how to design the page, how to guide the consumer, how to carry out marketing activities are all factors affecting consumer behavior.

**Innovation.** With the large area of network coverage and the overall development of the mobile terminal, consumers in addition to make the purchase on the shopping site, but also to achieve the use of mobile terminals anytime and anywhere to make purchase. This new way of shopping, is more convenient for consumers to provide the possibility of purchase, and for the promotion of consumer behavior is also played a positive role.

**Safety factor.** Online shopping, the most concern is the user's information security issues, including payment and user information security. This is a common network security issues, in the context of the current era of big data, this problem is even more prominent. Consumers are not willing to let their personal information is disclosed, which requires the site have the maximize capabilities to process consumer security and privacy information. If the business enterprise can solve this problem very well, which will occupy a strong core competitiveness in the competition process. Of course, as a consumer, consumers will be more reliable this platform, the frequency of purchase will increase on this platform.

**Internal factors.** Consumer attitudes. The consumer's attitude is a key factor in consumer purchase process, attitude can be help formed by user evaluation, product sales and other factors, while consumers will be affected by the website user experience, online shopping safety performance and other factors, which influence the intention of shopping.

**Risk perception.** In the context of the era of big data, the vast amount of information make consumers have more choices when shopping at the same time, these large quantities of information

also reduces the consumer's perception of risk. This product from the network shopping is not visible. So, consumers have to rely on the site, brand, evaluation, careful shopping.

### **Innovation of Enterprises under the Background of the Era of Big Data**

The reality of the situation, based on the above analysis the author thinks that the development trend of enterprises to adapt to the era of big data background, rules and characteristics of consumer behavior can be focused on the use in big data provided to carry out targeted marketing planning, indirect realization of their own brand value promotion. Enterprises need to enhance their ability to the following two aspects:

The ability to collect data, with big data is relatively independent, the source of the data depends on the degree of openness of the owner of the data". So, with big data owners to establish a friendly and win-win cooperation relationship, is the primary task of the successful acquisition of data, but also for the future analysis of the data, draw the conclusion of the first step. Big data value is able to accurately record the consumer information track, consumers access to real behavior, attitude and reaction to the information, to help enterprises accurately define consumer groups, find information contact points, accurate formulate marketing action. Therefore, the use of the accuracy of the data, we should pay attention to the accurate contact point of consumer information.

Analysis of the data, large amount of data is scattered and irregular, great; for enterprises, establish and perfect the platform and system to efficient filtering, sorting data, extract helps enterprises to make marketing decision information is the key to study consumer behavior under the background of big data. Enterprises with data analysis, rapid dynamic adjustment of marketing, in the era of big data, the behavior of Internet users is rapid dynamic change, which requires marketers must respond quickly, timely adjustment of marketing strategy..

### **Conclusion**

With the arrival of the era of big data, the value of the data will be depth mining, and with the true attitude of the consumer behavior analysis, network marketing will become a norm. Effective use of network marketing and target consumer groups to communicate effectively, enhance the brand influence and competitiveness, is the use of big data to provide consumers with the characteristics and laws can be achieved. Big data era has created the next few years will be concerned about the future of marketing and consumer behavior trends. How to manage and apply these big data, control the privacy and maximize their value, will be a new task for the enterprise.

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