

Psychological Analysis on the Consumers' Online Shopping Behavior

Siyuan Yin*

The University of New South Wales

*Corresponding author. Email: siyuan.yin2@student.unsw.edu.au

ABSTRACT

Internet development is gradually spreading to the production and living areas. The integration of traditional industries and services with the Internet is also becoming closer, which changes the consumption behavior of the population. Internet consumers are a new consumer group with very different characteristics from traditional market consumers. And the main factors that influence residents' consumption behavior in the Internet era include subjective psychological elements and objective environmental elements. The content of this paper focuses on the study of consumer psychology and behavior in the Internet environment: starting from the perspective of consumers, we deepen our knowledge of consumers through the analysis of psychological characteristics, behavioral characteristics, shopping needs, and motivations. It lays the foundation for marketers to create a good consumption environment and stimulate consumers' consumption behavior so as to promote the peaceful development of residents' consumption in the Internet era.

Keywords: network consumption, customer behavior, economic psychology, consumer psychology, Online-Marketing.

1. INTRODUCTION

Computer information technology has been vigorously developed and popularized, and Internet technology has penetrated into all fields of people's life and work. Internet technology has brought great changes to people's way of thinking and lifestyle, and the tools people use tend to be intelligent, convenient and personalized. A new shopping mode - online shopping came into being. According to the definition of China Internet Information Center, online shopping is a commodity and labor transaction concluded between enterprises, between enterprises and consumers, and between enterprises and the government through network communication on the Internet platform. Online shopping breaks the original commodity trading mode, so that resources can be freely exchanged all over the world, bringing huge economic and social benefits.

From its birth to popularization, online shopping has developed rapidly. In 2019, the transaction scale of China's online shopping market was 10 trillion yuan, an increase of 20.6% over the same period last year; Take Taobao as an example. On November 11, 2019, the transaction volume of Taobao tmall has exceeded 268.4

billion yuan. Of course, with the rise of various online shopping platforms, JD, and Amazon have gradually expanded their online market share. Its rapid development benefits from its adaptation to the interests of various groups, and has incomparable advantages over traditional shopping. With the development of the times and the progress of technology, online shopping, a new consumption mode, has become an important part of people's daily life. Since the 13th five year plan, with the acceleration of global economic integration and the progress and maturity of network and information technology, online shopping has become a popular consumption and lifestyle of modern people. Internet+, Internet of things, logistics and other fields of convergence and development, making consumption through online shopping become a reality, people have clearly felt the convenience and tremendous changes brought by electricity providers. The emergence of the Internet and its increasing coverage year by year have had an enormous impact on traditional purchasing behavior, promoting the realization and development of a new type of consumption - online consumption. More and more people choose to locate their purchasing activities on the Internet, and online consumption is increasingly becoming a fashion icon [1].

Fashionable and convenient online shopping attracts more and more people. Shopping platforms such as Taobao, JD and Amazon have become indispensable tools in daily life. Internet shopping is in line with modern people's demand for fast-paced and efficient consumption. The change of consumption mode brings about the change of marketing mode. In order to effectively carry out network marketing activities, enterprises must understand and grasp the characteristics of network consumers, analyze the psychological motivation of network consumers as far as possible to provide reliable data analysis and marketing basis for marketing activities. At the same time, it is essential to carefully study the consumer psychology of online shopping and guide them to form a positive consumer mindset and carry out healthy and rational online consumption. To respond to the change of residents' consumption behavior under the development of the Internet era, it is necessary to create a good business environment and promote sustainable economic development through the Internet's role in encouraging residents' consumption [2].

2. PSYCHOLOGICAL CHARACTERISTICS OF ONLINE CONSUMERS' CONSUMPTION BEHAVIOR

2.1. personalization and the pursuit of cultural taste

The first psychological characteristic is the psychology of personalization and the pursuit of cultural taste in consumption. Consumption motivation is subject to particular cultural and social traditions, and people with different cultural backgrounds choose different lifestyles and products[3]. In the traditional shopping consumption mode, consumers are only passive recipients of information, so the seller has always been in the dominant position in the whole transaction process, and consumers' autonomy cannot be brought into play. In the Internet era, the global and local nature of culture coexist, and the diversity of culture brings about a potent fusion of consumer product flavors. People's consumption concepts are strongly influenced, and young people, in particular, have a solid motivation to buy culturally oriented products, and e-commerce can precisely meet this demand. When traditional culture meets creative design, the strong historical connotation endows daily necessities with a highly personalized style, which not only firmly grasps the psychology of consumers, but also makes itself invincible in the cultural and creative market with many competitors.

On the other hand, the consumer goods market has developed to the point where most products are incredibly diverse, and consumers are able to select and

purchase goods or services based on their psychological desires. Only 45% of people buy daily necessities online, and most people give a wide range of options. With the gradual rise of Internet technology, more and more consumers find ways to carry forward their personality on the Internet platform. The diversified pursuit of consumer demand has been met to a certain extent through online consumption. Some personality characteristics embodied in consumption are infinitely amplified. Modern consumers are often imaginative, eager for change, innovative, and intensely curious. They are more demanding in terms of personalized consumption. They choose not only the practical value of the product but also something different and fully reflects the individual's value. The above-mentioned has become the primary goal of consumer consumption. Personalization has become the mainstream of current consumption. Online shopping is a positive action that comes from personal consumption intentions. Its unique shopping environment and the way of buying are different from the traditional transaction process that will cause curiosity and a personal change of emotions beyond the consumer[4]. In this way, consumers can challenge merchants on their terms to be self-centered and to act on their own ideas.

2.2. Convenience and Good value for money

Convenience and good value for money are the second consumer psychology of online consumers' consumption behavior. For modern people who cherish time, it is even more important to be timely, convenient, and readily available in shopping. Online shopping improves the transaction speed of goods. Traditional transactions require people to reach oral contracts face-to-face, and payment needs to be made at another counter. If the store is in hot business or encounters discount promotions, people still need to queue up when checking out, and people's energy and time are wasted on boring queuing. Online shopping, whether in the purchase stage or payment stage, completes the transmission of information instantly through computer processing, which is not only fast but also accurate. In addition, online shopping breaks the limitation of time and space. People can consume whenever and wherever they have the Internet. The traditional process of selecting goods can take a few minutes or hours, plus the time spent traveling back and forth, consuming a lot of consumer time and energy. At the same time, online shopping makes up for this deficiency.

Price is always the most sensitive factor for consumers, and online shopping allows consumers to understand goods more directly and intuitively than traditional shopping [5]. In the information society, the price, quality, parameters and other information of various commodities are becoming more and more transparent. Once the price decline of products reaches

the expectations of consumers, the probability of purchase behavior will be greater. Compared with traditional physical stores, consumers can have a more comprehensive and intuitive understanding of goods and shop around. In view of the psychology of consumers, e-commerce websites have special and hot selling columns, so that online shoppers can easily obtain the price and information of the goods they need. They can choose carefully and compare prices, satisfying consumers' psychology of seeking good value for money.

2.3. Rational and realistic consumer psychology

Next, being sensible and realistic are also the psychological characteristics of online shopping consumer behavior. Online consumers are primarily young and middle-aged people with a high ability to analyze and judge [6]. Shopping motivation is often in repeated thinking, comparison and careful calculation, the characteristics of the goods purchased, performance, and the use of a long time in mind. Their shopping behavior is quite sensible and less influenced by the outside world. They pay more attention to the use-value of the goods they buy, pay attention to the quality and effectiveness of the goods and after-sales service, and the primary purpose of the pursuit of practical and affordable. Generally speaking, they are buyers of mid-range goods and popular goods, and if they feel good after using them, they are likely to become loyal customers of a specific brand of goods or an online shopping mall.

Online shopping can fully meet the psychological needs of consumers to avoid interference, effectively avoid the interference in real shopping, and maintain a free and relaxed psychological state. In today's increasingly homogeneous products, online stores should pay more attention to an investment, provide high-quality services, let people buy at ease, and further provide online sales added value. Only in this way can they obtain the long-term support of users.

2.4. Crowd Mentality

Finally, people live in a specific social circle and want to keep up with the social process they should belong to - neither wanting to stand out nor wanting to be left behind. The close and highly interactive life and communication can lead to a tendency to follow the herd in online shopping, creating a herd mentality - which is unconsciously aligning with the surrounding people or the majority in a negative way. Consumers who are governed by the herding mentality constitute the population of followers, a sizeable group of customers. Research shows that when the consumption

rate of a product reaches a certain speed, a consumption boom for that consumer product will be generated.

Climbing mentality is a disguise of herd consumption psychology in the process of consumers' online shopping. E-commerce platforms will take advantage of the individual differentiation factors of consumer groups for hunger marketing, experience marketing, etc. [7]. They strongly recommend a product, which will inevitably cause some climbing among consumers, especially those who know each other. These comparisons can easily penetrate the consumption of people who lack advocacy and induce consumers to make blind and impulsive purchases.

3. THE DEMAND MOTIVATION THAT INFLUENCES CONSUMERS' ONLINE SHOPPING BEHAVIOR

Maslow's hierarchy of needs theory suggests that there is a hierarchy of human needs, which are expressed from low to high as physiological needs, security needs, belonging needs, respectability needs, and self-actualization needs [8]. Individuals tend to satisfy the lower-level needs before seeking the higher-level needs. Maslow's Hierarchy of Needs theory is well suited to explain the traditional consumption pattern. However, Internet consumption has led to the development of different characteristics of consumers' psychological needs. They are just starting to be cautious about Internet consumption and focus more on consuming spiritual products. For example, cultural products are generally consumed experimentally and at low prices [9]. After a period of network consumption and establishing a certain degree of network trust, they fully grasp the laws of network consumption. They will turn to purchase daily consumer goods or even bulk goods. This online shopping mentality breaks the inherent pattern of traditional consumption. The comprehensive characteristics of both natural and virtual reflect modern consumers having a strong personality and their own diversified needs.

4. CONCLUSION

Overall, the psychological needs of consumers in the Internet era have changed, which has influenced their consumption behavior and consumption patterns [10]. On the one hand, in terms of information sharing, the Internet provides consumers with consumer information, stimulating their consumption needs. On the other hand, the need for focus and communication motivates consumers to consume. For example, consumers obtain consumption information on social networking platforms by communicating with other consumers. In this way, collective activities generate more consumer demand. Emotional motivation, curiosity, satisfaction and vanity, and other emotions

work together to promote the market for online consumption. At the same time, the increasing scale and publicity of shopping sites in the Internet era provide more motivation for consumers to patronize and invariably create consumption habits. Finally, in the case of fierce market competition, the advantages of brand services are becoming more and more apparent, which brings consumers a good sense of experience and stimulates their consumption demand.

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