

# The Impact of E-commerce Platform on Shopping Behavior of Consumers from the Perspective of Consumer Behavior--Taking Examples of China's Double 11 and American Black Friday

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## ABSTRACT

In recent years, with the continuously growing concept of "Internet +", e-commerce platforms embrace a broader development platform with the collaboration of computers, mobile phones and televisions. Many consumers choose to shop on e-commerce platforms.[1] This paper deeply analyzes the influence of e-commerce platforms on consumers' shopping behavior from the perspective of consumer behavior. Taking China's Double 11 and US Black Friday as examples, it explores how promotion of e-commerce platforms in people's consumption activities can stimulate consumers' desire of purchase, length of time of shopping, status of shopping. Taking this research as a breakthrough point, it aims to explore how e-commerce platforms manipulate consumer psychology and adopt more influential stimulation methods. This paper mainly conducts in-depth research on the impact of e-commerce platforms on consumer shopping through literature analysis and case studies.[2] Therefore, it is clear that the promotions and preparatory activities of the e-commerce platform during a specific time period can stimulate consumers to shop, and bring consumers the material enjoyment and stimulating experience of shopping.

**Keywords:** *Consumer behaviour, E-commerce platform, Shopping, Experience*

## 1. INTRODUCTION

At the present, the e-commerce platform has entered a stage of rapid development. With the gradual expansion of the Internet market, more and more merchants choose to develop the market on the online e-commerce platform, hoping to form the main position of product sales through online sales.[3] Many brands are also looking for breakthroughs on e-commerce platforms. This paper analyzes the influence of e-commerce platforms on consumer shopping behavior from the perspective of consumer behavior. On the one hand, from the perspective of consumer behavior itself, it explores the role of consumer behavior in promoting the marketing system of e-commerce platforms. For shopping experience, it emphasizes the need to pay attention to consumers' shopping needs in terms of marketing methods, to build online marketing positions.[4] On the other hand, it is the exploration of how to attract consumers, changing the time and the number of products

they buy, within specific online shopping festivals, represented by China's Double 11 and US Black Friday. After that, it is clear that in order for e-commerce platforms to effectively play a marketing role, they need to identify consumers' shopping needs and allow consumers to obtain new shopping experiences through price wars and the use of specific times. The reason why this paper analyzes the influence of e-commerce platforms on consumers' shopping behavior from the perspective of consumer behavior is to further understand how e-commerce platforms should facilitate e-commerce promotion festivals, so as to bring new experiences to consumers' shopping.

## 2. THE ROLE OF CONSUMER BEHAVIOR IN PROMOTING THE MARKETING SYSTEM OF E-COMMERCE PLATFORMS

Consumption behavior itself is an important part of human behavior[5]. The rise of the consumer society makes consumption one of the most basic activities of

human beings in social activities, which is of ultimate meaning. With the continuous development of productive forces, human society has gradually formed an increasingly perfect consumer society. Compared with the poor period of agricultural society, the current consumer society can allow people to obtain shopping experience and material enjoyment in the process of consumption and shopping around. Consumption has gradually become a kind of ideology of people and one of the important ways for people to obtain happiness[6]. Consumer behavior science is accompanied by many disciplines such as anthropology and sociology. In the process of constantly improving the discipline concept, consumer behavior science is also constantly innovating with the development of social productivity. Especially in recent years, with the advent of the Internet era, the vigorous development of science and technology, the rise of e-commerce platforms have made the study of consumer behavior more specific, and the role of consumer behavior in promoting the marketing system of e-commerce platforms has become more and more comprehensive.

The e-commerce platform itself needs to rely on consumers' shopping habits to promote the delivery of products, and the marketing of the e-commerce platform includes many aspects [4]. Because it is not face-to-face sales, the e-commerce platform needs to pay extra attention to customer needs, and the service quality needs to be improved as much as possible to achieve the purpose of establishing the comprehensive service terminal. In this process, consumer behavior can do as much as possible for the e-commerce platform marketing system to do a good job of user "portrait", mainly through the application of the big data platform, user tracking,

data analysis adjusted accordingly to the user's shopping situation, so as to carry out relevant information on the platform. On the basis of understanding the purchasing needs of customers, the promotion of products and similar prices makes market research more extensive through consumer behavior, providing support conditions for paying attention to consumer behavior, and further promotes the development of e-commerce platforms.

**3. HOW E-COMMERCE PLATFORMS CAN STIMULATE CONSUMERS' SHOPPING BEHAVIOR--TAKE DOUBLE 11 IN CHINA AND BLACK FRIDAY IN THE UNITED STATES AS EXAMPLES**

In order to obtain a larger audience, the e-commerce platform completes marketing from various aspects such as products, prices, advertisements, and promotions in their process of marketing and promotion. Among them, the e-commerce platform conducted an in-depth analysis of consumer behavior, focusing on forming a matrix of consumer shopping psychology to ensure that it can attract more consumers in marketing and promotion. Double 11 in China and Black Friday in the United States are the most representative promotional festivals. In the process of development, the e-commerce platform deeply explores the shopping psychology of consumers and regards price wars and product type wars as the fundamentals for the promotion of Double 11 and Black Friday in the United States. In this way, the promotions of merchants will reach the highest point in the history of the year on Double 11 and Black Friday, winning the favor of consumers.



**Figure 1** Shopping online

**3.1. In-depth Exploration of Consumers' Psychology of Online Shopping**

Consumer shopping is mainly affected by three aspects: first, shopping demand; second, product price; third, shopping experience. To fully promote sales, China's Double 11 and Black Friday in the United States

satisfy consumers from these three aspects, thereby stimulating consumers to produce shopping behaviors.

**3.2 Engaging Price Wars**

Price wars are a common sales method on Double 11 in China and Black Friday in the United States. For example, on e-commerce platforms like Taobao and

JD.com, the products are at the lowest price throughout the year, during China's Double 11 shopping period. Merchants can also attach certain gifts, which can reduce the price in terms of price, attracting the vast majority of consumers. Black Friday is, on the other hand, having a brand-wide discount, so that consumers can enjoy great discounts on the day.[7]

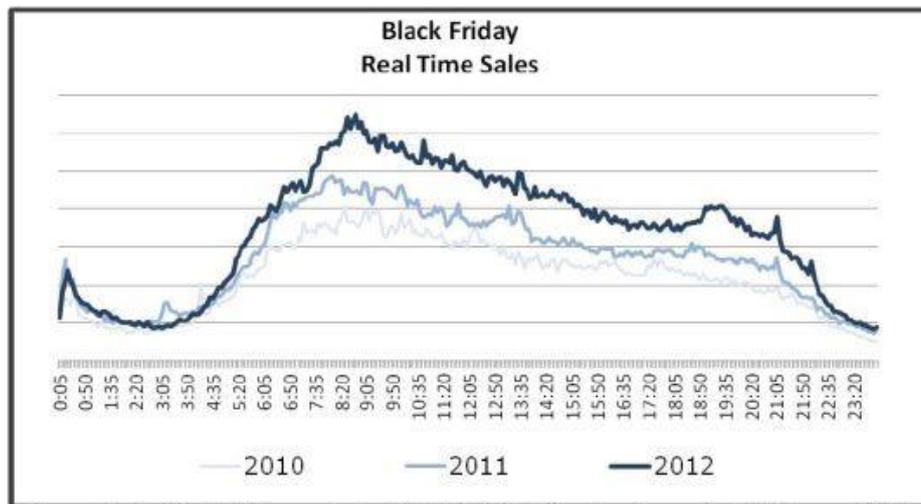
**3.3. Engaging Product Type Wars**

The product type war is more accumulated in China's Double 11 and Black Friday competition in the United States. Within a specific sales period, the types of products will be clearly distinguished. Based on the distinction of product types, big data will be used as the fundamental focus to analyze customer consumption, so as to further promote related types of products.

**4. THE IMPACT OF E-COMMERCE PLATFORMS ON CONSUMER SHOPPING**

**4.1. Enhancing Consumers' Purchasing Desire**

E-commerce platforms will form huge promotional discounts on Double 11 in China and Black Friday in the United States. Such promotional discounts can stimulate consumers' purchase in four aspects: product psychology, price psychology, advertising psychology and promotion psychology, allowing consumers to be stimulated and arise the desire to buy. This desire to buy often covers a variety of commodities.[8] Let consumers "stock up" in the two carnivals. That is, consumers will hoard the products they want to buy at the lowest point of discount, and gradually deepen their trust in the e-commerce platform under the increasing desire to buy.



Online sales for Black Friday peaked at 8:45AM PST with sales increasing 20.7% over 2011.

**Figure 2** Black Friday real time sales

**4.2. Forming a Habit of Shopping at a Specific Stage**

E-commerce platforms will use specific holiday promotions as a tradition so that consumers can develop a shopping habit that comes from consumers' shopping needs. Double 11 in China and Black Friday in the United States have gradually become a hot period for consumer shopping in the past few years. Under the impetus of cognitive coordination theory and habit formation theory, consumers gradually form the habit of shopping at a specific stage.[9]

**4.3. Influencing Consumers' Purchasing Choices**

E-commerce platforms can influence consumers' choices by taking advantage of the special time promotion period such as Double 11 or Black Friday. For example, consumers themselves want to buy other products, but it is more cost-effective to form a combination in the promotion process. Consumers' shopping tendencies will be more cost-effective and more comprehensive to choose shopping types[10]. So, it is not limited to the original shopping choices. Therefore, from the perspective of consumer behavior, e-commerce platforms will form marketing promotions through specific festivals such as Double 11 and Black Friday, which will further influence consumers' shopping choices.

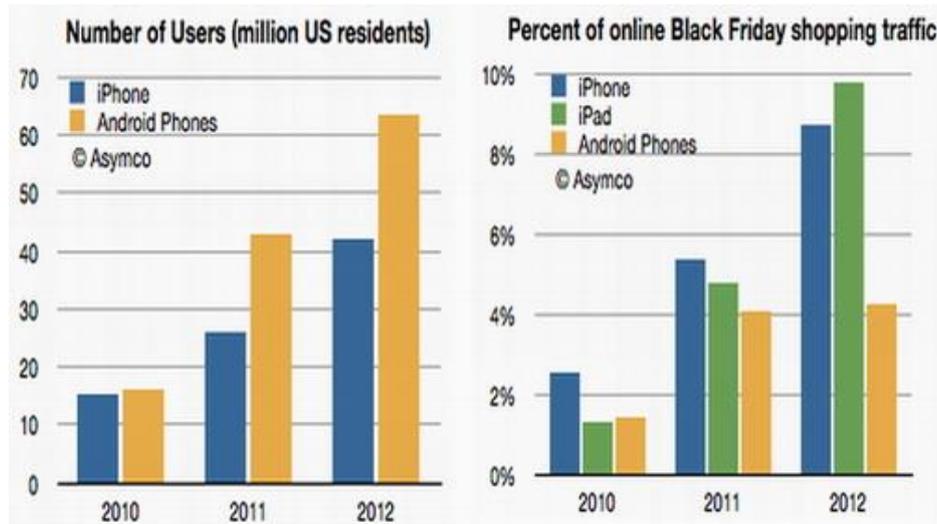


Figure 3 Number of users (million U.S. residents) and percent of online Black Friday shopping traffic

## 5. CONCLUSION

From the perspective of consumer behavior, this paper analyzes the impact of China's Double 11 and Black Friday on consumers' shopping behavior and makes it clear that in the process of forming a consumer society, e-commerce platforms are ingeniously using consumers' shopping needs and choices. Form a strategy to promote the development of platform construction. In the process of research, the paper can bring a certain role in promoting the development of the e-commerce platform in the future, and form a driving force for the construction of the e-commerce platform.

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