



Research on Factors Influencing Consumer Buying Behavior

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Abstract. The following two aspects make up this paper's primary contribution: Theoretically, it integrates the two theories of consumer psychology and consumer behavior, employs an empirical research methodology, and studies the factors influencing customers' propensity to buy online by looking at the psychology of online consumers. The study has been conducted in a variety of nations. A theoretical model of the influence of online purchase intention from the perspective of consumer psychology is constructed based on the literature and research findings at home and abroad, using the specific examples of short video websites and online websites, in order to identify the key factors influencing consumers' online purchase intention from the perspective of viral marketing, trust, and perceived risk. This will assist online retailers in creating effective online sales countermeasures based on the actual situation and when combined with their respective influencing factors, will be very helpful in developing a marketing strategy that is truly centered on the consumer, and will be of practical importance in better promoting the quick and healthy growth of online marketing in China.

Keywords: Consumer behavior, marketing, social media

1 Introduction

In recent years, short video platforms like TikTok have drawn a sizable number of registered users, and with the assistance of each video platform, businesses have created a new marketing model of "short video X sales." More than 700 million Chinese consumers will be purchasing online by March 2020, and a significant portion of them will use short-video marketing to accomplish it. The scale of short video marketing in China topped 102.5 billion yuan in 2019, 170 billion yuan in 2020, and is anticipated to approach 250 billion yuan in 2021, according to statistics from the China Business Industry Research Institute, demonstrating the sizeable market for mobile short video marketing.

This study developed a research model on the impact of short video marketing on consumers' purchasing behavior based on the A-A model of availability and conducted an empirical study on how short video marketing influences consumers' behavior using the statistical program SPSS 25. Our findings support the availability theory and psychological distance as mediating factors. The study discovered that while social

availability of short video marketing does not significantly affect customers' behavior, the availability of enjoyment, shopping incentives, information specialization, visualization, shopping direction, and shopping interaction do. In short video marketing, there is a large mediating influence between psychological distance and consumer buy behavior, and psychological distance significantly affects consumer purchase behavior.

With the growth of the Internet, it has passed newspapers, magazines, radio, and television to rank as the fifth most popular medium, and it is now a vital tool for people to live, learn, and work. With the surge in popularity of personal computers, the Internet has developed into a vital platform for commercial trading in our daily lives. As more and more people choose to make purchases online, online shopping has reached a completely new level. In January 2012, the 29th statistics report on the reality of Internet development in China was made public by the China Internet Network Information Center (CNNIC), which has done statistical analysis on the growth of the Internet in China. It attained 38.3%. Even food items that are difficult to obtain online are exchanged in big quantities these days. Many people also utilize platforms like Taobao to set up their own stores and run B2C and B2B operations. The Internet, however, allows for new forms of two-way communication and engagement, allowing users to govern their own online behavior rather than that of the Internet service provider. Because online shopping is based on the Internet as a medium and because there is a large degree of uncertainty connected with it due to time and distance, the driving forces behind customers' decisions to shop online are very different from those influencing traditional shopping settings.

2 Literature review

There is less research on the subject of Chinese customers' propensity to buy online than there is in international nations because China has not developed internet shopping for as long as foreign countries have. Two types of research have been done on this subject: qualitative analysis and empirical investigation of consumer desire to make online purchases. The design of the webpage, the nature and characteristics of the company's image and products, the security of the network, and the ease of access to the website were found to be the primary influencing factors in Zhang and Zhao's [3] theoretical analysis of the factors influencing consumers' online shopping behavior. Li, Zhicheng, and Liu, Meilian [5] also developed a theoretical model of consumer behavior based on a theoretical model of planned behavior. They found that the factors influencing consumers' online purchasing behavior are the website's security and dependability, the ease with which it can be accessed, and the website's design aesthetic. They compared the behavioral characteristics of consumers in the e-commerce environment to the traditional business model. Lijun Wu [1] holds that consumers' online purchasing behavior is a process, which is a series of activities from the consumer's demand arising from the stimulation of marketing and the influence of the environment to the final purchasing decision. She believes that the factors affecting consumers' online purchasing behavior include the security and reliability of the website, the accessibility of the website, and the design style of the website. When shopping online, these two elements

have the greatest influence. Personal attributes include things like gender, age, education, income, amount of time spent online, and psychological traits.

The rapid rise of online shopping and online advertising media, which now account for a sizable portion of the market, have had a significant impact on the advertising sector, which is the subject of this study. There is a gap in the research on the evaluation of the use of offline advertising media by the e-commerce industry, which has had varying degrees of impact on the advertising industry and e-commerce. In the research related to the use of advertising media by e-commerce, there is essentially no research related to the use of traditional offline advertising. The effects on the advertising and e-commerce industries are to varying degrees. As a result, the research of the variables affecting e-commerce advertising efficacy is the main emphasis of this work.

The psychological influence of advertising is chosen as the direction of the assessment of advertising effectiveness in this research because it is clear from the study of the different methods of advertising effectiveness measurement that it is more significant. The examination of the current scenario reveals that paper is currently the most popular offline advertising medium used for online purchasing. Because of its mature and logical readers, high standard, and consistent audience, paper is regarded as a new partner of e-commerce for advertising. The brand-new associate for marketing for e-commerce. As a result, leaflets and other paper-based media were selected as the background of the advertising media for this study.

This study analyses the psychological and behavioral traits of online shoppers, including the psychological factors that compel them to make online purchases, and the factors influencing the psychological effects of existing advertisements in order to derive the indicators of the factors influencing the advertising ps. We do this by consulting books, literature, and existing models of advertising psychological effects. Three perspectives—audience, online shopping platform, and offline advertising—are used to analyze the variables impacting the psychological consequences of offline advertising in e-commerce.

According to an understanding of contemporary marketing theories, the knowledge, comprehension, and analysis of the target consumer's behavior serve as the foundation for the company's marketing initiatives. The two main areas of consumer behavior research are the psychological processes behind consumers' purchase decisions and the variables that affect consumer behavior. Companies employ these two components of research and analysis to identify broad traits and patterns of consumer behavior in order to create relevant marketing initiatives.

Academics	Definition
Blackwell, Miniard & Engel (1993)	Consumer behaviour refers to the many action intentions of individual consumers in selecting goods and services, how to consume them, and the final process of managing them. It includes both psychological preparation for purchases and evaluation of the goods and services after consumption.
Kolter (1997)	The selection of goods and services by consumers and consumer groups in society is referred to as consumer behaviour. according to their various needs, the selection of products and services, the purchase of those desired goods and services, the use of those goods and services, and the disposal of those things and services. The experience of how consumers and consumer groups in society select things and services in accordance with their individual needs, purchase those goods and services, use those items, and dispose of those goods after usage is referred to as consumer behaviour.
Sheth & Banwari (2002)	Individual consumer behaviour refers to the purchasing actions taken by people and businesses in homes who engage in their own thought and conduct when acquiring and utilising goods and services.
American Marketing Association (AMA)	Consumer behaviour is a dynamic process that involves many influencing aspects that interact with one another, such as perception, behaviour, emotion, and the transaction environment. It serves as the behavioural foundation for people to engage in a variety of transactional activities in society.

Fig. 1. Definitions of consumer behavior (Picture Credit: original)

2.1 Review of Consumer Behavioral Intentions Theory

Consumers' intentions for their future conduct are statements that link them to those actions. Consumer behavioral intention is the likelihood and possibility that a consumer will act in a way that is related to a brand or a product and that they will do so after learning about the brand.

There are three categories of customer behavioral intentions, according to Jin and Dong [4]: premium buy, reconstructive intention, and word-of-mouth. Understanding consumer behavior and willingness is essential to the success of marketing. The study of consumer behavior necessitates not just a concentration on particular consumer actions but also a comprehension of the full psychological process and the variables that affect consumers at each stage of their behavioral decisions. Britt [7], who studied social science and consumer behavior ideas and was the first to apply word-of-mouth to the study of consumer behavior, proposed the idea that word-of-mouth plays a part in customers' buying decisions. Word-of-mouth is a significant source of information for customers about the goods they are interested in, and it has an effect on their attitudes, psychology, and readiness to act. Scholars generally agree on consumer behavior and behavioral intentions, but there are some topics on which they disagree, such as how word-of-mouth, particularly online word-of-mouth, affects customers' behavioral intentions. There are still few domestic and international studies that concentrate

specifically on the influence of Internet Word of Mouth (IWOM) on consumers' behavioral intentions, so research on the impact of various word-of-mouth on consumers' behavioral intentions under the influence of different cultural factors needs to be strengthened and deepened.

3 Research methodology

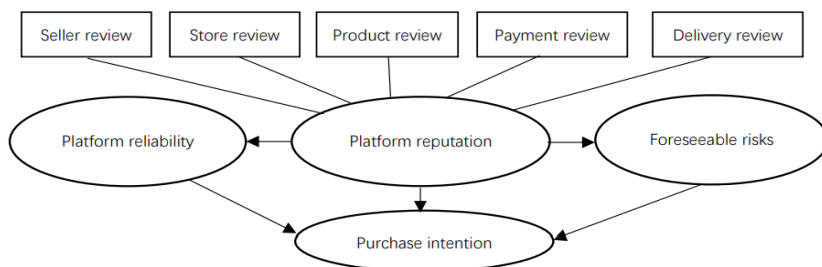


Fig. 2. Research model (Picture Credit: original)

3.1 Research hypothesis

The impact of IWOM on consumers' online purchase intentions, online trust and perceived online risk.

The majority of Chinese customers have a strong herd mentality, which means that when it comes to comprehending and embracing new items, they are easily swayed by the purchasing habits and behaviour of other consumers. It is simple for individuals to purchase the suggested product if they hear their neighbours extolling the virtues of a new product or if their family members or friends suggest it to them. In reality, this indicates that consumers are more responsive to new items with high ratings and a positive reputation than those with low ratings and a negative reputation. However, in reality, word-of-mouth marketing is seen as a significant influence influencing consumers' buy intentions by both traditional and online enterprises. Based on this knowledge, the study makes the argument that IWOM is a significant factor influencing customers' desire to make online purchases. As a result, this study suggests the following:

Hypothesis A: A consumer's intention to make a purchase increases with an online store's IWOM.

The five IWOM measurement dimensions - shop owner assessment, store evaluation, product evaluation, payment means evaluation, and logistics evaluation - are used because this study is based on Taobao. They were previously described in Chapter 2. This has led to the following sub-hypotheses being proposed:

Sub-hypothesis A1: The consumer's buy intention increases with their opinion of the proprietor of the online store.

Sub-hypothesis A2: Consumer propensity to buy increases with consumer evaluation of the online store.

Sub-hypothesis A3: Consumer readiness to purchase increases with consumer evaluation of the product.

Sub-hypothesis A4: Consumer readiness to purchase increases with consumer evaluation of the method of payment.

Sub-hypothesis A5: A higher consumer readiness to purchase is associated with a higher consumer evaluation of logistics.

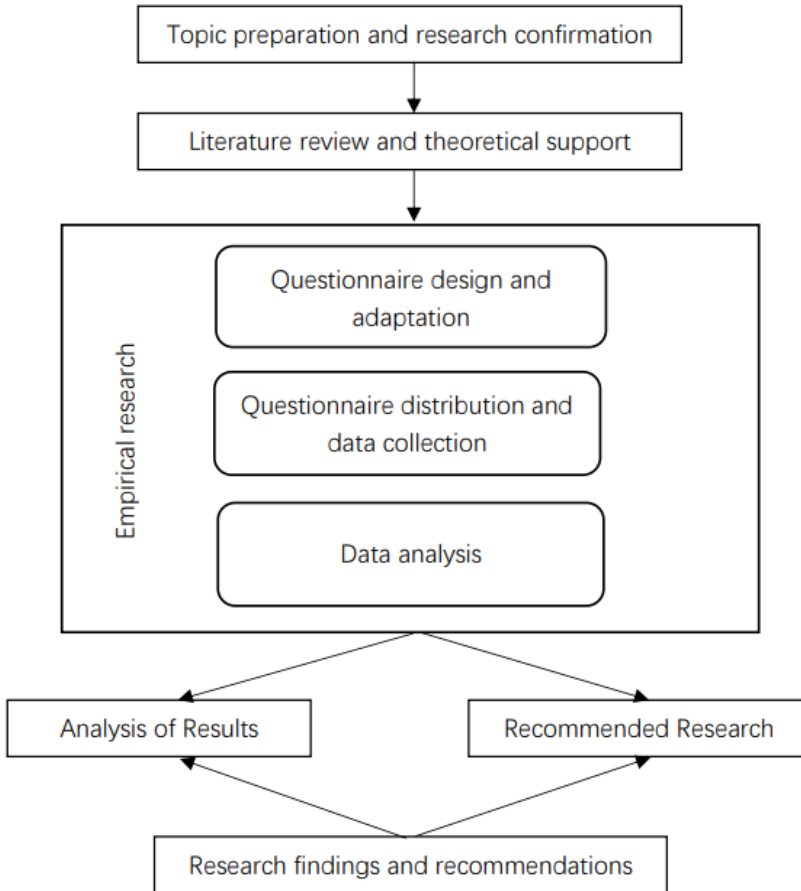


Fig. 3. Research Technical Route (Picture Credit: original)

It has been established that most customers can not achieve 100% trust when dealing with online shopkeepers, and consumers can only improve their trust in the shopkeeper, store, goods, means of payment, and logistics based on online transactions. When purchasing goods online, the exchange of goods and money is frequently not simultaneous, and the geographical and temporal separation is common for consumers. Consumer trust can only be increased by assessing the store owner, the store, the goods, the payment method, and the logistics. As a result, the following theory is put forth:

Hypothesis B: Consumer confidence increases with an online store's reputation; and the following alternative theory is put forth:

Sub-hypothesis B1: A higher consumer trust level is predicted by a higher consumer rating of the online business owner

Sub-hypothesis B2: A higher consumer trust level is predicted by a higher consumer appraisal of the online store.

Sub-hypothesis B3: The amount of consumer trust increases with the consumer's product appraisal.

4 Overview of data analysis methods

The survey data in this study were statistically analyzed using SPSS18.0, and the following primary analysis techniques were employed:

4.1 Descriptive statistical analysis

To better understand the significance of each element influencing consumers' propensity to buy online, the mean, standard deviation, and variance of each variable of the data from the returned questionnaires were statistically evaluated.

4.2 Validity and Reliability Analysis

The reliability of the questionnaire was tested using the Cronbach- α coefficient, individual item reliability, and combined reliability. The "Analyze-Scale-Reliability Analysis" command in SPSS 18.0 was used to compute the Cronbach- α coefficient for the questionnaire sample. Alpha coefficients of 0.6 to 0.7 are suitable, 0.7 to 0.8 are good, and 0.8 to 0.9 are remarkable.

4.3 Factor Analysis

A statistical analysis technique known as dimensionality reduction, or the study of how to reduce a big number of variables to a small number of factors with the least amount of information lost, is essentially what factor analysis is. The extraction of the factors is the second phase. Here, the factors with characteristics larger than 1 are chosen using the principal component analysis.

5 Conclusion

Due to time and resource constraints, less than 1000 valid questionnaires were collected for this study using the online platform survey, which is insufficiently representative of China's more than 100 million online shoppers and will weaken the argumentative strength of the study's findings. In the future, we should prioritize the sample's representativeness and raise the sample size as much as feasible in order to collect more and

more thorough data and come to more logical study results that are closer to the reality of China. The specific trading platform Taobao and the short video website used in this study are representative, but not all online operators are represented by them. These could aid in the better development of e-commerce.

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