

## Analysis of Consumer Behavior under B2c e-Commerce Model

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**Keywords:** Consumer Behavior, B2c e-Commerce Model, Internet

**Abstract:** With the rapid development of the internet in china, the number of internet users is increasing, and the bottlenecks restricting the development of e-commerce such as logistics distribution, online payment, network technology, and security guarantees have been continuously improved, and online shopping has also increased to a certain extent. Especially during the sars period in 2003, the advantages of e-commerce were further highlighted. At the critical moment of the internet e-commerce bubble, internet e-commerce has been recognized by all walks of life. Now Chinese enterprises have recognized the importance of e-commerce, and large and medium-sized enterprises have gone online to find a business model suitable for their own business. B2b and b2c websites have sprung up throughout the internet, but problems have followed. In the face of numerous websites and huge amounts of information, how can online companies attract the attention of online users and make them visit corporate websites has become a top priority for corporate survival and development. This thesis focuses on the problems existing in the implementation of b2c companies on the internet in china, analyzes the behavior of online users, classifies the online users, and uses mathematical methods to analyze the current online shopping risks and elaborates “attention “economy” is a hot topic today, and a break-even point method is used to make a preliminary discussion on the minimum number of people who should be online. How can b2c companies attract the attention of internet users, and increase the stickiness of corporate websites to internet users, and have a theoretical discussion.

### 1. Introduction

Since the beginning of the 21st century, with the increasing maturity of computer technology and Internet technology, more and more enterprises have begun to get involved in the field of Internet business. Among them, due to the characteristics of low operating costs, fast dissemination, and large sales, online sales have made enterprises through the Internet. Selling products to consumers (ie B2C) is showing rapid development. B2C is B to C, which is the abbreviation of Business toCustomer (herein referred to as B2C). It means business-to-customer in Chinese and is a kind of e-commerce model. Different from other modes of e-commerce, such as B2B (business-to-business), C2C (customer-to-customer), B2G (business-to-government), etc., B2C e-commerce mainly refers to a type of products and services sold directly to consumers through the Internet. Retail model. The characteristics of this model are based on the Internet and carry out online marketing and promotion activities through the Internet to achieve online sales. The B2C e-commerce service platform is an online store set up by the enterprise. The online store provides consumers with a new type of shopping environment through the Internet. Consumers complete online shopping, online payment and other consumption behaviors in the company's online store through the Internet.

B2C e-commerce mainly implements information communication between enterprises and customers through the network and completes transactions and services on the Internet. Its main characteristics are: large number of customers. Enterprises develop B2C e-commerce mainly by publishing information about related products and services through the website. Because the network is cross-temporal, no matter where and when consumers are, as long as customers have Internet access, they can find the company's website. Can communicate with enterprises, so the number of customers facing online sales is very large. Some large companies engaged in B2C e-

commerce, such as JD.com, Amazon, Tmall, etc., have huge customer groups, and the number is increasing. In recent years, while B2C e-commerce has developed rapidly, integration has also occurred. For example, JD.com merged Yixun in 2015, and it merged with No. 1 store in 2016. The original registered users of Yixun and No. 1 store naturally becoming a JD user, most of these users are active users, which means a lot to JD. At the same time, because most of the products that customers can buy in physical stores can be bought in JD.com's online mall, customers have virtually become dependent on JD. The repeat purchase rate is very high. With many customers, JD.com has a very large sales scale. .

## **2. New Changes in Consumer Behavior under the B2c e-Commerce Model**

Internal factors. Psychology for maximum utility. When consumers purchase goods or services, they decide to purchase a certain product or service based on the maximization of utility. That is to say, consumers spend the same money to purchase higher quality or higher quantity of goods or services. I want to spend less for the same quantity or quality of products or services. While B2C e-commerce provides convenience and speed, it can obviously meet the needs of consumers to maximize their utility. In B2C e-commerce, consumers' motivations for purchasing products are not necessarily the same. Some of them pursue the psychology of cost-effectiveness, some of them pursue individualized psychology, and some have the mentality to satisfy vanity. These psychology can find corresponding products and services on the B2C website, and there are a large number of choices. The relevant information of each product is very detailed, and consumers can fully understand and compare the products. , To deepen the understanding of related products, and also to view the evaluation of consumers who have purchased these products or services as a reference.

Pursuit of product performance and service psychology. Under the B2C e-commerce model, consumers have higher requirements for product performance and services during the consumption process. For example, when the new Apple mobile phone is launched every year, in order to buy the new Apple mobile phone as soon as possible, consumers will make online reservations and even advance payment or deposit to ensure timely delivery. With the development and wide application of chat tools such as WeChat and QQ, most people's social networks have been transferred to the Internet. For this purpose, B2C online stores have a shop app for mobile phones. Consumers can find the products or services they need anytime, anywhere. Therefore, the consumer psychology of consumers in the B2C e-commerce environment is more likely to be affected by the Internet. First, e-commerce is a new economic form. The country is vigorously promoting and promoting "Internet +", which greatly promotes the development of B2C e-commerce, and the stimulation of external policies will further cause changes in consumer behavior. Second, the exchange of external information will also cause changes in consumer behavior. In the process of consumption, consumers will also get a lot of benefits because of B2C online sales. At the same time, consumer information is transmitted through the network, allowing other consumers to understand the products sold online and take corresponding purchase actions, such as the chat tools that everyone uses, consumers Passing consumer information through the circle of friends has a very good publicity effect for the company. In addition, consumers have a mentality of comparison. When they see other people posting pictures or information about using a certain product on the Internet, they often also buy. B2C e-commerce can be cash on delivery, you can choose to pay online, you can also entrust a third party to pay, according to the characteristics of consumers to provide appropriate payment methods. At present, online shopping basically implements electronic money settlement, which overcomes the tediousness and inconvenience of traditional cash payments, and is beneficial to the constant settlement between manufacturers, merchants and consumers. The method of entrusting a third party payment can avoid the risk of fraud and financial security during the transaction. In terms of delivery, due to the rapid development of the logistics industry, B2C e-commerce merchants have built warehouses in various places. Many products can be shipped nearby and delivered in a timely manner. Generally, the goods can be received on the day of ordering, or the next day. goods. At the same time, B2C e-commerce merchants can serve customers 24/7, which is not possible with traditional shopping methods.

### **3. B2c e-Commerce Model Improvement Measures**

E-commerce has not been developed in our country for a long time, and it is constantly changing. There are relatively few laws and regulations. Although there are some regulations that can regulate e-commerce behavior, they are not targeted, especially the development of B2C e-commerce is very fast. And the influence is getting larger and larger, the existing laws are difficult to regulate the behavior of all parties, so that after a problem occurs, there is no way to deal with it, and the treatment is relatively subjective. In general, the relevant laws and regulations construction process is obviously lagging behind. Aiming at the problems that may arise during the development of B2C e-commerce, to have a legal basis, we must first improve the relevant laws and regulations. This requires the law-making department and other relevant departments to work together. Related departments, including B2C e-commerce operations Consumers, consumers, and relevant social groups, these departments actively cooperate, according to the actual situation of B2C e-commerce, give full play to the leading role of government departments, accelerate the supporting construction of policies and regulations, regulate and restrict the transaction behavior of B2C e-commerce companies, Purify the transaction environment and build a secure B2C e-commerce transaction market from the legal level. At the same time, relevant laws must be formulated to protect the personal information security in the B2C e-commerce transaction process.

Before determining the online sales of a certain product, an online sales company must first consider whether this product is suitable for online sales, including whether the product attributes such as product quality, packaging, transportation, and installation are suitable. Classified sales. Secondly, as consumers' demands for diversification and personalization become more and more obvious when shopping online, companies must formulate corresponding product strategies based on the different needs of consumers when determining specific product online sales, such as appropriate product combinations, product customization, etc. Meet the needs of consumers at different levels. In the end, companies should not pursue a "big and complete" product structure when they sell online. They must fully reflect the pertinence of their products so that the products they sell can truly meet the needs of consumers. Online sales are indeed convenient and fast, but if the service cannot be followed up, it will affect sales, so the success of B2C e-commerce depends on the service. Enterprises engaged in B2C e-commerce sales should establish a consumer-centric concept, from the perspective of consumers, establish a comprehensive service system based on consumer needs. Enterprises should make full use of the advantages of advanced Internet technologies, optimize B2C e-commerce service functions, keep in touch with consumers on a regular basis, understand how consumers use products and services, and prevent problems before they occur. At the same time, when a problem occurs in the process of using the product by the consumer, the system is timely feedback to the relevant departments to solve the problem in a timely manner, which can improve consumer satisfaction with the enterprise, and then cultivate consumer loyalty. Enterprises should also strengthen internal organization and management, improve the construction of rules and regulations for after-sales service, ensure consumer information security, and effectively ensure that consumers' rights and interests are not infringed.

In order to meet the individual needs of consumers and provide high-quality services to consumers, B2C e-commerce must have the complete information of consumers, which requires the establishment of a consumer database. B2C e-commerce network sales use advanced network technology and storage technology, so that every communication between the enterprise and the consumer, every transaction, and every feedback after the sale can be completely recorded. This information will help the company further sell products and Better serving consumers helps a lot. The establishment of a consumer database requires the coordination of various departments. Consumer information is collected through pre-sales, sales and after-sales services, and a complete archive is established to ensure that the information is unified and updated in a timely manner. This information includes the consumer's name, occupation, hobbies, home address, contact information, as well as the time, quantity, amount, payment method and other information of the consumer purchasing the product, as well as various information feedback during the use of the product. Enterprises can use this information to not only market and provide personalized services to

individual consumers, but also to classify consumers and target batch marketing and services to similar consumers with the same hobbies and same purchasing habits. It is highly targeted and can meet the various needs of consumers, improve consumer satisfaction, and increase the market share of enterprise products.

#### **4. Conclusion**

This thesis focuses on the in-depth research on the key issue of attracting and finding customers for B2C websites. In this article, first of all, a thorough analysis of online consumer behavior, established a consumer behavior model, and creatively used the break-even method in economics to study the minimum number of customers on the website and conduct online shopping risks. The analysis, theoretical explanation of the website attracting customers, and a systematic and theoretical explanation of how to establish a website brand and promote the website, these are the B2C websites attracting customers, allowing website users to quickly reach the level of economies of scale, and generate a network economy The scale effect has a significant guiding role.

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