

Research on the Impact of Social Media on e-Commerce Consumers' Purchasing Behavior

Xinyuan Mi¹, Changlin Mi²

¹University of Glasgow, Glasgow, G3 8PX, UK

²Linyi Natural Resources Development Service Center of Shandong Province, Linyi, Shandong 276001, China

¹mxy0069@163.com, ²changlinmi@126.com

Keywords: Social media, E-commerce consumers, Purchasing behavior

Abstract: The development of science and technology has promoted the rise of e-commerce and the development of social media. Consumers will be affected by many factors when purchasing behavior. The popularity of social media has also changed consumers' purchasing behavior to a great extent. Therefore, this paper studies the influencing factors of e-commerce consumers' purchasing behavior and the specific impact of social media on consumers, in order to make e-commerce consumers more rational in purchase and promote the sustainable development of e-commerce industry.

1. Introduction

The number of Internet users in China is gradually increasing. The popularity of the Internet has also changed the consumption mode of consumers, making consumers turn to e-commerce consumption with higher cost performance. Deepening the research on e-commerce consumers is conducive to promoting the development of e-commerce industry and promoting the development of China's economy.

2. Influencing Factors of e-Commerce Consumers' Purchasing Behavior

2.1 Website Performance

Generally, the public will be interested in websites with their own unique style. Therefore, online store operators should make their online stores have different style from other websites. In addition, the convenience of websites will also have an impact on consumers' purchasing behavior, including the operability of the web page and the download speed of the web page, which are important contents for consumers to consider when purchasing goods. The convenience of the website can help consumers find stores as soon as possible, and the download speed of the website will affect consumers' stay time on the page. If the download speed of the store web page is very slow, consumers will lose patience with the store and finally switch to other store pages for purchase ^[1].

2.2 Payment Process

Under the background of information technology, the payment method of e-commerce consumption needs to submit the relevant information of individuals and bank cards. Under this background, consumers will pay special attention to the payment process. Therefore, the payment information, payment method and operation process in the payment process will have an impact on consumers' purchasing behavior. For example, after completing the purchase, consumers may also receive some spam advertisements and documents. This situation will lead consumers to feel that their information has been leaked, which will trigger consumers' doubts about payment security and finally give up buying goods online. In today's society, smart phones have become the main tool of online consumer payment. While people are committed to improving the convenience of the payment process, it is difficult to fully protect consumers' personal information security.

2.3 Online Store Reputation

Generally, when e-commerce consumers shop online, the first part they pay attention to is the praise rate of the shop they browse and the credit score of the shop. If one of the above two parts is low, it will have an impact on consumers' behavior, even make consumers give up this purchasing behavior. In addition, the service level and attitude of customer service in online stores will also affect e-commerce consumers. Therefore, store operators must operate the store carefully, ensure the quality of goods sold, increase the praise rate of the store, improve the credit rating of the store, and have friendly communication with consumers, so as to further promote consumers' purchasing behavior^[2].

2.4 Commodity Cost Performance Advantage

The reason why most people in society choose online shopping is that the cost performance of online shopping goods is relatively high. The price of the same commodity purchased offline is higher than that in online stores, which makes the public gradually start shopping online. In recent years, great changes have taken place in e-commerce, and the sales mode has changed from the initial C2C mode to O2O mode. Since the B2B market has been saturated, the B2C market has gradually developed. According to relevant research, the biggest impact on consumers' consumption behavior is the price of goods. At present, in many online stores, each merchant has its own supply channel, and there may be two or even multiple prices of one kind of goods. Most consumers will still choose goods with high cost performance in the purchase process^[3].

2.5 Logistics Service

After e-commerce consumers buy enough goods in the store, the logistics company will transport the goods to consumers. Therefore, the service and speed of logistics are also important factors affecting the purchasing behavior of e-commerce consumers. If the efficiency of logistics companies cooperating with online stores is very low, so that consumers can't get goods for a long time after purchase, it will affect the shopping experience of consumers to a certain extent, resulting in fewer and fewer consumers in stores. There will even be a large loss of consumers due to logistics problems.

3. Impact of Social Media on e-Commerce Consumers' Purchasing Behavior

Social media has the characteristics of interactivity and platform openness, which makes the public obtain an ability to search information and have the ability to learn corresponding knowledge. The above two new abilities have changed consumers' consumption behavior mode and made the public more active and rational in the consumption process. In addition, social media also plays an irreplaceable role in the e-commerce industry, because social media has great influence and e-commerce can generate huge traffic and sales with the help of social media^[4].

3.1 Consumers Become Passive to Active

Under the traditional consumption mode, the role of consumers is passive. They can only unilaterally receive business information. With the emergence of social media, consumers can obtain more product information, extract useful information from many product information, and evaluate and disseminate information. In this way, users of information have become communicators of we media. Among them, some consumers use social media to collect information. Their main behaviors include browsing brand information and viewing the evaluation of purchased consumers. They rarely take the initiative to make comments or forward relevant content on social networks. Some consumers are more active users. Such users will actively share the feelings of using the product and the advantages and disadvantages of the product, provide reference for the former type of users, use brand-related content to socialize, and expect the people who communicate with them to give a certain affirmation, so as to highlight their sense of existence. Today, with the rapid development of social media, no matter what type of consumers, compared with consumers with traditional purchase mode, they become more active. Consumers can actively

view information and actively spread information [5].

3.2 Consumers Are More Rational

The development of science and technology promotes the development of search technology, which provides a lot of information to consumers, including commodity information and brand information. Consumers will have some questions about the new consumption mode, so businesses can solve consumers' problems with the interactive characteristics of social media. Nowadays, consumers will not easily believe the statements of businesses, but will make a decision whether to buy or not through repeated comparison and thinking. Most of the social media platforms are interpersonal information rather than business information. Most of such information is objective and rational, which will have a great impact on consumers' purchasing behavior. According to relevant research, public praise of social media is more valuable to an enterprise than business information and can convince consumers [6]. Compared with the traditional consumption mode, consumers in the context of the rapid development of social media will not easily make purchases blindly. They will comprehensively consider various factors and become more rational before purchasing goods.

3.3 Demand Diversification

Before the emergence of social media, consumers' demand for goods had many restrictions. The scope of buying goods was limited to surrounding places, and the purchasing behavior was mainly affected by friends, advertisements, etc. However, with the emergence of new social media, consumers have more channels to contact product information. The public can search the website for the goods they want to buy according to their own needs. The rise of social networking sites, shopping sites and other websites can also provide corresponding personalized services for e-commerce consumers. Consumers obtain massive product information through different social media. With the continuous progress of science and technology, consumers' needs tend to be more diversified. In today's era, consumers' self-awareness is gradually awakened under the influence of social media. Businesses began to use social media to carry out promotional activities, such as publishing discount promotion information on WeChat, microblog and other platforms, so as to attract more consumers to purchase with cost performance. At the same time, through the publicity of social media, consumers have a wider space for product selection, which is no longer limited to material needs, but began to pay attention to spiritual enjoyment, and their purchasing behavior is no longer limited by time and place.

3.4 Formation of Expert Purchase

The purchasing behavior of e-commerce consumers is developing towards specialization. Under the traditional consumption mode, consumers will be affected by the overall consumption environment and are very easy to be misled. However, the development of social media has gradually reduced the number of factors affecting consumers. E-commerce consumers can understand the quality problems of products by viewing commodity reviews, which directly affects consumers' purchasing behavior. With the help of social media, consumers can compare the performance and price of different products, select goods suitable for themselves, objectively evaluate goods and complete the process of information transmission. The above behaviors have greatly improved the professionalism of consumers and better avoided the phenomenon of blind consumption [7].

4. Conclusion

In short, with the rapid development of science and technology, the purchasing behavior of e-commerce consumers will be affected by many aspects, such as the convenience of website operation, loading speed, logistics service and attitude, store style, etc. The emergence of social media has also changed the purchasing behavior of consumers, mainly including consumers becoming more rational, diversified demand and so on. It can be concluded that if the operators of

online stores want to seek development, they should improve their understanding of consumers and mediate their business strategies according to the situation of consumers.

References

- [1] Shi Xiaojun. Research on localization strategy of cross-border e-commerce social media marketing. *Science and Education Guide - Electronic Edition (early ten days in a month)*, no.7, pp.275-276, 2021.
- [2] Kong Lulu, Qi Wen'e, Li Wenling. Study on the impact of social distance on consumers' purchase intention of fresh agricultural products -- Based on social e-commerce model. *Modern Agricultural Science and Technology*, no.5, pp.260-266, 2021.
- [3] Li Zhiwei. Research on influencing factors of sustainable use of social media by food consumers -- Based on technology acceptance model and planned behavior theory model. *Southeast Propagation*, no.8, pp.18-23, 2021.
- [4] Zhang Anran. Analysis on the application of new media in the era of social e-commerce. *Global Market*, no.2, pp.233-234, 2021.
- [5] Ou Shuo, Chen Lei. Current situation, existing problems and future trend of social media e-commerce live broadcasting. *Business Information*, no.24, pp.91-92, 2021.
- [6] Gao Wei. Communication trend and channels of domestic beauty brands from the perspective of social e-commerce. *Business Economics*, no.2, pp.72-73,80, 2021.
- [7] Li Sihui, Hu Shuqin, Pan Shanshan. Research on brand communication strategy of China's social e-commerce from the perspective of new media -- Taking Pinduoduo brand as an example. *Economic Perspective*, no.1, pp.28-35, 2020.