

## China's E-Consumer Purchase Behavior Analysis

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### Abstract

**In a social context of high-speed economic development, consumer market is gradually replacing the production mode-oriented traditional economic market. And enterprises attach more and more importance to the competition in consumer market. Moreover, the trend creates new changes and tendencies of contemporary consumer Purchase behavior. Therefore, research on e-consumer Purchase behavior and understanding of what the consumers think about become an important precondition of marketing objective realization for enterprises.**

### Keywords

**Consumer, Purchase behavior, online.**

### 1. E-consumer Basic Theory and Market Analysis

E-consumer has three categories: ordinary individual consumer, enterprise consumer and government consumer. We make a research on ordinary individual consumer in this chapter.

E-consumer has special and general definitions: the special one refers to people who buy products online; and the general one means all people access to internet (cyber surfer and E-consumer ), i.e. all netizens.

#### 1. Basic features of E-consumer

##### Young age

Young people are the main part of internet users and major consumers in domestic internet environment. The young age determines that they could easily accept new objects when they do shopping online. Development of their consumption idea drives change of consumer demands.

##### Intellectual

With development of electronic information and technology, more and more consumers achieve the goal of doing shopping through shopping online. According to some auto manufacturers, 85% or more people have learnt information of the vehicles they want to buy very well before they come to 4S store. Sometimes, they know more about details and new functions of the vehicle than sales person of 4S store.

##### Diversified roles

In the whole course, consumer doesn't only act as a "customer". They will evaluate the internet environment and functions, and distribute the information. Besides a demander, they are more like consumer information spreader.

#### 2. Psychological features of E-consumer

##### Self-centered

Based on current statistics, most e-consumers are young people in China. Most of them are highly educated. Because young people could accept new things easily and learn new technology quickly, they have independent thinking and interests, prefer to the different and even feel self-conceited. Thus, they pay much attention to self-demand and self-perception.

##### Rational

According to deep analysis, we'll find that the main population of internet users is young people with middle or high education in cities, who are always attracted by new products and consumption

patterns different from those conventional significance, have good analysis and judgment capabilities about various products and unique opinions about new things.

Preferring novelty

The research results tell us that most netizens are juvenile and youth aging from 10 to 39. They have a wide range of hobbies and interests, and are always curious about news and unknown domain. Their pursuit and acceptance of novelty can never be ignored.

Emulative but lack of patience

Netizens are keenly interested in both stock market and online entertainment. However, they are often short of patience because of the young age. Most times, they focus on the speed and efficiency when they work on information retrieval. They will close the webpage if it takes long time to open it due to bad surfing speed.

**2. E-consumer’s Natural Structure Analysis**

Age distribution and analysis of internet population

As shown in Fig. 4-1, e-consumer population is not the same at different age levels. As a whole, the population is young with low age. Most online shoppers are aging from 10 to 39, sub-stages of which have different situations. The proportion of online shoppers from 20 to 29 years old is increasing. Netizens of 10 to 20 years old and older than 40 do less shopping online. However, compared with 2012, proportion of netizens older than 30 increased a bit in 2013 from 41.9% at the end of 2012 to 43.9% in 2013.

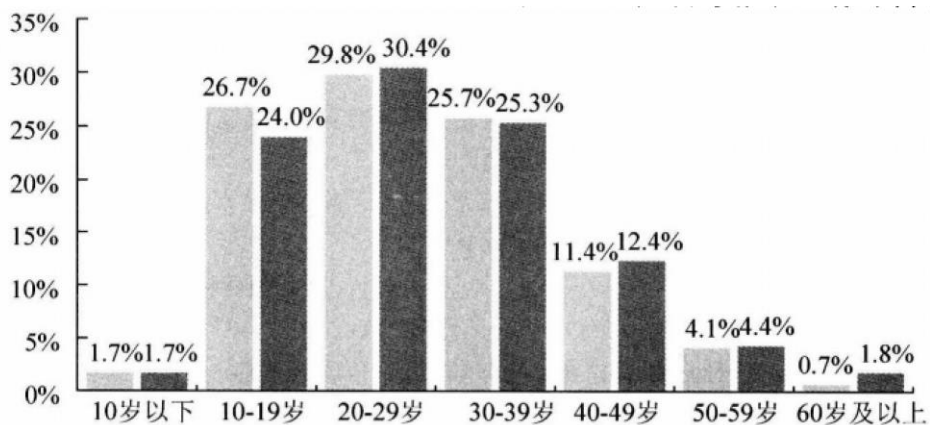


Fig. 4-1 Netizen age structure from Dec., 2012 to Dec., 2013

Note: White: 2012; Black: 2013

Sex structure and analysis of online population

As shown in Fig. 4-2, from the perspective of sex structure of online shoppers, proportion of female netizens increased in China. By 2012, male/female ratio of Chinese netizens was 55.8:44.2. Proportion of male netizens is much higher than that of female ones, 11.6% higher.

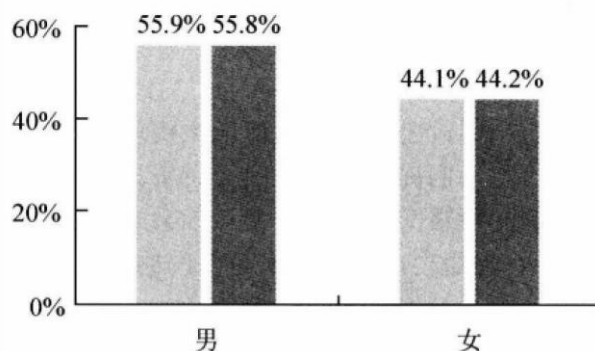


Fig. 4-2 Netizen sex structure from Dec., 2012 to Dec., 2013

Note: White:2012; Black:2013

### 3. Internet Diversifies Consumer Purchase behavior

Habitual Purchase behavior

Usually, we will buy a product again if it satisfies our needs and follows our fondness. Otherwise we'll never buy it next time.

Complex Purchase behavior

Online consuming behavior is a typical information-processing procedure. According to cognitive theory, the brand design and brand communication in brand strategy must attract consumer's attention and drive them to buy it actively. It must be a key point for analyzing complex Purchase behavior and taking measures in online marketing.

Purchase behavior for diversification

Based on the analysis of consumer behavior, consumers often change brands of a product when they need and buy it. It doesn't mean the original brand can't satisfy them. They are only for something new and different. According to the situation, marketers could offer information in various manners, channels and patterns to satisfy the consumption requirements of consumers, in particular, E-consumers relying on the features of internet of large information density and diversified expression ways.

Risk-reduction Purchase behavior

According to CNNIC research data, almost 80% of netizens queried information online in the past six months. However, only 26% of them did shopping online because they worry about the risks of online shopping. Hence, online marketers must communicate with consumers actively to introduce relevant information of the product to help customers do shopping. Besides, they could provide consultation and after-sale services through blog or website, etc to improve customer satisfaction and loyalty.

### 4. Analysis on the Purchase Motive of E-Consumers

Usually, purchase motives of E-consumers can be divided into psychological motive and demand motive. The former is reflected by the subjective inner feelings of consumers such as emotion, knowledge, will, etc, while the latter puts emphasis on the purchasing behavior arisen from demand.

#### 1. Basic Demand Motives of E-consumers

Need-hierarchy theory created by Abraham Maslow is widely applied to analyze the consumers' behaviors under the traditional context, which can clearly explain many purchasing behaviors of consumers in network market.



Figure 4-3 Maslow's Needs Hierarchy Model

Some consumers want to prove their existence, but most consumers are willing to realize their values on internet. If we connect the Maslow's hierarchy of needs with demand analysis, we will intuitively find that all the online actions are actually closely concerned with the social intercourse needs that all of us expect to be recognized and accepted as well as the needs for respect and self-actualization.

As shown in the above figure, along with the development of network technologies and applications, web portals and vertical websites have become the main platform for information spread on internet. Attractions have been the main development target of websites. Meanwhile, due to immature network technologies, effectiveness and reliability of information transfer have been greatly restrained by bandwidth, internet speed and network security, so this way, needs of people toward network mainly refer to low-level physiological needs and security needs.

## 2. Exchange Motives of E-consumers

As shown in figure 4-4, we can see that E-consumers would like to exchange their personal resources and characteristics for the results they are willing to obtain, such as contact, creation, entertainment, study and trading under the complicated background of technology, society, culture and laws. For the whole exchange process, marketing stimulation has played an important role.

Technical, social, cultural, legal environment

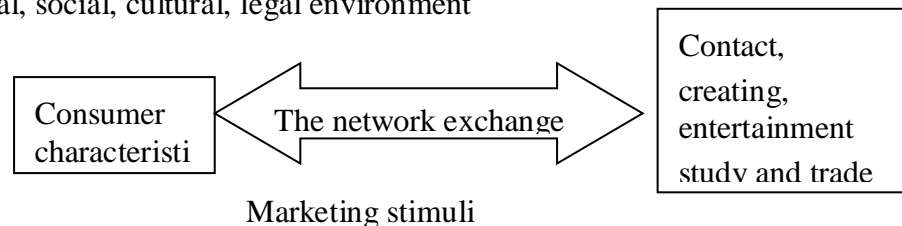


Figure 4-4 Network Exchange Process

## 3. Psychological Motives of Consumers under Network Context

### Rational Motives

Rational motives origins from the objective knowledge on sales of online commodities. Therefore, rational purchasing motives usually feature controllability, objectivity and thoroughness and more attentions are paid to the quality and performance of commodities. This is mainly resulted from control of rational thinking, Hence it make itself suffer from less impact from the outside environment. How to effectively deliver rational needs information to such kinds of consumers by use of internet is an important topic for online marketing research.

### Emotion Motives

Emotion motives is a kind of purchasing motives driven by personal emotions and feelings and usually can be divided into low-level and high-level motives. The former is originated from personal preference, satisfaction, joy and curiosity and often demonstrates to be impulsive and instable, while the latter is dominated by subjective moods, often featuring profoundness and stability. Online distributing business is significantly adaptive to consumers with such purchasing motives.

### Patronage Motives

Patronage motive is a kind of purchase motive based on emotion and rational experiences. It combines the advantages of the former two psychological motives. Consumers with patronage motives are the optimal e-consumers.

## 5. Conclusions

In conclusion, network can be used to satisfy the divergent psychological motives of e-consumers at different levels in various ways. However, this needs deep understanding and careful study on different psychological motives of e-consumers and their performance characteristics, which is key point for marketing.

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