

E-Commerce Platform of Online Shopping Consumers

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Abstract: *Over the recent years, a multitude of e-commerce platforms have appeared, with Amazon and eBay dominating in the global market, while Tmall and JD.com lead the Chinese market with Pinduoduo and Taobao targeting the low-end consumer segment. Competing for a portion of the online shopping market is relatively easier for most companies. However, due to the high similarity among these platforms, users with specific shopping needs may struggle in finding the right one. Each platform also exhibits varying user loyalty towards different products. Hence, comprehending user preferences and motives behind their platform choice becomes crucial for enhancing marketing strategies. By utilizing big data analytics, companies can tailor their product recommendations and pricing strategies to different user segments more accurately. This study focuses on four prominent e-commerce platforms - JD, Taobao, Pinduoduo, and Tmall, to understand consumer behavior patterns and underlying reasons. Despite having unique review systems, the impact of reviews and comments on sales varies across platforms. Positive reviews and high total reviews significantly boost sales, while negative feedback negatively affects sales performance. Through this research, the goal is to evaluate the marketing effectiveness of these platforms among different consumer demographics, particularly examining the factors influencing their choices. According to the findings, consumers exhibit distinct preferences based on the product category. For instance, they lean towards JD.com for electronics purchases and opt for Taobao or Pinduoduo for affordable daily essentials. Furthermore, consumer segmentation based on age and gender plays a role in determining platform selection.*

Keywords: E-commerce, Online business, marketing plan, shopper division, gathering of feedback from customers, business evaluation.

I. INTRODUCTION

Over the past twenty years, there has been a significant transformation in people's lifestyles. Hoffman, Novak, and Chatterjee, in their study "A Revolutionary Marketing Strategy for Online Business," highlighted the deep-rooted lack of trust between online stores and consumers that has hindered online shopping and information sharing [2]. The transparency of online shopping prices and the simplicity of its usage have made purchasing goods from home a seamless experience, especially with the advancement of smartphones. Nonetheless, enhancing user loyalty remains a critical concern for e-commerce companies, with continual adjustments to improve user experience and loyalty being an ongoing process. Companies strive to avoid restricting themselves to specific consumer groups or products by constantly expanding their user base and adopting effective marketing strategies. Consumer behavior is a reciprocal process where e-commerce platforms tailor their marketing strategies to appeal to specific consumers while consumers, in turn, select platforms based on their preferences. In this study, the authors randomly surveyed consumers to evaluate various e-commerce platforms and provided insights to companies on how to effectively target different consumer segments. Understanding the interactions among different consumer segments is crucial for making informed policy decisions. Companies must be attentive to feedback on different platforms to ensure they stay competitive. According to Zhong Xiaona, individual cognitive factors and network shopping acceptance are key determinants of online

purchasing behavior. Identifying factors that influence consumer cognition from multiple perspectives is essential for businesses to thrive in the digital market space.

II. LITERATURE REVIEW

Gao et al. (Reference [1]) conducted an analysis of the impact of online review systems on product sales using data from leading eCommerce platforms such as Jingdong and Tmall. Their study provides insights into how online reviews influence consumer purchasing decisions and shape brand perception in the digital age.

Hoffman and Novak (Reference [2]) proposed a new marketing paradigm for electronic commerce, emphasizing the importance of building customer relationships and creating personalized experiences in online retail environments. This paradigm shift underscores the need for businesses to adopt innovative strategies to engage and retain customers in an increasingly competitive eCommerce landscape.

Zhong (Reference [3]) explored the influence of website features on consumer behavior in the context of network shopping acceptance. By examining the individual characteristics of website features, Zhong's study sheds light on the factors that contribute to a positive online shopping experience and enhance user satisfaction and engagement.

iimedia.cn (Reference [4]) In a comprehensive analysis of the China online shopping market, provided valuable insights into market development trends and user behavior patterns in 2019. This report highlights the rapid growth of eCommerce in China and the evolving preferences and expectations of online shoppers in the region.

Wang et al. (Reference [5]) investigated the conversion mode of customer satisfaction and loyalty in online shopping, focusing on popular eCommerce platforms such as Taobao, Tmall, and JD. Their study identifies the factors that drive customer satisfaction and loyalty in the context of online retail, offering practical implications for businesses seeking to enhance customer relationships and maximize long-term profitability.

III. QUESTIONNAIRE DESIGN

Respondents:

In this experiment, the authors randomly selected different types of respondents. There should be no limitations when analyzing consumers on e-commerce platforms. Online shopping is chosen not only by young people but also by middle-aged and older people who have high purchasing power. According to a study by I Media Data Center, 58 percent of Internet users shop online several times a month, and more than 40 percent of this group are middle-aged users. From 2013 to 2018, China's online shopping transaction value increased to 5,737 billion yuan from 2,679 hospitals, with an average growth rate of 84.6%. Moreover, the number of E-commerce users in China reached 782 million in 2020, accounting for 79.1% of the total Internet users [5]. Regardless of whether the proportion of middle-aged and older users continues to increase, with such a large population base, studies should include as many different types of users as possible to ensure research diversity and reliability. there is. Through his research on service industries, McDougall found that the perception of customer value (i.e., transferred value) can promote the formation of loyalty in service industries. In e-commerce mode, customer value perception consists of product quality, service quality, price, brand image, etc. When customer value perception is high, customers exhibit behavioral and attitudinal loyalty [6]. Therefore, the author conducted his research from two different perspectives. The author asked users to choose their favorite platform from the four online shopping platforms listed above based on specific reasons. Reasons for selection include cost performance, product quality, software design, customer service, and product variety. Additionally, the authors would like to segment consumers by gender and age to understand the impact of these factors on consumption behavior. The author considers these two elements to be the most important. Female users are thought to have a high desire to purchase daily necessities and beauty products. Male users tend to prefer electronic products, sports products, and fashion products. Middle-aged users are likely to purchase health products and place greater importance on quality. Both young and old users can choose products with a high price/performance ratio. Data Collection: As part of the study, the author collected her 580 results from surveys and sent out a total of 1,300 surveys. The questionnaire was collected from her WeChat mini program on the Internet.

THE OBSERVATIONS

As shown in Figure 1, 249 women and 331 men participated in the study, accounting for 43% and 57%, respectively. Table 2 shows that consumers' platform preferences are Taobao > JD > Tmall > Pinduoduo. For each of the four platforms, product quality, product variety, product quality, and value for money were the most positive responses. JD has received good comments on product quality, cost performance, and customer service. However, there are many challenges in product diversity and UI design. There are no obvious problems with Taobao except for the software design. Tmall's overall audience is small, product quality and customer service are good. Pinduoduo has the lowest number of viewers and has the lowest ratings in terms of non-cost performance. Analyzing Figures 2 and 3 simultaneously, he can divide all respondents into eight groups. Out of the eight groups, the most common target groups for these four platforms are men aged 18-30, women aged 18-30, women aged 30-50, and men aged 50 and above.

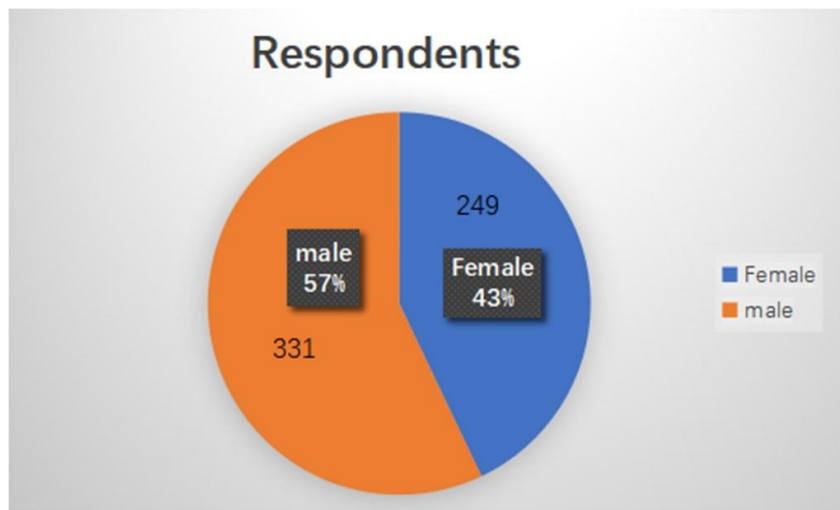


Figure 1 .Gender of Responds in the Survey

CONSUMERS' ATTITUDES OF PLATFORMS

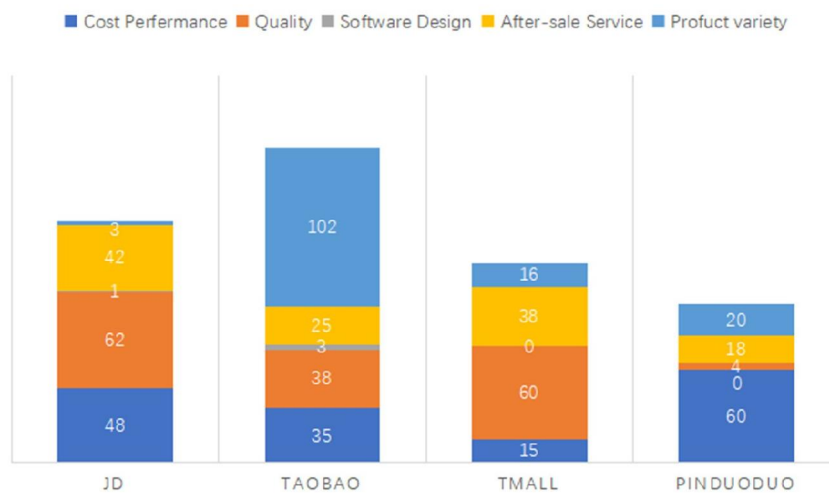


Figure 2. Consumers' Attitudes of the Platforms

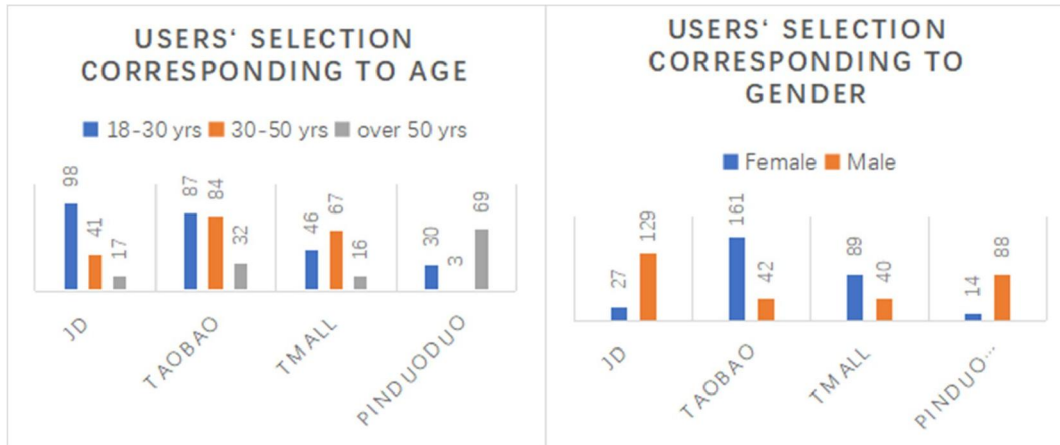


Figure 3. Users Selection Corresponding to Age and Gender

JD

JD enjoys a good reputation among young male users because its graphics cards, CPUs, mobile phones, headsets and other electronic products are available in various styles and affordable prices. At the same time, Jingdong also takes great responsibility for the after-sales service of electronic products. However, based on the data, the authors found that JD's product variety was very small and there was basically no marketing to female customers. The proportion of women of all ages who choose JD is very low.

Taobao

Taobao, one of China's largest online shopping platforms, is preferred by most respondents. 79% of respondents who liked Taobao were women. At the same time, Taobao is marketing to users of different age groups. You can see that the percentages of users aged 18-30 and 30-50 are relatively close at 42.9% and 41.4%, and the percentage of elderly users aged 50 and older is still not low. In addition, Taobao's value for money, product quality, customer service, and product variety are also excellent. Especially for the variety of products he received 102 votes, which is almost 10 times more than on other platforms.

Tmall

68% of people who chose Tmall were women. Most people between the ages of 30 and 50 choose Tmall. However, Tmall received relatively few votes in areas other than product quality. For example, there were only 15 positive votes for price performance.

Pinduoduo

Pinduoduo is the only platform with a large number of older users. 68 percent of users are over 50 years old, and the majority of users are men. Only the price/performance ratio received many votes, while the product quality and after-sales service received very low votes

IV. MERITS AND DRAWBACKS

Merits

One of the advantages of my research is that the results are general, as I cover all possible types of potential consumers. Online shopping is not limited to a specific group of people, so it is not enough for companies to analyze just a subset of consumers. At the same time, this industry study takes into account external and internal factors. The benefits of these e-commerce companies were not only investigated but also analyzed by gender and age. The study designed by the authors had relatively few individual differences. The purpose of this survey was not to determine respondents' ratings or experiences with specific products. Their reviews about e-commerce platforms were highly correlated with the overall data they received. For example, most consumers choose her JD.com because of its product quality and

customer service, and most of JD.com's users are young people. If the large number of elderly people choose her JD.com, the authors may consider the validity of the entire experiment and vice versa. In fact, very large deviations in such surveys are rare, especially in highly correlated surveys.

Drawbacks

Analysis of specific age groups is more subjective. The authors did not conduct more detailed research on specific products, such as phones or beauty products, to better understand what factors drive consumers to make purchases. Are factors internal or external? How internal and external factors interact. Meanwhile, all my data is collected based on WeChat. It is possible that some middle-aged and elderly people do not use WeChat, so the proportion of elderly people in the survey was low. Another limitation is that respondents can only select single-choice questions. Some respondents may have had multiple positive responses to their platform, which could bias the data. Also, these rating options of the platform are selected based on my subjective evaluation. Respondents may have various reasons for choosing their favorite platform. Conclusions regarding consumers may be biased.

V. CONCLUSION

Analyzing internal and external factors, female users tend to choose platforms with a greater variety of products when shopping. Regardless of age, women value quality over price. Therefore, the company can provide different types of products to female users and pay attention to the quality of the products. In contrast to women, young and middle-aged men (18-50 years old) place more importance on product quality and customer service. They pay attention to the quality of products, but prefer inexpensive products. Digital electronic goods are one of their favorites. Older men value for money and do not have clear demands on product quality or other factors. Therefore, male consumer enterprises should pay more attention to quality and aim for low profit and high sales. Additionally, not all online shopping platforms are well-received by consumers in terms of software design, which is also the direction of the company's efforts. In such a fast-changing world, stagnant companies will be liquidated. Companies should analyze all user groups if possible, to make their marketing as effective as possible. This consumer analysis is also preliminary. The authors hope that more people will be able to classify and analyze consumer types in detail, which will not only improve users' online shopping experience but also help companies improve their marketing.

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