

## **Analysis of Key Change Factors of Consumer Behavior in E-commerce Environment**

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**Abstract:** The development and progress of Internet technology has brought great convenience to people's daily life. Under the influence of Internet technology, e-commerce plays an important role in people's daily life. The development of Internet technology and e-commerce environment has made the influencing factors of consumers' consumption behaviors diversified. Based on the analysis of the key changes of consumer behavior in the e-commerce environment, this paper analyzes the marketing measures under the e-commerce environment.

### **1. Introduction**

After entering the 21st century, online shopping has become a popular shopping method for consumers. With the continuous development of online shopping, e-commerce has become a new impetus for economic development [1]. The development of e-commerce has made the consumption channels of the public appear diversified, and also makes consumers' consumption behaviors appear diversified. There are certain differences between online consumption and traditional consumption. Based on the analysis of the influencing factors of online consumers' consumption decision-making behavior, the purchasing process and purchasing decision-making process of consumers are analyzed, which can strengthen the pertinence of e-commerce services.

### **2. Key Change Factors of Consumer Behavior in E-commerce Environment**

E-commerce platform is a new activity platform based on business. E-commerce platform is based on micro-computer technology and network communication technology. The main body of e-commerce is business activities, computer network is the medium of transaction, and the transaction process is the electronic transaction process. Businessmen, consumers, products and logistics system are the main components of e-commerce network system. The mall system mainly refers to the network consumption platform with Taobao, Jingdong and Tianmao as the core. The product elements are similar to the products of traditional business activities. Consumer groups can cover the public at all ages. Logistics system is an important node in e-commerce system. The operational efficiency of logistics system is an important factor affecting the purchasing power of consumers on e-commerce platform. In the field of economics, consumer behavior can be regarded as a trade-off between their own needs and actual purchasing power, which is closely related to their response to market location and demand characteristics. Consumers' consumption behavior is the driving force for the expansion of the consumer market and a direct reflection of the consumption pattern. The behavioral composition of consumers can be divided into the consumer's purchase decision process and the practice process of consumer behavior. In the case of relatively stable purchasing power of consumers, individual and psychological factors of consumer behavior are the main influencing factors of consumer behavior. Factors such as social environment, social class and cultural environment will also have a certain impact on consumers' consumption behavior. In the field of e-commerce, the key changes in consumer behavior in the e-commerce environment are mainly related to the following content.

## **2.1 Consumer trust in platform shopping sites**

Platform shopping websites are things that consumers often touch in the field of e-commerce. Consumers' trust in platform-based shopping sites directly affects consumer behavior. The results of some studies indicate that consumers will pay more attention to information directly related to decision-making in the process of consumer decision-making. From the consumer's point of view, platform-based shopping sites play a role as a third party outside the transaction, so some consumers will exclude some information related to platform-based shopping sites from decision information. At this time, the problem of insufficient trust in the team platform shopping websites that consumers show will directly affect consumers' consumption decisions. In the case of the separation of the platform shopping website and the sellers in the platform website, consumers' trust in the platform will not be transferred to the sellers on the platform. For the sellers of platform shopping websites, they can not rely solely on some platforms with high popularity or relatively good user reputation to enhance their own benefits [2] when they can not fully perceive the trust of consumers on the platform. In order to fully mobilize consumers' desire to buy on the basis of attracting consumers, platform businessmen need to transmit more information directly related to the transaction to consumers, such as sellers' own ability and commodity prices.

## **2.2 Interaction between Interaction and Institutional Trust**

Interaction is also the main factor affecting consumers' shopping behavior. In the field of e-commerce, interactivity can provide consumers with more abundant information and improve their inferior position in the field of e-commerce. But the direction of the impact of interaction on consumer behavior is uncertain. Measures to increase information alone do not reduce consumers' perception of transaction uncertainty. If the added information contains fraudulent elements, the transaction process will bring certain economic losses to consumers. If consumers can't judge the authenticity and validity of the increased information, they often can't use the increased information to improve shopping decisions. At this time, institutional trust will become an external guarantee of consumer behavior, which can effectively reduce the perceived uncertainty of consumers, and enable consumers to make reasonable judgments on the authenticity of information and website capabilities [3]. There is a positive correlation between the level of consumer trust in the system and the likelihood of making active shopping decisions. In the case of a high level of consumer trust in the system, consumers will think that the information brought about by the increase in interactivity will be authentic, and will also increase the consumer's perception of the value of active shopping decisions. If the consumer's institutional trust level is relatively low, the consumer will increase the perception of fraudulent or false components that may be included in the information. It will also use other information search channels to understand relevant information and reduce the impact of risk factors on their own consumption behavior. In the case of low levels of trust in the consumer system, increased interactivity measures may reduce the willingness of consumers to make active shopping behaviors. Therefore, in terms of the operation process of the e-commerce system, interactivity is an important factor influencing consumers' trust behavior on platform shopping websites.

## **2.3 The influence of e-commerce platform network opinion leaders in e-commerce environment**

With the continuous development of e-commerce, e-commerce platform network opinion leaders have also become the main influencing factors of consumer behavior. In the field of e-commerce, network opinion leaders have specialized opinions on a certain product or a certain service, and can become the creators and disseminators of information. They can not only let consumers know about cutting-edge fashion consulting, but also provide a reference for consumers' purchasing behavior by sharing experience. Online opinion leaders tend to be active and active when posting or receiving information. Through the analysis of the speeches issued by some network leaders, they have unique opinions on the content of the products, and have relatively high credibility. Influenced by the network, the active motivation of network opinion leaders is diverse. Some network opinion

leaders simply help others. Some network opinion Leaders'behavior is based on self-reinforcement [4].

Through the analysis of the influence of network opinion leaders on consumer behavior, the audience groups of network opinion leaders in the business environment are mainly college students and young white-collar workers, and the number of female audience groups is more than that of male. Young people are the main consumers of e-commerce and online shopping. After the popularization of higher education, most of the customers in the e-commerce environment have received higher education. Many consumers have rich experience in online shopping and high consumption capacity. Under the network environment, young people tend to show great enthusiasm for new things and some celebrities. With some knowledge of opinion leaders on the Internet, they will produce purchasing behavior when there is a demand for purchasing. As far as product types are concerned, the recommendation information published by online opinion leaders has a relatively large impact on clothing consumption and cosmetics consumption, and the impact on daily necessities consumption is relatively limited. The professionalism of online opinion leaders can also act on perceived value and influence consumer purchasing behavior. In the Internet age, consumers also generate consumer expectations under the influence of visual information provided by online opinion leaders. Some online opinion leaders focus on displaying product details, and video information or text information related to product details also directly affects consumer perceptions and product sales. In the context of strong relationships, communication between consumers and online opinion leaders can be more frequent, and the information they receive will also exhibit more comprehensive characteristics. As consumers' trust in online opinion leaders continues to increase, they are more likely to accept the help and advice of online opinion leaders in consumer behavior.

### **3. Marketing measures in an e-commerce environment**

With the continuous development of Internet technology, the social and interactive nature of the network has been continuously strengthened. In the field of e-commerce, information dissemination and word-of-mouth marketing have greater market potential. In view of consumers' trust in the network platform and the influence of opinion leaders on consumers' consumption behavior, relevant units can start with the social attributes of e-commerce and the training of network opinion leaders to promote the improvement of e-commerce marketing system.

#### **3.1 Focus on social attributes and enhance user stickiness**

The development and progress of mobile technology and Internet technology have brought tremendous changes to people's lifestyle and consumption habits. With the increasing number of netizens, e-commerce platform can show great market potential. For enterprises, they need to follow the principle of user-centered in the field of e-commerce. They can import contacts into consumer social networks or plan thematic activities. Promote interaction between users and between users and platforms, and then promote product marketing on the basis of building a virtual community atmosphere. Focusing on social attributes. On the basis of enhancing the user's viscosity, enhancing the activity of e-commerce platform can also enhance consumers' trust in the business platform and platform products. For example, Xiaohongshu can share the consumption enthusiasm of consumers with the experience of some fashionistas. The audience of Xiaohongshu is mostly women, and it is promoted in the form of shopping list sharing, travel shopping guides, skin care cheats and popular items. It can let users understand the pictures and texts displayed by fashionistas, and attract users to interact with messages. It allows consumers to share product experience and purchase experience during the communication process. This kind of communication based on social network relationship can effectively mobilize consumers' consumption enthusiasm [5].

#### **3.2 Strengthen Content Construction and Promote Brand Effect**

As far as the development status of e-commerce system is concerned, fine management has become the main development trend in the field of e-commerce. In order to arouse

consumers'enthusiasm for consumption, e-commerce operators need to establish good product brands in order to attract more consumers. After the application of big data technology in the field of e-commerce, operators can use this technology to understand consumers'interests and provide targeted product marketing solutions. Take Xiaohongshu as an example. The products promoted in Xiaohongshu cover many aspects such as cosmetics, clothing, travel items, maternal and child supplies, and household items. The shopping notes provided by the website for the audience include a mall link, and the consumer can directly click on the mall link to make a purchase. The use of new information to enhance consumers' willingness to consume is also a measure for operators to strengthen content construction. For example, Jingdong Express, launched by Jingdong, allows users to obtain the latest information about products such as mobile phones, digital products and automobiles. The application of interactive communication and live shopping can also play a role in maintaining product brand.

### **3.3 Pay attention to the cultivation of network opinion leaders**

Online opinion leaders are not only the influencing factors of consumer behavior, but also the influencing factors of e-commerce platforms and corporate businesses. In the process of cultivating network opinion leaders, relevant personnel can identify network opinion leaders from factors such as the number of products used and the knowledge of product knowledge. We can also analyze the strength of the relationship between opinion leaders and consumers from the interaction between them.

## **4. Conclusion**

Under the environment of e-commerce, the main influencing factors of consumers'consumption behavior are the trust of consumers to platform shopping websites, the interaction of interaction and institutional trust, and the influence of network opinion leaders. Enterprises can start with the above factors and develop targeted marketing measures to attract consumers.

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