

Research of the Influence of Psychological Distance on Online Shopping Decision

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Keywords: Psychological Distance, Online Shopping Decision, Influence Study

Abstract: Online consumers making online shopping decisions is a complex process that is influenced by many factors, which factors affect and how they affect purchase decisions. For example, when online consumers browse product information, online reviews, etc. on the website, do different types of information perceptions (abstract, overall, summary or specific, partial, detailed) have the same impact on their decisions? Will the location or the length of the logistics of the goods also affect the decision-making? Is the decision made by the consumer compared with the advice provided by the online shopping for others? And, when the consumer is faced with the purchase decision, the above multiple It is also very likely that the factors will affect them at the same time. For example, in the face of different characteristics of commodities, when in the near future and in the future, is it the same to make decisions for themselves and make decisions for others? How do these factors affect the purchasing decisions of online consumers? Relatively few, so the study of the impact of psychological distance and interpretation level on consumer purchasing decisions has become an urgent requirement for the development of e-commerce.

1. Introduction

Traditional merchants have gradually realized that the online market is an important field to expand market share. As a new marketing method, online sales have been involved in online sales of products, and the establishment of virtual online stores for commercial activities through the network has led to the continuous supply of online suppliers. With the expansion, competition among online retailers has also entered a period of intense heat, and competition among various commercial websites has intensified. The convenience and borderlessness of the network make it possible to break the time and space fish on the one hand, and provide abundant information resources on the other hand. Therefore, the transfer cost of online consumers is quite low. According to CNNIC China Internet Hotspot Report, it is found that: network consumption When shopping, about 58% of consumers will compare products across multiple websites, and make purchase decisions after comparing the prices, distribution, payment, and services of each online store. Therefore, for online merchants, it is especially important to make a profit in online sales and to be in a competitive position. It is especially important to accurately grasp the changes and characteristics of consumers' online shopping mental state. Due to the rapid development of e-commerce, the network market has gradually evolved into an extension of the traditional market. E-commerce has changed people's perception of geographic proximity and broadened the areas that traditional markets can reach. Especially for intangible products, such as online games, virtual point cards, online music, etc., geographical distance is no longer an obstacle to trading. Some researchers have described the attributes of e-commerce as distance from death, and believe that geographic location and spatial distance are no longer important for D-consumer decision-making.

2. Analysis of the influence mechanism of psychological distance on online shopping decision

Cognitive Fit Theory was first used to explain the inconsistency of the graphs and tables presented in previous studies. The basic content of cognitive matching theory is to present the results of problem solving and solving tasks as problem decision results. The presentation of information is the main content of the problem presentation. The different information emphasized

by different tasks is the main concern of the task. Cognitive matching theory points out that the problem presentation form and the solution task have an impact on the decision, and different information forms will emphasize Different information types and problem-solving processes, when individuals deal with information that matches their cognitive level, cognitive matching occurs, manifested as a consistent problem-solving mental presentation, and information processing efficiency and decision-making performance will be higher, ie When the problem presentation and the type of information concerned by the task are matched, the decision process will be carried out more smoothly. Therefore, the cognitive matching theory containing the problem solving process can be used to study the relationship between the information presentation form and the consumer online shopping decision behavior. The presentation may change the value of the consumer to the commodity to some extent. Judgment. For example, online merchants will provide experience and evaluation of other consumers, so it is possible to convince consumers and make the value of this information more critical than the product information itself, such as the time of use of the product, found that when the content of information and interpretation level match each other, it will effectively promote the treatment of candidate information and give a more positive evaluation. Some scholars have applied cognitive matching theory to online consumption behavior. Therefore, this paper The theory will be applied to the online consumer purchase decision-making field. The information provided by the merchant is an external stimulus for the consumer making the purchase decision. This kind of information can be used for consumer judgment and decision-making. The persuasion effect is closely related to how consumers are psychologically characterized, and is likely to be influenced by whether the level of information interpretation matches the psychological distance (inner mental state) of the consumer's decision. This consistency will lead to consumers. Differentiating the information about the product information provided, resulting in different preferences that influence the decision making. When the information provided by the merchant When the consumer's psychological distance is in a consistent/matched state, the consumer will perceive a higher fluency when processing the information, thereby enhancing the validity of the information and the consumer's evaluation of the product. In other words, the consumer perceives the information that is in line with expectations will increase the corresponding satisfaction, and the possibility of purchasing decision will be improved with the consistency/matching of the level of information interpretation and psychological distance. On the contrary, if the psychological distance of the consumer is inconsistent with the information provided by the merchant (congruent) When the consumer processes the received information, it will produce a feeling of poor fluency, and the satisfaction with the obtained information may decrease, which may be farther away in the psychological distance, so the consumer's positive evaluation of the product and the desire to buy may be reduced.

3. The influence of psychological distance factors on online shopping willingness

In all dimensions of psychological distance, time distance is the most basic and the most mature dimension of research results. The existing research results confirm that time distance has a great influence on consumers and affects consumers' perceived risk. Therefore, the author will time Distance is used as a basic dimension of psychological distance to conduct research to determine how to use time distance to positively stimulate the development of e-commerce. Online shopping has risks. This kind of risk behavior occurs in the near future or in the long term. It has certain influence on consumers' decision-making. The time frame will affect consumers' perception of risk. We divide risk into “every day” and “every year”. The degree of occurrence, people's low level of understanding of risk, makes people look at the problem from a specific, unorganized perspective, so people feel greater risks, online shopping transactions are difficult to achieve. On the contrary, the high level of interpretation makes people think abstractly and systematically. As people's interpretation level and psychological distance rise, the focus of thinking will focus on the overall goal and core value, reducing the perception of risk. Online shopping transactions are easy to achieve. Online shopping itself is risky, and consumers have great uncertainty about online goods and services. The increase in time distance causes a shift from a low level of interpretation to a high

level of interpretation, and uncertainty about low probability events leads to a more abstract understanding of events. At the same time, higher possibilities are always associated with more vivid events because they are more specific. From this, it can be inferred that when people are in a long distance, they will produce very abstract thinking, and it is difficult to form a specific feeling, and the uncertainty of online shopping behavior will increase accordingly. Online shopping itself is a behavior at a lower level of interpretation. Consumers must clearly analyze and compare the attributes of products in order to determine whether they are purchased or not. Therefore, when online shopping behavior is at a long distance, uncertainty will hinder consumers' willingness to shop online.

Although online shopping is carried out online, the purchase behavior is real. When consumers actually make purchases, they must make detailed comparisons and selections of goods. When people's imagination or uncertainty about objective things changes, The willingness to purchase will also change. Consumers' motivations for shopping, shopping environment, product characteristics, product functions, needs, product cost performance and other factors will have an impact on online shopping willingness, and these factors will be over time. The change in the change has a more pronounced impact on consumers' willingness to purchase. A relative increase in psychological distance will reduce the level of judgment of consumers. Consumers will be affected by the judgment of the probability of occurrence of events. The way of thinking generated by different distances is different. It is difficult for consumers to form specific specific feelings. The uncertainty of online shopping and The factors of distrust will increase. People know that the objective conditions of the outside world will not change, but the psychological role of consumers is huge. The consumers' own demand for products, personal preferences, personal aesthetics and vision will produce judgments. The impact, in turn, has an impact on the willingness to purchase, especially when consumers buy products in non-physical stores but on the Internet. These contrast factors are more obvious. Consumers' own judgments and perceptions, personal psychological factors can cause electricity. The impact of different psychological distances between business and consumers is very obvious.

Due to the development of network and information technology, people will analyze the product's practicability and cost-effectiveness based on a large number of online product reviews before online shopping. After consumption, many consumers will also comment on the products for other consumers' reference. According to the theory of uncertainty reduction, the content of network information is an important factor affecting consumers' willingness to purchase. Many commodity reviews have consumer psychological factors. Generally satisfied consumers rarely make comments online. Most of them are consumers who are particularly satisfied or dissatisfied. This kind of comments with certain inclinations are for consumers and electricity. The psychological distance between the business is very obvious, which seriously affects the consumers' willingness to purchase online. The psychological distance caused by consumers' own psychological factors and the tendency to purchase will have obvious differentiation characteristics, or buy or not. Buy, a high-quality comment contains opinions, examples, detailed information, etc., which is a representation of low-level interpretation. The more specific things are more likely to cause people to be sensitive, the psychological distance will be closer.

4. Conclusion

Based on the theory of interpretation level, this paper analyzes and studies the psychological distance, and then analyzes the influence of psychological distance on consumers' online shopping willingness, which not only helps to enrich consumer decision theory, but also expands the scope of psychological distance research in e-commerce environment. Help e-commerce companies to change sales models and improve economic and social benefits.

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