

The Study of Consumer Psychology and Purchasing Behavior on Jump-Dealing Problem

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Abstract

In the rapid development of e-commerce, 'the store selected online shopping' jump-dealing problem has become a major problem that many enterprises have to face, but also some scholars have conducted a study on this issue. of course, some scholars have found the problem and studied it. Based on the shop online shopping literature jump "detailed reading, we sort and analyze the results and opinions of current research in this paper .And according to these results combined with the enterprises facing difficulties, we studied and analyzed further on this issue, prepare adequate support for the research on the literature after.

Keywords: online shopping, jumping phenomenon, clothing enterprises, consumer psychology, consumer behavior

1. Introduction

Jump-Dealing problem is mainly reflected in the "dressing room phenomenon" in the clothing industry. With the development of electronic commerce .And this phenomenon is increasingly prominent because the price difference of different channels, the convenience of purchase and other issues . At present ,facing a series of problems about Jump-Dealing , clothing enterprises constantly adjust their business models from the perspective of their own enterprises, such as reducing the number of stores in order to reduce costs. The existing research on garment industry Jump-Dealing problem is mainly involved in the online and offline channel price difference, rarely research from the consumer perspective ,deeply understand consumers' mental process when they choose to buy online rather than physical store. Nevertheless , this is the foundation of marketing for businesses. We must deeply understand the relationship between consumer psychology and consumer behavior in the Jump-Dealing problem, and the impact of consumer psychology on consumer behavior, so that enterprises can timely adjust marketing strategy.

2. Jump-Dealing problem

Daniel Carlton and Geoffrey Pelloe (1994) defined, also known as the "run odd", generally refers to the process of the three parties in the transaction in modern industrial organization, the two party "cooperation" trading profit, skip third party behavior. Basing on the analysis of the common single hop phenomenon in various industries, Yu Li (2012) refined the less rent and sell more, intermediary dispute, Hospital diagnosis and pharmacy purchase and shop online shopping, the four kinds of single jump problem. Wang Yue (2013) research the key factors of "Rent less sell more" jump behavior from the perspective of rent structure, build a model to analyze the implementation of tenants, shopping malls, customers win three necessary conditions for a decisive influence rent structure on the jump behavior, and proposed to optimize the rent structure. Yu Li, Feng Bo (2012) analyzed the "intermediary dispute" jump behavior from the perspective of legal economics .Yu Li, Xu Honghai , Feng Bo (2013) analyzed the competition between "online shopping shop" jump problem and pointed out that store the degree of specialization, personalized consumer preference, and channel difference of single hop has obvious effect in the book industry as an example.

2.1 Jump-Dealing Problem about Shop Election Online Shopping

Nowadays, in the rapid development of e-commerce, "shop election online shopping" has become the most common single jump phenomenon in our lives. Clothing, electronics, electrical appliances, home furnishing and other major retail industry has been a huge impact. Gao Jie (2014) put forward the impact of online retailers on the physical store retailers are mainly caused by the following two ways: first, the impact of direct online shopping, and the second is the shop selected online shopping impact in the study of "shop online shopping". Kucuk and Maddux (2010) putted forward that consumers gain comprehensive services for obtaining relevant information products before purchasing the product ,but buy the product in the other discount retailers provide prices ,which called "free rider". Yu Li (2013) believes that the impact of the high efficiency of the retail industry network is the trend. The impact of the demand side of the customer shop election online shopping behavior impact is limited, while the impact of physical retailers received a direct impact.

When she studied the new e-commerce model caused by the "online shopping " problem, Li Na (2013) through to the electronics industry, book industry, garment industry, a typical case of the cosmetics industry to classify, summarize the rules and reasons to jump phenomenon, and put forward to the compensation contract in the form of service cost for the store of compensation and the realization of enterprise vertical and horizontal integration by the way of merger and acquisition, from the typical Jump-Dealing phenomenon - "fitting room phenomenon". Starting from the impact of online shopping on the store, Gao Jie (2014) discusses the online retailer to retailer impact way .And according to the analysis of the impact of the way leads to Jump-Dealing Problem; Starting from the universality of jump list problem ,she analyzed 'shop election online shopping' jump phenomenon in the presence of a wide range of industries and cleared the customer's online shopping behavior is the essence of the network of retailers' cross channel free rider problem.

Amit, Subodha & Jagmohan (2013) analyzed the entity retailers "three strategy shop online shopping behavior about how to deal with the "online shopping shop" jump: firstly, Price follow-up strategy, Second, it makes more difficult for network retailers and physical retailers to match the product, and once again, let the customer pay for the store owing to Jump-Dealing.

2.2 Jump-Dealing Problem about Shop Election Online Shopping in the Clothing industry

According to the March 2013 online shopping book data analysis report shows that the proportion of online books to buy 60%, of which the proportion of direct online shopping accounted for about 44%, but the shop election online shopping has accounted for the proportion of up to 16%. Huang (2009) suggests that the phenomenon of free riding behavior is increasing in e-commerce environment .The clothing industry is also the election of online shopping, the hardest hit. This is due to the particularity of the apparel industry jump-dealing phenomenon: one is the clothing is the biggest online shopping category; two is the apparel industry channel spread rate is larger; the three is the uncertainty of the clothing goods; the four is the high demand of the consumers' needs. On the other hand, the experience of clothing is also an important reason for the "shop selected online shopping" jump problem. Klein believes that if the customer needs to experience the main attributes of the product to be able to understand more clearly, and the product search costs are high, which is called experience products, such as cars, clothing, etc.. "Shop election" provides customers with the premise of online purchase. Li Na (2013) pointed out that consumers choose to Jump-Dealing not only overcome the information asymmetry, but also enjoy the benefits of low-cost network on the clothing store selected online shopping jump single typical industry research. There is no doubt that Jump-Dealing is a huge impact for the store in general. In general, the traffic is proportional to sales revenue, while this makes the number of customers doubled, sales growth is not obvious. Wang Haiyan (2014) put forward Jump-Dealing problem in the apparel industry . He not only described and generalized the character of the Jump-Dealing problem on apparel industry , obtained the relationship between the patterns of enterprise and the Jump-Dealing problem, extracted the characteristics and rule of the consumers jump-dealing behavior , and summed up the characteristics of consumer choice shop election online shopping.

3. Consumer psychology and consumer behavior

Under the new economic era, not only the consumption of hot spots have changed, the consumer trends are constantly changing. People no just pay more attention to the physical function of the product, but think more about whether the product can meet the psychological needs of consumers. Therefore, it is of importance to understand and grasp consumer psychology. Only on this basis can we develop a marketing strategy that is suitable for the psychological needs of consumers in order to occupy a favorable position in the competition.

Study on western consumption economics generally acknowledged that the general theory of the western economics are not likely to fully explain the motivation of consumers to buy, to study sociology, psychology analysis combined, even sometimes, sociology and psychology analysis of economics analysis is more effective. John C. Mowen (2003) analyzed the consumer decision-making process, found that consumer psychology restricts and affects the consumer behavior. According to Maslow's hierarchy of needs theory, the consumer's demand can be turned into the purchasing behavior under the direct guidance of the purchasing motivation. Figure 1 shows the general consumer behavior process. Psychology believes that each rational behavior has a certain purpose and motivation behind. Xu Wenwu (2009) mentioned in the study of youth clothing consumption psychology and behavior modeling, that needs and motives comrades special status in many psychological factors affecting consumer behavior. The demand has the certain incentive factor to produce the purchase motive, but the motive produces the consumer behavior under the driving factor.

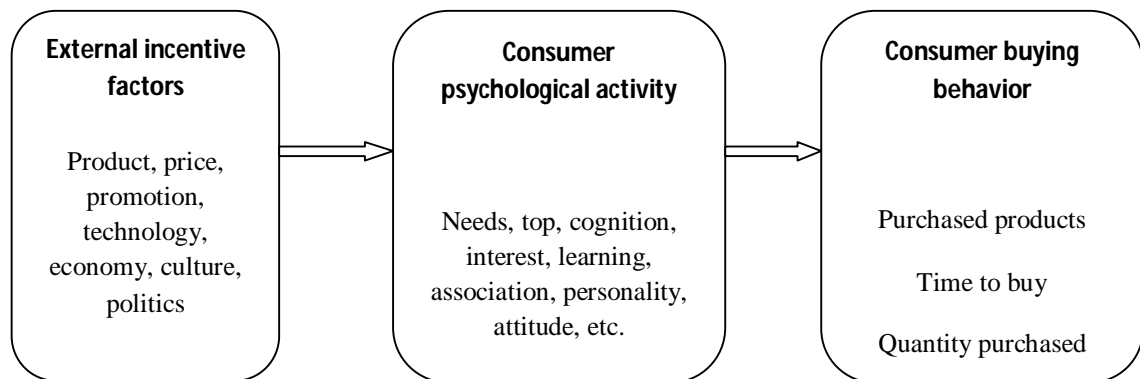


Figure 1 General Consumer Purchase Decision Process

Luo Ziming (2002) mentioned in the book 'consumer psychology' that consumers are consumption decisions and consumer attitudes. A complete process of consumer psychology and behavior, including from the consumer demand, consumer motivation to the formation and change of consumer attitudes to purchase behavior, is to go through a process from psychological to behavioral change. In economic theory, consumers are often described as a rational decision maker, will collect product information, comprehensive factors to make the final purchase decision. In fact, in Paul J. (2000), "consumer behavior and marketing strategy", each person may be the strong feelings or emotions associated with specific purchases or items together. These feelings or emotions may make a high degree of personal investment, when consumers make a basically emotional purchase decisions, he will be less concerned about the pre purchase information search.

Consumer behavior is a kind of action to meet the needs of consumers. Consumer psychology provides the direction and purpose of this consumer behavior, in this psychological drive, consumers will find or choose the target, and make the appropriate consumer behavior.

3.2 The impact of consumer psychology on consumer behavior

Zhao Yingwu (2006) believes that consumer behavior is generated in a certain purchase motivation under the action of buying motives arising from a unmet need, the need to include not only the physiological needs, including the need for psychological. With the continuous improvement of living standards and the level of demand, the psychological needs of the consumer purchase behavior plays a decisive role is more important.

Sun Anmin (2007) pointed out that the consumer's decision is the whole process of consumers in the purchase of products or services, the specific steps include demand, information collection and evaluation, plan, purchase decision and post purchase evaluation, which make the final purchase decision is the core of the whole process of consumer decision making includes attitude, intention and actual purchase behavior. In real life, consumers in the purchase of goods, and not so rational, but because of their own psychological impact on their purchase behavior. May be derived from the preference for a brand, but also may be due to the psychological compensation for shopping guide services.

4. Summary and Prospect

The existing researches on the jump-dealing problem mainly analyze the characteristics basic rules and causes of the phenomenon ,and made a clear analysis about jump-dealing. The scholars analyzed jump problems from the product and enterprise management and give some valuable suggestions. However, scholars rarely study from the consumer's point of view. In the service economy, consumers, as the main body of purchase, are playing more and more important position. We should not only starting from the enterprise, so that consumers passive acceptance .It is the focus of our research that the consumer experience, psychological activities before making a decision to purchase a product ,which We understand can make the most solid foundation for strategic adjustment .It will also be an important direction for us to study.

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