

The Entrance Strategy Analysis of E-commerce Companies

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Abstract: The fundamental motivation behind this article is to investigate how an arising online business organization can track down its own situating and keep on gaining ground in drawing in clients through the changing brain science of shoppers, and in the long run prevail with regards to getting a nibble of the cake to eat in a climate that is as of now encircled by significant online business stages. If a company wants to enter the e-commerce platform, it must understand and think about how to get a piece of the cake in the e-commerce environment that already has a huge customer market from several angles. First understand the basic e-commerce is divided into several categories and determine their own direction, in the different consumer buying behavior to sort out the consumer buying background and prepare for it, and finally through the example of sample companies to warn, but also as a way to reform the management of innovative companies treaty. Improve the brand with the experience of other predecessors.

Keywords: type of e-commerce, consumer purchase behavior, sample analyze

1. Introduction

Internet based business has turned into the favored utilization climate of current shoppers, the Internet as the premise of online business, the business and clients intently together, with the goal that the two can arrive at up close and personal exchanges on the organization. And a wide range of online business stages are arising, every stage has a novel method of activity and the primary perspectives, and as a recently made internet business stage need to have a decent pattern of decision to draw in the client group to their side is more need to concentrate on top to bottom. Various buyers have various necessities, and different purchaser bunches need unique, a profound comprehension of shopper conduct is exceptionally important for another business. At the same time, finding the right target and grasping the user's behavior is also key, no matter which point is essential.

The three main characteristics to focus on according to the data are type of e-commerce, consumer purchase behavior and sample analysis, which represent the type of buyers that e-commerce companies will be dealing with in the future, while consumer purchase behavior can be more intuitive for the company. The sample analysis avoids most of the mistakes and keeps the company on track from the start, which is also more cost effective. More details are given below

2. Find the Right Type of E-commerce

There are many differences between the different types of e-commerce, not only in terms of business model, but also in how consumers learn about the e-commerce platform. Different consumer groups prefer which platform type of e-commerce, and what kind of consumer group can bring more stable traffic and income for the company is worth studying. According to the current market, the existing major e-commerce platforms can be broadly divided into five main streams: B2C, B2B, C2C, P2P, Mobile Commerce [1]. Different types have their own tendencies and advantages, enterprises should not only consider the difference between consumers to carry out e-commerce business but also to think about the difference between the five e-commerce models.

2.1. Business to Consumer(B2C)

B2C is currently the most common mode of e-commerce, which means that merchants and customers communicate face-to-face and conclude transactions [2]. Not only is there no middleman between the merchant and the customer, but the customer can also select the products they like through the internet and deal directly with the merchant. This transaction model is actually similar to the current shopping mall, but the customer selection scene from the mall to the network, the network is more convenient, customers can compare different shops in similar products, while the real shopping customers rarely have time to compare each similar products until they find their favorite one. And a perfect e-mall is to B2C e-commerce model to provide the best platform for the environment, the platform for businesses to do a good job logistics system, payment system and publicity, etc., businesses only need to pay a certain number of entry fees can be stationed on the platform, and their goods will be displayed to customers can quietly wait for customers to take the initiative to find goods and consumption.

The B2C e-commerce model is also very convenient for consumers, because unlike real shopping, consumers can buy almost everything on the internet and save the physical effort, and even the prices on the internet are more affordable than offline. Nowadays, people's work pressure is increasing and they don't have the time and energy to go to shopping malls, so browsing and shopping on the internet has become a pleasure for working people. This will also increase the customer base and the more customers rely on a platform, the higher the possibility of promoting it, so the customer base will gradually spread more and more widely.

2.2. Business to Business(B2B)

B2B is a more developed model of e-commerce in which the main consumer model is a transaction between companies and the consumer group is a company as well as a business in this e-commerce model. Consumers initiate transactions with other companies via the internet, and because of the volume of transactions and because the consumers themselves are companies, prices are often lower than the market. The supplier is the merchant and costs are reduced considerably in the B2B model, while the consumer company that acquires these goods sells them to other customers. The goods are then exchanged and purchased, and eventually flow to the market on a B2C platform.

2.3. Consumer to Consumer(C2C)

As the name suggests C2C is a consumer-to-consumer e-commerce model where one consumer sells items to another via the internet. Unlike other e-commerce businesses, many consumers use this consumer model to sell virtual electronic goods, which are often more valuable than some real goods, and this leads to more consumers joining the transaction and eventually to a culture of individual trading.

2.4. Peer to Peer(P2P)

P2P is more like an online lending platform, where small amounts of money are gathered by certain means and lent to those in need, and the borrower is required to pay some extra interest to complete the transaction. However, it is very easy to be exploited by the darker elements of society, who use this opportunity to do illegal things such as school loans and loan sharks, so this model of e-commerce is not respected or even severely suppressed.

2.5. Mobile Commerce

This type of e-commerce is more like a simpler version of the previous ones, where transactions can be done anywhere, anytime with a portable device such as a mobile phone, for example, buying train and cinema tickets with a mobile phone, or making transactions with others via a mobile phone are all considered to be in this category. This type of transaction is more convenient and easier to use in today's lifestyle, as everyone can transact on their devices, which makes it easier for people to interact with each other, regardless of whether they represent individuals or companies.

3. Consumer Purchase Behavior

A company that wants to succeed cannot rely only on a correct direction of entry, but also on controlling the psychology of consumers. Consumers are always the ones who bring benefits to the company, then studying them is paving the way for the company's future. Consumer behavior is predictable, what they prefer, more willing to pay attention to a certain service of the platform will make them more willing to spend in it. Knowing this is how companies can better serve consumers and make money for themselves. The web also classifies consumer buying behavior into four categories: habitual, variety, complex, and dissonance-reduction [3]. Each category has a bias, and it is important to understand and think about how to use the different consumer buying behaviors wisely.

3.1. Habitual Buying

Habitual Buying is the psychological expression of consumers' stable preference for certain consumer things formed in long-term consumption practice [4]. It is a more stereotyped pattern of consumer behavior formed by consumers over time in their daily consumption life. For example, consumers like to use a certain brand of certain goods for certain needs, motives, emotions, experiences or psychological preferences, and often buy without selection and comparison. It is expressed in various consumption activities of consumers. At the same time, consumption habits are a kind of long-term consumer needs for a certain type of goods or a certain brand, it is a kind of personal stability consumption behavior, is slowly accumulated in the long-term life of people, in turn, it has an important influence on people's purchasing behavior [5]. Mastering the consumption habits of consumers can better attract consumers to come.

3.2. Variety Buying

Variety Buying targets goods that are characterized by large differences between brands of goods, but are inexpensive and have low economic risk, such as food and cosmetics. Consumers are willing to try unused products or new products frequently, and their buying behavior shows a characteristic of seeking variety. Here the change in consumers' choice of commodity brands is often due to the diversity of goods rather than to dissatisfaction with them.

Diversity-seeking behavior occurs when consumers are low-involvement and understand the significant differences between available brands and varieties. Diversification-seeking behavior

refers to the fact that consumers purchase products in a highly discretionary manner, deciding to buy a brand without collecting in-depth information and evaluating comparisons, evaluating it only at the time of consumption, but switching to another brand at the next purchase.

3.3. Complex Buying

About Complex Buying, Complex Buying occurs when consumers are highly engaged and aware of the significant differences between available brands, varieties and specifications. The complete buying process involves extensive information gathering, comprehensive product evaluation, deliberate purchase decision and careful post-purchase evaluation.

For Complex Buying, marketers should develop strategies to help buyers acquire product knowledge, use various ways to promote the benefits of the brand, influence the final purchase decision, and simplify the purchase decision process.

3.4. Dissonance-reduction Buying

Dissonance-reduction buying refers to consumers who do not collect extensive product information, do not carefully select brands, the purchase decision process is quick and easy, but after the purchase will believe that the product they bought has some defects or other similar products have more advantages, and then generate a sense of dissonance, doubting the correctness of the original purchase decision.

For this type of purchase behavior, marketers should provide perfect after-sales service and provide information about the products of the company through various channels to make customers believe that their purchase decision is correct [6].

4. Sample Analysis

Through the study of a physical platform in China, many issues that were criticized by consumers were identified, and through the consumers' opinions about the company, sufficient experience could be absorbed to improve the company. The sample company is Pinduoduo [7].

4.1. Quality

Due to its low entry threshold, Pinduoduo's standards for merchants are not strict enough, resulting in uneven quality of goods on the platform. However, whether it is looking at the current development or long-term development, the highest priority is to ensure the quality of products and services, which is also the key to determine whether old users can be retained and new users can be attracted in the future. Therefore, it will be better for the company to switch the original marketing model, from small profits but quick turnover to word-of-mouth marketing, making the company pay more attention to quality. For instance, Pinduoduo can attract some famous brands to settle in its platform in order to make itself more branded, which can increase customers' trust in Pinduoduo, gradually eliminate some titles such as "fake goods" and "low quality" and change customers' bad attitudes and perceptions of Pinduoduo.

4.2. After-sale Service

After-sale service of Pinduoduo also has bad reputation. According to the data on the internet, Pinduoduo has the highest complaint among other e-commerce platforms. No response of customer service, bad attitudes, no solution for complaint. Such problems are very common in Pinduoduo. However, customers can only accept those passively. As time passes, consumers will be disappointed at it and even stop buying products at the platform. If Pinduoduo wants to retain

consumers and become more customer-centric, they have to improve their after-sale service level, grab more returned customer instead of single-use deal.

4.3. Logistics Improve

Do not update logistics information, long delivery time are problems that consumers concerned [8]. To become more customer-centric, Pinduoduo can enhance its logistics system. Making the location of the goods more accurate and give consumers a more precise time concept of when the products will be delivered. Moreover, Pinduoduo can built a logistics distribution system, set warehouse sites in many cities, select the nearest warehouse for delivery according to the receiving address of the consumers. By doing so, it is not only convenient for the company itself, but also satisfy consumers' demand of the speed of logistics [9].

4.4. Reduce External Links

More accurate push notification and reduce frequent external links is also important. Consumers forward the link to their friends to get more users to click on the link and install Pinduoduo. Pinduoduo will get a lot of user information in the process of achieving the cash activity target, even at the time of final cash withdrawal, the user's private social account has been bound with the platform, so huge amount of users information can be recorded. This will certainly bring Pinduoduo a very high consumer base, but it will also be hated. Pinduoduo is not as competitive as Taobao and Jingdong in high-grade products, but it is unique in the penetration of small and medium-sized products. Pinduoduo should manage the needs of consumers, achieve the precision of marketing, suitably reduce some meaningless external links, and open up some necessary links from the perspective of maximizing consumers' interests.

5. Conclusion

This paper summarizes type of e-commerce, consumer purchase behavior and sample company. B2C as well as B2B are the most popular types of e-commerce today, but the difference between the two is that the former is for individual consumers while the latter deals with different teams or companies. B2C only needs to deal with B2C requires only short-term transactions with customers and most of these transactions are impulsive, perhaps because of a passing fancy or a recommendation from a friend, and consumers will buy. B2C consumers are tens of millions of Internet users, they are in different countries, different regions but will trade on the same platform, although each transaction amount is not a huge number. Although each transaction is not a huge number, but the huge consumer base will also bring good revenue. And B2B each consumption amount will be more huge, but also more stable cooperation between two companies, but also can be more dedicated to serve a company or a transaction [10]. For a new business, it is clear that B2C will be a good choice, do not have to look for big cooperation only need to be in one transaction with the customer or merchant time and time again to slowly grow their own until the platform is developed.

The easiest thing to attract consumers is the wide range of products, which will give consumers more space to choose. Not only that, the platform must do a good job of publicity, through advertising or short video push to attract more customers, and regularly employ some network celebrities to attract customers to the platform to spend, and then through price reductions and other activities to retain customers, which makes the customer long-term or short-term consumption here. The same products are compared laterally on the platform although they may not necessarily be consumed in the same store, but as long as they are consumed on the platform again, they can bring revenue to the platform. The only thing to do is to retain these customers, push the goods they may

be interested in, and then regularly launch questionnaires and other activities to distinguish their spending power, pushing more suitable for them and more affordable goods, so that they can also keep their eyes on different goods, the platform will be able to induce consumers to spend on the platform, customers will not be easily lost.

The concern is that consumers are concerned about the price, quality and after-sales service, so a perfect company needs to deal with these concerns. The company can directly take the demand to talk with the factory and then supply these goods to consumers at a lower price, which allows consumers to get the desired products at a lower price than the usual price requirements can also make consumers pay more attention to the platform. After-sales issues include not only maintenance, including express transport, many people are more worried about the speed of express transport, then companies can set up warehouses in major cities, the goods stored in the warehouse, wait until someone buys the system will automatically choose the location of the warehouse closer to the delivery, so that courier can save time to the maximum extent, should also allow consumers to always pay attention to the logistics status, more time every day to update the logistics The state of the consumer more at ease. Want to make a successful e-commerce platform can not be a step to the sky, the company need to be down-to-earth step by step.

E-commerce is not an easy industry to get started with, and many aspiring young entrepreneurs end up blindly following the mainstream because they don't understand the details of the industry and end up just sending money for the e-commerce industry for nothing. The prerequisite for crossing over into the e-commerce sector must be to learn first, and then to do it in practice. Don't be afraid that time is running out, e-commerce has endless potential and is very ample in time. Countless newcomers will join the e-commerce industry, and there will be countless others who will fall in the way. The future upside of the industry will become greater and greater, and it will be increasingly difficult to study its complex arithmetic model and perfect the company through the shortcomings of others in order to eventually form a perfect e-commerce company.

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