

Analyzing the Impact of Different Marketing Approaches on Consumers' Online Shopping Preference

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Abstract. With the development of the Internet, online shopping has become increasingly important and widespread in people's daily lives. The marketing methods used by merchants in online shopping have gradually attracted the attention of scholars and research. However, consumers know little about the marketing strategies and merchants are not sure which of these marketing strategies they prefer. This paper is based on the background of the times, firstly, the research and summary of the relevant literature to understand the types and outlines of marketing strategies, based on this research method of interview collection, the collection of interview texts and analysis of the texts, the study of the impact of different marketing strategies on consumer preferences, with the intention of research to test the hypothesis proposed in the text. After analyzing the interview texts, the following conclusions were drawn: 1. Product marketing strategy positively impacts consumer choice preferences; 2. Price marketing strategy has a positive impact on consumer choice preferences; 3. Channel marketing strategy has a positive impact on consumer choice preferences; 4. Promotional marketing strategy has a positive impact on consumer choice preferences; 5. Consumers tend to prefer promotional marketing strategies. Based on this, this paper gives suggestions that merchants should choose promotional marketing strategies first and mix other marketing strategies to achieve better results in online marketing.

Keywords: marketing strategies, selection preferences, interview, case studies

1. Introduction

1.1. Research Background

Data analysis of the impact of different marketing methods on the choices of online shoppers has been a popular topic in marketing science and practical applications. With the development of Internet technology, online shopping has become an important way of shopping today. According to statistics, by 2020, China's mass Internet penetration rate reached 70.4%, with a total of 989 million Internet users, of which 780 million were online shoppers, accounting for 79.1% of the total scale [1].

The success of online shopping is also inextricably linked to the changing consumption levels of modern people, whose income levels are rising with the changes in economic development, leading to more demanding freedom and diversity in the choice of goods. Busier work and life have also

made people lose a lot of motivation and energy for shopping, so they have a more convenient way to pursue consumption. Online shopping not only brings convenience to consumers, saving time and making shopping easier but also provides a wider range of products from different categories and regions to make it easier for consumers to choose the right product.

The online marketplace has also given enterprises tremendous commercial opportunities and convenience, enabling them to generate high costs of profits through minimal costs of operation and storage. Additionally, this makes it possible for the information to be shared, giving distant enterprises more avenues to market their goods and opening a larger range of commercial prospects. As a result, online shopping has seen a sharp increase in popularity in recent years.

The market for online shopping is expanding quickly, but with it comes more competition for key marketing channels. As a result, companies are extending their marketing approaches to draw in customers. When marketing, businesses must take into account a variety of aspects, including product attributes, pricing, promotions, and channel choice. Based on these factors, businesses must then build various marketing strategies. Online advertising, promotions, social media, and holiday marketing are some of these marketing strategies. Therefore, it is crucial to research how different marketing strategies affect consumers' purchasing decisions when they shop online, how to employ these strategies to affect consumers' purchasing decisions when they shop online, and how to increase turnover and conversion rates.

1.2. Research Significance

This study aims to explore the impact of different marketing approaches on online shoppers' choice preferences through a review of relevant literature and an analysis of relevant case studies. Firstly, through the review of relevant literature, a preliminary understanding of the types of marketing approaches in existing online markets and the impact of different marketing approaches on online shoppers' choices will be provided. Secondly, this study will collect case studies and conduct a textual analysis of the impact of different marketing approaches on online shoppers' choices by analyzing the information from the case responses. Finally, by summarizing and understanding the results of the analysis, conclusions on the impact of different marketing methods on online shoppers' choices will be drawn for future research and practice, and recommendations will be made for future research. The findings of this study will provide useful suggestions for companies to choose appropriate marketing strategies in the online shopping market.

2. Literature Review

In recent years, a growing number of researchers have studied the marketing methods used for online shopping. They have found that online marketing has a good impact on online shopping. The mainstream division of marketing methods is usually divided into product marketing strategy, price marketing strategy, channel marketing strategy, and promotion marketing strategy [1].

This chapter provides a review of the relevant literature in terms of both relevant concepts and the current state of the application.

2.1. Related Concepts

Product marketing strategy is mainly reflected in the following four points. The first is practicality, mainly to reflect consumers' benefits, which include material or spiritual satisfaction and a sense of achievement. The second is fun, with innovative ways to make consumers in the media happy to talk about and share the product, and to make it a good experience for them. This is followed by thematic prominence, using advanced tools in the process of technological development to produce a wide range of content such as images, text, and video to give consumers a better understanding of

the product's main features. Lastly, it is the appropriate entry point. Companies should understand the psychological needs of consumers and package the product on this basis to build up an impression of the product to meet the full range of consumer needs [2].

A price marketing strategy refers to the sales strategy of a company to develop a scientific and reasonable product price based on demand analysis to improve the market and maximize profits [3]. Compared to offline shopping, consumers tend to be more concerned about the price of products when shopping online. When a large number of products of similar quality appear together in e-commerce, consumers can quickly compare similar products, and if the quality is smaller, consumers tend to choose the lower-priced products. The price marketing strategy relies on this background of thin profit to earn more profit [4].

A channel marketing strategy refers to the process of carrying out corresponding marketing and promotional activities through e-commerce platforms in many aspects, and the company implements marketing through multiple platforms on the Internet to complete several marketing links and achieve sales targets [5]. In the context of the digital economy, online sales channels break the traditional channel rules and provide consumers with a more convenient way to buy. Companies maintain their corporate image by establishing online marketing platforms or entering third-party online trading platforms. With the development, channel marketing has seen a boom, including short-form video marketing, live-streaming with goods, and social platform marketing [1]. For example, TikTok, Instagram, Facebook, etc. these marketing channels that have become big hits in recent years.

Promotional marketing strategy, promotion is usually a periodic cycle of e-commerce platforms organizing special events at a specific time, the most common promotions in China are "11.11" and "6.18". Promotion refers to the dissemination of stimulating information by merchants to reach more consumers, and the stimulation influences consumer behavior. It is a common tactic used by e-commerce merchants to attract more users with low prices, with consumers spending impulsively at a given time and returning to rationality over time [6]. Promotional strategy is one of the basic strategies in marketing, as it can be used to attract consumers and create higher economic benefits [7].

2.2. Research Status of Consumer Behavior

Merchants' product displays and promotions are influencing consumers' perceived value, indirectly increasing consumers' willingness to buy through positive guidance on perceived value. Interactive product displays help consumers to understand the value of the products and promotions make consumers perceive that the products they are buying are affordable. The diversity of the products compensates for the fact that consumers have a certain tactile sense of online shopping, and the addition of promotions also satisfies consumers' psychological pursuit of affordability. When there is an opinion leader among them, the opinion leader gains the trust of the consumer through the sharing of expertise and experience. When the consumer's trust in the opinion leader is high, the consumer will also trust the merchant's products, which in turn enhances the consumer's perception to boost the purchase intention [8].

The sense of online shopping experience is generated by the formation process of consumer psychology, and this experience influences consumers' willingness to buy. The formation of sensory experience when combined with the diverse and deep content of theoretical information leads to an enhanced functional and emotional experience for the consumer. When the sense of experience is higher, the more focused the consumer is, when the probability of an optimal experience increases, which has a positive effect on the mindstream experience. The more profound the mindstream experience, the stronger the consumer's willingness to buy. Thus, the mind-flow experience plays a positive role in mediating consumers' purchase intentions and online shopping experience.

Consumers achieve a state of mind-flow when they have a satisfying online shopping experience, which leads to a stronger willingness to buy, and conversely, consumers are less willing to buy when they have a poor experience [9].

Visual merchandising is an important part of operations, stimulating consumer delight with the intention of promoting impulse spending. In an online environment, visual merchandising creates a visual impact on consumers through color, images, text, and other means to attract their attention and improve the attractiveness of the shop. A high level of visual merchandising will increase consumer trust in the shop and its products. Online consumers are more likely to be attracted to impactful images, and the presentation of vivid and easy-to-understand information will also increase the perceived value of the shop and hence the willingness to buy [10].

Visually rich design influences consumers' perceived hedonic value, with the creative or simple design making consumers feel happy and relaxed. Interaction and branding influence consumers' perceived social value. Online shopping allows consumers the opportunity to interact with each other and promote brand names, which allows for better image-building and information sharing. The quality of service, product, and information provided by the online shopping channel has a positive impact on consumers' perceived utilitarian value and enhances their shopping efficiency. The emergence of these three perceived values can indicate that consumers are shopping more efficiently while having a more pleasant shopping mood and sharing brand information, which is a significant positive influence on the willingness to choose online shopping [11].

2.3. Literature Summary and Analysis

The existing literature does provide a precise definition of marketing methods, which can make it difficult to make comparisons between the same types of research. There is also a lack of integration of information, as the existing literature does examine the effects of each marketing method and consumers' willingness to buy online separately but lacks the results of a cross-sectional comparison of all the marketing methods to make a comprehensive comparative decision on the marketing method. In summary, although there is a large body of literature that examines the factors that influence consumers' willingness to buy online and the effects of a particular marketing approach, there is still room for learning in this area and for providing more comprehensive and integrated information on the effects of different marketing approaches on consumers' willingness to buy online.

3. Research Methods and Ideas

3.1. Research Method

Based on the above summary of the literature, this paper further conducts an empirical research study to investigate the impact of different marketing methods on consumers' online shopping preferences through a qualitative approach. The theoretical study relies on a general overview of the relevant literature; the empirical study relies on a textual collection approach to collate and analyze the information collected.

The main purpose of the survey was to find case studies to obtain more information on the thoughts of Internet users and to gather as many people as possible who would choose to shop online. There were three cases, mainly to collect statistics on the attitudes of consumers when faced with different marketing techniques when shopping on online platforms.

3.2. Research Variable Settings

The independent variables in the study are several different online marketing strategies, namely

product marketing strategy, price marketing strategy, channel marketing strategy, and promotion marketing strategy. The product marketing strategy was targeted by the respondents' preference for product appearance and web design, as well as the usefulness of the product itself. The price marketing strategy is determined by the trade-offs between price and quality and the impact of price on purchase volume. The channel marketing strategy is judged by respondents' perceptions of the content and frequency of advertising and live banding. The impact of promotional marketing strategies is targeted by the number of times respondents spend and the number of purchases they make when promotions occur for online shopping.

4. Research Hypothesis

Consider that when consumers purchase a product, their main goal is to buy a suitable and satisfactory product. According to the China Online Shopping Market Research Report, 72.2% of consumers are most concerned about price [12], which has a significant impact on consumer sentiment and perception. There is also advertising and marketing that can consistently tap into potential customers and can also benefit those who provide the advertising platform. In addition, the festive atmosphere of shopping festivals can stimulate consumers' impulses and desire to buy. People online also want to satisfy their vanity at shopping festivals. Therefore, this paper proposes four hypotheses as follows.

Hypothesis 1: Product marketing strategies positively impact consumers' choice preferences.

Hypothesis 2: Price marketing strategies positively impact consumers' choice preferences.

Hypothesis 3: Channel marketing strategies positively impact consumers' choice preferences.

Hypothesis 4: Promotional marketing strategies positively impact consumers' choice preferences.

This study used case studies and collated and analyzed responses to test the research hypothesis.

5. Case Analysis

5.1. Survey Object

There were three respondents in this survey, one male and two female, which is in line with the reality of the current Internet shopping era where women are in the majority, and this sample selection also better reflects the feelings of the public. The respondents and ages were 21 years old for male sample A, 55 years old for female sample B and 25 years old for female sample C. The sample was selected to widen the age range as much as possible so that the selection of subjects is more representative of the online shopping experience of all age groups and more supportive of the findings of the online shopping study. Respondents were all in-depth online shoppers, with both women shopping online 3-5 times per week and men shopping online 1-2 times per week, which fulfills the survey's need to ask people who shop online regularly and know more about online shopping.

5.2. Result Analysis

For product marketing strategies, two respondents, A and B, reported a positive effect when no other aspects of the product were changed, but only the presentation of the product was changed. Sample A said: "Sometimes the right amount of detail can have a positive effect on my willingness to buy. Sample B said that the changes to the product's webpage made me feel fresh, satisfied my curiosity, and stimulated my desire to buy. Sample C, however, did not care about the product's website: he did not usually pay attention to the website aspect. Therefore, the product marketing strategy in terms of web pages does not affect people who do not pay attention to web pages.

For the price marketing strategy, all three respondents answered that they were not sure when it

came to a downward adjustment of the price of the product, because they did not really need it, or that a sudden price reduction would make consumers feel cheaper, but they would also have doubts about the quality of the product. Sample B thought that a lower price might mean that the product was out of style or out of season, or that the product might be defective or inferior. Sample C: They are concerned about the quality of the product, whether it is fake, out of season, or defective.

In terms of channel marketing strategies, both respondents B and C reported a certain aversion to the product when only the amount of advertising was increased. Sample A, on the other hand, said that because of the amount of daily viewing, has an impact on what you think when you shop afterward. Therefore, with the right amount of advertising, it will have a positive effect on some people and not on others.

In terms of promotional marketing strategies, all three respondents felt that the product had a positive effect on their willingness to buy and even their purchase behavior when it was a shopping holiday. Sample A said: I will be more decisive in my orders and more willing to buy when it comes to shopping festivals. Sample B said: I can buy good products at a good price and feel a better shopping atmosphere, which increases my sense of achievement and satisfaction in shopping. Sample C had the same opinion: I buy more at shopping festivals when the sales are stronger.

Both Sample A and Sample B preferred promotional marketing strategies among the four marketing tactics, preferring cost-effective goods, as in Sample B's response: because promotions are more likely to get me a better deal, and promotional prices tend to be lower for the same quality. They tend to buy more quickly and even in larger quantities when there is a big sale on a shopping holiday. Sample C, on the other hand, is more of a channel marketer, preferring to trust the recommendations of anchors she trusts when it comes to online shopping. Sample C had this to say in the interview: because she prefers live streaming with the goods, she trusts buying from the anchor more when the price is slightly lower plus she trusts and likes the anchor. So while there is often a certain amount of low-priced merchandise that accompanies live-streaming, what Sample C cares most about is whether the trusted anchor recommends it.

Changes to different marketing strategies are what will affect their willingness to spend to a certain extent.

6. Discussion

From the results of these interviews, it can be concluded that respondents were generally unaware of basic online marketing strategies, but that each strategy influenced consumers' willingness to buy in different ways.

1. Product marketing strategies have a positive impact on consumer choice preferences. Respondents expressed a positive influence in terms of the usefulness and appearance of the product, e.g. Sample C believed that: looking good just influences the desire to buy, even if there is no practical use for it, they will buy it and look at it. The usefulness of the product itself may be overlooked because of its appearance. However, some respondents expressed concern about the complexity and disinterest in web design. Overall, there is a positive impact.

2. The price marketing strategy had some positive impact on consumer choice preferences. Respondents B and C both indicated that they would choose a cheaper purchase after comparing prices. However, respondents generally indicated that they would be concerned about the quality of the product when the price changed and was suddenly lower than similar products, and therefore they might be less inclined to purchase. Overall, therefore, price marketing strategies positively impact consumers' willingness to choose, but attention needs to be paid to the extent and timing of low prices.

3. Channel marketing strategies have a positive impact on consumer choice preferences. Three respondents indicated that advertising or other forms of channel marketing strategies would increase

the propensity to choose the product, with sample A indicating that if they saw an advertisement several times then they would give priority to these products in their subsequent purchases. However, it is important to note that quantity, when there are too many adverts, can also have a negative impact. The channel marketing strategy, therefore, proved to have a positive impact.

4. Promotional marketing strategies have a positive effect on consumer choice preferences. All respondents stated that promotional marketing strategies increase their propensity to buy, or even buy more, e.g. Respondent C: buys items in bulk when they are on sale, and waits until the shopping festival to buy something together when they normally want to. This proves that promotional marketing strategies have a positive impact on consumers' choice preferences.

In summary, this case study analysis tested that all the hypotheses previously formulated were correct.

Of the four sales strategies, respondents generally preferred the promotional marketing strategy and the channel marketing strategy. Promotional marketing would make respondents feel that they were getting value for money and would also give them higher shopping satisfaction.

With the development of the Internet and the rise of online shopping, a variety of online shopping marketing models have emerged in life and businesses can only make a reasonable profit in marketing if they continue to understand the direction that consumers prefer. Consumers can only buy the goods they need more rationally if they are constantly aware of the marketing strategies in the e-commerce model.

For merchants, appropriate and sensible marketing will have the strongest positive effect. When merchants use inappropriate marketing strategies it can have the opposite effect, such as channel marketing, where excessive advertising can turn consumers off the product. The proper use of technology is the only way to retain more consumers and make more profit.

For consumers, the correct understanding of marketing strategies, reduce impulse consumption and unnecessary consumption to be more beneficial to their lives.

7. Conclusion

This article summarizes the impact of different marketing strategies on consumer preferences in online shopping through textual analysis. In general, product marketing, price marketing, channel marketing, and promotional marketing strategies all have a positive impact on consumer preferences when used appropriately. Of these four marketing strategies, consumers generally prefer promotional marketing, which provides them with a better shopping experience. This paper fills a gap in the literature on the cross-sectional comparison of the four marketing strategies and provides a useful reference for future researchers. It provides a consumer perspective on the social aspects of online businesses, which will facilitate the choice of future marketing strategies, as well as an explanation of the strategies for consumers who do not understand online marketing so that they can better understand the marketing strategies of businesses and choose the right products for themselves. This paper is limited in the number of texts due to environmental constraints in the research process, and it is hoped that in the future more perspectives from people with a high frequency of online shopping will be obtained.

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