

Pre-Sale Model of E-commerce Platforms on Influencing Consumer Buying Behavior in Sichuan

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Abstract: With the continuous development of the Internet, a wave of developing new sales models in e-commerce could become a hot topic in the current consumer market. In the fierce market competition environment, understanding the needs of consumers more comprehensively with a new pre-sale sales strategy has been adopted by e-commerce platforms, which has become one of the consumption patterns for most consumers in Sichuan. This paper proposed three objectives for investigation: determination of the quality scale in personal and situational factors and pre-sale situation, the relationship of consumer perception factor and personal consumer characteristics to the pre-sale mode of the e-commerce platform, and the use of information technology for the pre-sale platform to meet consumer needs.

Keywords: Pre-Sale Model; E-Commerce Platforms; Consumer Buying Behavior

1. Introduction

With the continuous development of the Internet, e-commerce has developed a wave of new sales models in recent years. In the fierce market competition environment, a new pre-sale sales strategy was finally adopted to understand consumers' needs comprehensively. The pre-sale model of e-commerce platforms has been adopted by more and more e-commerce platforms and has become an important way of online marketing. The pre-sale model of e-commerce platforms is a new shopping model that is cheaper than traditional e-commerce transaction models, is more in line with the individual needs of current consumers and has an important impact on consumer behavior. Pre-ordering is a shopping model that is gaining popularity worldwide. Customers are increasingly ordering goods that are only planned to be in stock instead of looking for a sale or ordering online with a return option. This allows customers to get their hands on unique items, while for brands, it's an excellent way to promote future collections.

2. Theoretical Basis

2.1 Research on personal factors in pre-sale product

Researchers have paid attention to assessing the influence of personal factors on consumers' buying behavior. Khuong; & Duyen (2016)^[1] have examined the influence of personal factors on consumers' purchase decisions on e-commerce platforms. Product factors also involve functional value, financial incentives, and brand awareness affecting consumer behavior. Businesses settle the mechanism of marketing stimuli, and the environmental stimuli are due to social factors like the economic, political, and cultural situation of a locality. The lifestyle of consumers, such as their interests, selection, preferences, opinions, and values, could have different effects on their buying behavior.

2.2 Research on situation factors in consumer buying behavior

Eshra; and Beshir. (2017)^[2] noted some situational factors that are the causes of influence on consumers buying behavior in sale promotion like social surrounding, physical surrounding, temporal perspective, and task definition. The social experience of consumers can influence the shopping time, as they may prefer the choices of social companions.

2.3 Research on consumer perception factors in consumer buying behavior

Consumer perception factors are a series of behaviors related to the acquisition of certain things, their use, the disposal of products and services (including decision-making practices), and the processing of these behaviors. "Consumer perception is the process by which people choose, buy, use, or dispose of products, services, or demand to meet their needs and desires."

2.4 Research on personal consumer characteristics in consumer buying behavior

Bazzani et al. (2017)^[3] studied consumers' purchasing preferences through personal characteristics and emphasized five personality traits: openness to experience, conscientiousness, extroversion, agreeableness, and neuroticism. Studies have pointed out that personality characteristics are the essential characteristics that explain consumers' feelings, thinking, attitudes and behaviors, and will affect their purchasing preferences.

3. Understanding the Influencing Factors of Pre-Model of E-Commerce Platforms on

Influencing Consumer Buying Behaviour

3.1 Consumer Behavior Theory

Consumer behavior theory is also called utility theory. It studies how consumers distribute their income among various commodities and services to maximize satisfaction (Kurunathan: et al. 2019)^[4]. This theory will explain why the demand curve slopes to the lower right. Two analytical tools or methods can investigate consumer behavior: marginal utility analysis based on cardinal utility theory.

3.2 The pre-sale model and the development status of the pre-sale industry

At present, there are more and more domestic retail e-commerce companies. On the one hand, due to the advent of the mobile Internet era, people's consumption habits are gradually shifting to the mobile terminal (Liu: et al. 2021)^[5]. The pre-sale model provides merchants with a buffer to cope with the stocking time of the big promotion event and allows the merchants to decide whether to mass-produce the product through the data reflected in the pre-sale model; thus, in the early stage of the product layout.

4. The Conceptual Framework for the Research Study

First Rational Behavior Theory (TRA) is widely used to predict traditional social behaviors and behavioral intentions. It believes that attitudes and subjective norms affect behavior intentions, determining behavior. Hansen et al. (2012)^[6] used rational behavior theory. Their research planned behavior theory to study consumers' online purchase intention and pointed out that this theory is suitable for predicting online behavior. The theory of rational behavior has been widely used in social behavior and behavioral willingness. Still, this theory needs to be widely extended to the consumption field.

Second Design - the web page becomes the meeting point between the customer and the company. It represents the company and replaces the tangible aspects of the image of the salesperson and the traditional physical contact. Customers must find it easy to browse; otherwise, they will be confused and find it difficult to use and reject.

5. The Countermeasures for the Pre-sale Model of E-Commerce Platform on the Influencing Consumer Buying Behaviour

5.1 Pre-sale model

A targeted sale before your product goes live. Before preselling, you don't need to spend lots of money and time building your product. Instead, you develop your vision and share that with prospects to collect their feedback and see if there is enough demand for funding development.

5.2 E-commerce platform

The software application where both parties, the seller and the consumer, come and play their role. Essentially, consumers should use an e-commerce platform to discover products, shop around using a cart, and check out.

5.3 Customer buying behavior

Consumer Buying Behavior refers to consumers' actions taken (both on and offline) before buying a product or service.

5.4 Customer personal characteristics

These attributes relate to personality, values, attitudes, interests, or lifestyles. They are characteristics like social class, family life cycle, usage rate & experience, brand loyalty, personality & motives, perceived risk, innovativeness, opinion, and lifestyle that determine how customers think of themselves relative to others.

6. Conclusion

The results show that functional value, financial incentives, brand awareness, information quality, merchant reputation, time pressure, consumer perception factor, self-efficacy, and time preference correlate to consumer buying behavior. From consumer behavior, when consumers make purchasing decisions, they can be mainly divided into rational cognitive and affective models. It is generally believed that consumers in the analytical cognitive mode have less emotional solid factors in their decision-making. Instead, people will focus on the information provided by the brand product, such as price and functions. At the same time, consumers in the emotional (emotional) mode Have a lot of strong (brand) subjective feelings when making decisions. Studies have found that when people are in a rational cognitive mode, they will delay their purchase decisions in the face of uncertainty. When people are in the perceptual (emotional) mode, facing uncertain situational factors will strengthen the desire and willingness to buy.

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