Study of Consumption Intention for Household Appliance at Double Eleven Online Shopping Festival in Guizhou of China

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Abstract: With the rapid development of the Internet economy, consumers' intention to buy online increased. The Double Eleven online shopping festival had a significant impact on the annual sales of various e-commerce platforms. Based on the uniqueness of the online shopping festival, online consumers could only recognize products through virtual observation of the products and the feeling of the shopping atmosphere. By improving the sales performance during the shopping festival, merchants needed to increasingly focus on creating the atmosphere of the online shopping festival through various marketing methods. But how to make consumers having a good shopping experience in the atmosphere of the online shopping festival would be the development of e-commerce.

Keywords: Consumption Intention; Household Appliance; Double-Eleven Online Shopping Festival

1. Introduction

People's living standards have generally improved, and online shopping has accounted for a large proportion of consumers' purchase behavior. It has become an important way for people to shop daily. In the Context of the e-commerce market environment, the shopping carnival in online shopping is even more eye-catching. Cheap and affordable has always been consumers' inertial perception of promotional festivals like Double Eleven. After twelve years, Double Eleven has changed from the initial price war to the current experience war. The necessity of purchasing commodities and whether they match personal needs have become the core elements that affect users' final consumption. The user's shopping decision no longer takes price as the only reference factor but considers multiple requirements such as brand, quality, and service to make rational judgments.

2. Theoretical Basis

2.1 Model of the Influencing Factors of Online Shopping Atmosphere on Online Shopping Behavior (Gao 2017).[1]

The consumer response to the atmosphere created by the e-commerce platform by analyzing the Tmall Double Eleven event in 2014 to test whether the division of online shopping atmosphere is reliable. The results obtained through in-depth interviews, combined with previous research conclusions, divided the shopping atmosphere of the Double Eleven online shopping festival into safety atmosphere, panic buying atmosphere, festival atmosphere, convenient atmosphere, preferential atmosphere.

2.2 Model of Online Purchase Formation Mechanism (Baker 2002) [2]

The elements of the physical store atmosphere division constructed the online shopping festival atmosphere to model the relationship between promotion factors, design factors, and social factors among pleasure emotions, arousing emotions and online shopping behaviors. From the perspective of the online shopping festival atmosphere, this paper analyzed consumer online shopping behavior's influencing factors and mechanisms. The online festival atmosphere is classified into four elements: online festival promotion, website festival design, online festival interaction, and festival compensation promise.

2.3 Model of Online Promotion to Consumers' Panic Purchase Intention (Li 2014) [3]

The panic buying atmosphere is that consumers who are entering consumer activities see that people around them are shopping, the time for shopping is limited, the remaining amount of goods in the event is announced, the transaction information is disclosed in time, the merchant's issue limited coupons, the amount of shopping is limited, and there are spike campaigns lead more consumers to purchase promotions.

2.4 Security Analysis Model of Online Shopping (Geng 2012) [4]

The perceived usefulness and ease of use in the technology tolerance model replaced the subjective norms in the past rational behavior model. Cognitive ease of use has a positive impact on cognitive usefulness and usage attitude. The customer's intention to use is determined by the attitude, which will affect the customer's final usage behavior.

2.5 Stimulus-Organic-Response (SOR) Theory Model (Merrilees and Miller 2019) [5]

The immersion experience is an emotional experience that an individual has a strong interest in an activity or thing and can express. Immersion theory initially focused on psychological research. Later, it has been widely studied in online games and pedagogy

and has been widely used at the level of customer behavior.

3. Understanding of the Consumption Intention for Household Appliance at Double Eleven Online Shopping Festival

3.1 Analyze the Double Eleven Festival online shopping platform relating to the current development challenges of household appliance sales in Guizhou:

Consumers who buy home appliances in the atmosphere of the Double Eleven online shopping festival as the target audience whether they are willing to purchase home appliances after being stimulated by the online shopping atmosphere of the Double Eleven.

3.2 Explore the influence factors of consumer purchasing intention and online shopping atmosphere derived from research on e-commerce behaviors affecting consumers' shopping behaviors during special events:

Based on the aspects related to consumer buying intentions of Guizhou online consumers through different influencing mechanisms from online shopping atmosphere, practical atmosphere for consumer, and promotional variables based on the popularity of the Double Eleven shopping festival.

3.3 Suggest improving the pre and after-sales service levels of e-commerce in the atmosphere of marketing activities for better improvements in various promotional stages stimulus-organism-response model (SOR) for Guizhou customers:

The online shopping atmosphere can be defined as the online shopping atmosphere is a marketing method that produces a specific effect on the customer's emotions through the design of the shopping environment during the online shopping process, thereby stimulating customers to increase purchases. Therefore, it includes any web interface components perceived by the individual and related elements before completing the entire shopping process after being offline.

4. The Conceptual Framework for the Research Study

The relationship between influencing factors of online shopping atmosphere, and online buying intention; online shopping atmosphere, and online buying intention; festival atmosphere, panic-buying atmosphere and secure atmosphere, and online shopping atmosphere; online festival promotion, web festival design, and network festival interaction, and festival atmosphere; limited-time buying, limited quantity buying, voucher offer, and red pocket grabbing, and pan-buying atmosphere; product and safety, commodity distribution safety and payment security, and secure atmosphere.

Using regression analysis testing, all influencing factors have a significant impact on online buying intention, online shopping atmosphere, festival atmosphere, panic-buying atmosphere, and secure atmosphere, respectively.

5. The Countermeasures for the Improving Marketing Strategy on Consumption Intention of Household Appliance at Double Eleven Online Shopping Festival

5.1 Meeting the individual needs of consumers

Consumers aged 25 and below have the lowest willingness to buy home appliances during the Double Eleven Online Shopping Festival, indicating that this group has little demand for home appliances. Looking at the entire online market, the younger generation is still the leading group of online consumers. They pursue a more convenient, fast, and casual way of consumption. In the use of products, they also pay more attention to the ultimate comfort experience, which profoundly affects the direction of the consumption pattern of home appliances.

5.2 Enhance consumer stickiness

Stickiness is an important indicator to measure user loyalty programs. It plays a crucial role in the brand image of the entire enterprise. Therefore, e-commerce companies should improve the combination of consumer loyalty, trust, and benign experience of the brand or product.

6. Conclusion

There are several vital points to the success of the online festival event: (1) The critical effect of personalization and gamification on the online festival consumers' behaviors towards the settings and atmosphere is observed, whereas the impact of those factors on emotional state may not be relatively significant. (2) The effect of emotion on consumer behaviors in online festival sales. Consumers' emotional state appears to play a critical role in determining online festival participants' behavior directly. Online festival managers should never overlook the importance of consumer relations. Here, an alternative, more sustainable way to increase online sales is to allocate more resources to manipulate consumers' emotional state towards the Double Eleven online sales event.

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