Case 2

通过问卷和访谈从“专家”得知如何更加方便，快速，准确的买到自己心意的货物

**Introduction**

In an increasingly fast-paced world, consumers are constantly seeking ways to purchase products that align with their preferences in a more convenient, speedy, and accurate manner. However, despite the abundance of online platforms and advanced algorithms, many still face challenges in finding the perfect product quickly. To address these challenges, this research aims to explore expert insights on how to enhance the consumer shopping experience. Through surveys and interviews with industry professionals and subject matter experts, we will investigate the key factors that influence purchasing decisions and identify opportunities to streamline the process. This study seeks to develop actionable strategies to make product discovery and purchase not only faster but also more personalized, improving overall consumer satisfaction.

**Method**

This study employs a mixed-methods approach, combining qualitative and quantitative data collection techniques to gather insights from experts on how to make the shopping experience more convenient, faster, and accurate. The research process will consist of two main phases: a survey and expert interviews.

Questionnaire

In this part, we will use **Indirect Scaling** methods to explore what kinds of shopping apps online shoppers like most. At the same time, **Likert Scales** was used in this study to explore the detailed performance of subjects' online shopping search habits.

Interviewing

**Background knowledge of China online shopping**

China has one of the most dynamic and expansive online shopping markets in the world. As of 2024, it is the largest e-commerce market globally, with billions of transactions occurring annually. The rapid growth of this sector has been driven by several factors including widespread internet penetration, mobile payment innovations, a well-established logistics infrastructure, and the rise of consumerism among the country’s burgeoning middle class.

China's e-commerce market has experienced exponential growth over the past decade. In 2023, the market size surpassed $2.5 trillion, accounting for nearly half of global online retail sales. This expansion is largely due to the increasing internet penetration rate in China, which was over 1 billion internet users in 2022, and the rapid adoption of mobile technologies. Chinese consumers are highly accustomed to purchasing goods online, from daily necessities to luxury products.

Several dominant players define China’s e-commerce landscape, each offering different experiences:

* Taobao and Tmall (Alibaba Group): Taobao is China’s largest consumer-to-consumer (C2C) platform, known for its vast product selection and user-driven marketplace. Tmall, Alibaba’s business-to-consumer (B2C) platform, hosts brand stores and official retailers, attracting consumers looking for authentic and high-quality products. Together, they account for over 50% of China’s e-commerce market share.
* JD.com (Jingdong): JD.com is a major competitor to Alibaba, known for its B2C model and strong logistics network. JD primarily focuses on electronics, home appliances, and high-end goods, offering same-day or next-day delivery in many areas, which has made it a popular choice for quality-conscious buyers.
* Pinduoduo: Pinduoduo (PDD) has rapidly gained market share with its unique group-buying model that encourages users to team up with friends or family to receive discounts. Targeting lower-income consumers and rural areas, Pinduoduo offers lower prices on everyday goods, making it particularly appealing for value-conscious shoppers.
* Xiaohongshu (Little Red Book): A mix of social media and e-commerce, Xiaohongshu is a platform where users share product reviews, beauty and fashion tips, and shopping experiences. It has a strong influence on younger consumers, especially women, who seek authentic user-generated content to guide their purchases.

Online shoppers in China exhibit a wide range of behaviors and preferences that are shaped by various factors such as convenience, product availability, and social influence. In general, shoppers tend to engage with online platforms in ways that fit their lifestyles, whether that means prioritizing price, convenience, or specific product categories. Many may rely on mobile devices for purchases, appreciate discounts or special deals, and may make decisions influenced by recommendations or reviews. However, these traits can vary widely depending on the individual, with some focusing more on detailed research before purchases, while others may make more impulsive decisions.

**Questionnaire**

Indirect Scaling Table: Indirect Scaling is the key to understanding the participants' overall preferences by comparing multiple online shopping platforms. The absence of specific features (such as price or service) simplifies the subject's thought process, allowing it to focus directly on overall preferences rather than being distracted by specific details. This allows researchers to quickly capture respondents' overall preferences for each platform.

Questionnaire Design: This questionnaire consists of a total of 22 questions, divided into 5 sections: basic information, online shopping professional degree information, online shopping habits exploration, online shopping strategy exploration, and self-assessment.

* basic information: This part mainly collects the personal information of the subjects, including gender and shopping frequency, through which the categories of participants can be basically divided.
* online shopping professional degree information: The section identifies professional online shoppers by asking participants how much they spend and how often they shop.
* online shopping habits exploration: This part explores the online shopping habits of the participants at a superficial level. This part, combined with the Indirect Scaling Table, can show whether participants have the habit of buying on fixed platforms.
* online shopping strategy exploration: This section explores the participants' shopping strategies, how they actually buy information products, and how the buying habits of experienced online shoppers are similar.
* self-assessment: Participants self-assessed the key to online shopping

**Interviewing**

**Discussion**

Table 1 Indirect Scaling Table

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 淘宝 | 京东 | 拼多多 | 小红书 | 抖音/快手 |
| 淘宝 | - | 33.33% | 66.67% | 91.67% | 83.33% |
| 京东 | 66.67% | - | 75% | 83.33% | 83.33% |
| 拼多多 | 33.33% | 25% | - | 75% | 66.67% |
| 小红书 | 8.33% | 16.67% | 25% | - | 50% |
| 抖音/快手 | 16.67% | 16.67% | 33.33% | 50% | - |

From Table 1, it is not difficult to find that participants generally love Jingdong&Taobao. And for other online shopping platforms are not very concerned. This shows the dependence of these online shopping "experts" on the two traditional e-commerce platforms of Taobao and Jingdong. Emerging e-commerce platforms such as Douyin&Kuaishou have a relatively low penetration rate among these experts.

|  |  |  |
| --- | --- | --- |
| 图表, 条形图  描述已自动生成 |  |  |
| （a）Online shopping spending distribution | (b) Last online shopping distribution | (c) Online shopping frequency distribution |

Fig 1 Participants online shopping professional display

As can be seen from Figure 1, most participants spend a lot of money on online shopping every year. They do a lot of shopping online, which fits our need for an "expert."

|  |  |
| --- | --- |
|  |  |
| (a) Whether participants are dependent on a platform | Whether the participant is a member of a platform |

Fig 2 Participants' dependence on online shopping platforms (green is yes, blue is no)

Although the "experts" showed in the questionnaire that only ordinary people are dependent on specific platforms, through Indirect Scaling Table, we can find that participants are significantly more inclined to use Taobao and Jingdong. This is because the advantage of Indirect Scaling Table is that it can reveal the potential preferences and real choices of the subjects through indirect comparison, instead of directly asking a specific question, the respondents may give ambiguous answers due to social expectation effects, vague expressions or not thinking deeply.

At the same time, Indirect Scaling Table forces participants to make clear decisions based on actual experience or intuition, rather than to answer an abstract question vaguely, by allowing them to choose and compare among multiple online shopping platforms. In comparison, people tend to choose the platform they use or prefer. This gives a truer picture of the platform's usage and popularity.

图表, 条形图

描述已自动生成

Fig 3 Distribution of whether participants will compare each platform before shopping

We can also see from Figure 3 that only half of people carefully compare products across platforms before making a purchase. This conclusion is the same as in Figure 2. Therefore, when analyzing participants' choice behavior, it is easy to produce different understandings and interpretations only through the more vague questions of the questionnaire. For a consumer, "dependence" may have different definitions. Some people may think that "dependence" means almost always using a certain platform, while others think that "dependence" is only occasionally choosing the same platform. At this point, a direct questionnaire may lead to a large divergence in respondents' responses (50% vs. 50%) because of their inconsistent understanding of "dependency." Therefore, by using Indirect Scaling Table to avoid fuzziness, social expectation effect and self-presentation bias in the questionnaire through actual comparison behavior, it can reveal the actual dependence of respondents on various platforms more truly and accurately.

|  |  |
| --- | --- |
|  |  |
| 1. The effect of price on participants | 1. The impact of commodity evaluation on participants |
|  |  |
| 1. The impact of free shipping on participants | 1. The influence of celebrity endorsement on participants |

Fig 4 Online shopping expert online shopping strategy analysis

As can be seen from Figure 4, online shopping experts are very sensitive to price (free shipping can also be understood as a kind of price), and at the same time, they are very concerned about the public's evaluation of the goods (it is not difficult to understand that many merchants are even willing to give customers red envelopes for good reviews). But the celebrity endorsements that merchants spend a lot of money on each year have little impact on online shopping experts.

**Conclusion**

To be a good online shopper, be rational and don't be deceived by the merchants' propaganda. The most important thing is to buy something cheap and easy to use.

Appendix

Indirect Scaling Table

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 淘宝 | 京东 | 拼多多 | 小红书 | 抖音/快手 |
| 淘宝 |  |  |  |  |  |
| 京东 |  |  |  |  |  |
| 拼多多 |  |  |  |  |  |
| 小红书 |  |  |  |  |  |
| 抖音/快手 |  |  |  |  |  |

Questionnaire

问卷调查：消费者网购行为及策略研究

前言

感谢您参与本次问卷调查。我们希望通过您的反馈，了解消费者在网购时的习惯、策略以及偏好。您的答案将帮助我们改进购物体验。本次问卷大约耗时10分钟，所有信息将严格保密，仅用于学术研究。

**第一部分：基础信息**

您的年龄是？

☐ 18-25岁

☐ 26-35岁

☐ 36-45岁

☐ 46-55岁

☐ 55岁以上

您的性别是？

☐ 男

☐ 女

☐ 其他

您已经有多少年网购经验？

☐ 0-2年

☐ 3-5年

☐ 6-10年

☐ 10年以上

**第二部分：网购专业度信息**

您每年在网购上大约花费多少钱？

☐ 少于5000元

☐ 5000-10000元

☐ 10001-20000元

☐ 20001-50000元

☐ 50000元以上

您上一次网购是什么时候？

☐ 今天

☐ 1-3天前

☐ 4-7天前

☐ 1-2周前

☐ 1个月以上

您平均每周网购多少次？

☐ 1次

☐ 2-3次

☐ 4-6次

☐ 7次以上

**第三部分：网购习惯探寻**

您是否是某个平台的会员（如淘宝88VIP、京东PLUS等）？

☐ 是

☐ 否

您是否对某一特定平台有很强的依赖（比如总是使用淘宝或京东）？

☐ 是

☐ 否

您通常会通过平台的系统推荐商品进行购买吗？

☐ 经常

☐ 偶尔

☐ 从不

您是否会进行冲动购物（看到商品突然购买而未事先计划）？

☐ 经常

☐ 偶尔

☐ 从不

在网购时，您更倾向于依赖以下哪些信息？（多选）

☐ 用户评价

☐ 商品详情

☐ 好友推荐

☐ 系统推荐

☐ 促销活动

☐ 其他（请注明）

**第四部分：网购策略探寻**

请根据以下陈述，选择最符合您看法的选项：

价格对我的购物决策有非常重要的影响。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

我通常会在多个平台之间比较价格后再做决定。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

促销和打折活动往往会促使我提前购买商品。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

我更喜欢选择那些评价数量多且评分高的商品。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

我通常信任平台的推荐商品，并基于推荐进行购买。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

如果我之前在某个店铺购买的商品体验不错，我会继续选择该店铺购物。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

我倾向于在产品详情页中寻找尽可能多的信息，以确保产品适合我。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

我通常会在购物前详细规划所需购买的商品清单。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

物流速度对我的网购决策有重要影响。

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

是否包邮对我的网购意愿影响很大

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

自己喜欢明星/主播带货会让我更加倾向购买该产品

☐ 非常同意

☐ 同意

☐ 中立

☐ 不同意

☐ 非常不同意

**第五部分：自我评估**

请简短总结一下您的网购策略。您通常是如何决定要购买什么商品的？影响您做出购物决策的关键因素是什么？

感谢您的参与！