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Topic interpretation

The topic I want to choose is what factors will affect people's online shopping behavior. The factors include age, gender, location, price, season, discount activity, and previous shopping behaviors, and the shopping behavior includes items they purchase, payment method, frequency of purchase, subscription, reviewing rating, and shipping type. The reason why I chose so many factors is that I believe many factors will affect the customer’s behavior. The study of single psychological factors has no practical value because what consumers think is always complicated.

It is research about market segment and efficiency marketing. This research is meaningful because the impact factors can help companies predict the customers’ behavior so that they can conduct efficient business activities. For example, suppose we find a significantly salable product in a specific season. In that case, the retailer can bring in these goods in large quantities during that season and not do that in other seasons to reduce inventory pressure. Moreover, pinpointing customer preferences can also help companies do more targeted marketing campaigns. Because they will know what customers want and offer it.

In short, this research is meant to improve management and marketing efficiency for online retailers.