Analysis of Brand Consumption Behavior in the New Media Environment-Content Analysis based on Online Purchase Records

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Abstract: With the growth of e-commerce, online shopping has demonstrated significant advantages. The Internet has significantly impacted the high-spending segment of the younger generation, who are now becoming the primary force in online shopping. This article analyzes the product categories, purchase frequency, and trust levels of young consumers, exploring their attitudes towards online shopping. It also offers recommendations for product sales strategies to e-commerce platforms, focusing on aspects such as page design and payment security.

Keywords: Online Shopping; Brand Consumption Behavior; New Media Environment

1. Introduction

With the growth of e-commerce, online shopping has gradually become an integral part of people's lives, subtly altering their consumption habits and thought processes. The internet has had a significant impact on young people, who are more educated and have become the most active group in online shopping. This study focuses on the online shopping behavior of young people, examining aspects such as product types, shopping frequency, and trust in online shopping [1]. By analyzing these factors, the study aims to understand the characteristics and habits of young people's online shopping, as well as to better analyze issues like website layout and payment security. This will provide accurate guidance for guiding young people's online shopping behavior, offer efficient marketing plans for online marketing companies, and provide a basis for internet regulatory bodies to formulate corresponding regulations.

2. Characteristics of Consumer Brand Consumption Behavior in the New Media Environment

2.1 Personalization of Consumer Products

As the economy improves, the flexibility of online retail in terms of time and location has given consumers more freedom to choose. More and more consumers are seeking customized products. Consumers are no longer just buying basic necessities; they now place greater emphasis on mental satisfaction. This shift in consumer awareness is driving the trend towards more widespread adoption of customized consumption methods [2].

2.2 Active Consumption Process

The rise of online shopping has made consumer behavior more subjective, driven by the complexity of modern society and people's desire for inner peace and a harmonious life. This trend has made online shopping more active, but it also makes promotional activities more challenging. Businesses should adapt to this trend by guiding consumers to make informed decisions through calm and peaceful means, allowing them to choose products that best suit their needs [3].

2.3 Rationalization of Consumption Behavior

When placing orders through online shopping platforms, consumers can make purchasing decisions in a more cautious manner. This is reflected in their shopping habits as follows: first, they engage in rational price comparisons; second, they conduct group price comparisons, meaning they carefully select items from a wide range of options; third, they actively express their preferences for products and services, moving from passive acceptance to proactive online searches based on their specific needs [4]. Even if they do not find satisfactory results, they

can still use internet platforms to proactively communicate with manufacturers or marketers, expressing their specific product requirements.

2.4 Diversification of Consumer Demand

The Internet has reduced the stability of consumer psychology, accelerated psychological changes, and provided a platform for consumers' diverse needs. This is most evident in the increased frequency of product updates and the diversification of consumer goods, allowing people to easily access the latest products from both domestic and international sources online, without being constrained by time or location [5]. It also drives consumers to demand more innovation and change, and because online shopping is more convenient, they seek greater satisfaction in their purchases. The complex emotions resulting from these experiences lead to a significant expansion in consumer demand and a wider variety of needs, which indirectly influences online sales strategies [6].

3. Factors Influencing Consumer Brand Consumption Behavior in the New Media Environment

3.1 Lifestyle and Brand Consumption Behavior

In the context of online retail, brand customer groups possess high consumption power and play a crucial role in consumer product selection and purchasing. This influence stems from the impact of consumption concepts. Consumption concepts are an integral part of personal values, serving as a standard for evaluating consumption activities and related matters, which is evident when engaging in certain activities or making purchases [7]. These consumers hold a consumerist view, believing that people should make good use of the convenience and comfort provided by modern technology throughout their lives, enjoying the pleasures of life while they are young, as these experiences will not last forever. Consequently, this consumption pattern leads them to invest significantly more money in daily life than their savings, potentially leading to overconsumption through credit cards and other means. They also tend to focus more on improving their living standards rather than being overly concerned about financial expenditures, thinking that they should seize the moment to enjoy life while they are young and do not need to worry too much about the future.

Therefore, these customers should have a strong brand awareness [8].

3.2 Brand Attitude and Brand Consumption Behavior

Compared to traditional purchasing scenarios, the Internet excels in conveying text and image information, providing consumers with brand and non-visual details. However, sensory information beyond visual, such as touch and smell, is conveyed directly on the Internet, leading consumers to rely on online product descriptions to assess quality rather than their own experiences [9]. As a result, consumers often lack sufficient product information to judge quality, relying instead on perceived brand information, which can easily lead to brand-driven decisions. Typically, consumers trust that well-known brands are of high quality. Therefore, consumers who perceive the quality of branded products as higher should have a stronger brand awareness [10].

4. Survey on Consumer Brand Consumption Behavior in the New Media Environment

4.1 Research Object

This study focuses on young people in a specific neighborhood of a city. The research method involves collecting data through questionnaires, which are categorized into two types: one for personal basic information and the other for their online shopping habits and environment. Questionnaires were distributed via email and manually to individuals. The survey was conducted in District N of the city, with 300 questionnaires issued, 288 valid responses collected, resulting in an effective response rate of 96.0%. Using SPSS 19.0, we conducted further statistical analysis of the data, primarily to analyze the correlation between their online shopping habits.

4.2 Distribution of Online Shopping Platforms

The latest survey results show that among young consumers, Taobao holds the most significant market share, followed by JD.com, Yihao Store, Vancl, Dangdang, Jumei Youpin, Amazon, and Vipshop. Notably, about 4.5% of respondents (a total of 13 people) chose other online shopping channels as their primary consumption platforms (see Table 1).

Table 1. Frequency of Consumer Use of Shopping Platforms

Name of online store	Use frequency	percentage (%)
taobao	126	42
Jingdong Mall	101	34.5
Vipshop	48	16
other	13	4.5
amount to	288	100

There are many possible reasons for this, with the most significant being threefold: Firstly, the user base is clearly defined and targeted. Taobao's primary consumer base is middle-and low-income individuals, which has made Taobao a leader in China's e-commerce industry, offering a significant market advantage over competitors who overlook this demographic, thus meeting the purchasing power needs of young consumers. Secondly, Taobao's secure and reliable payment system, along with its user-friendly interface, has helped attract more young users. The' Alipay 'feature, an independent payment tool on the Taobao platform, is known for its safety, stability, convenience, and speed, earning widespread praise from many Taobao users. Lastly, the strong brand effect of Taobao, affiliated with the world's largest e-commerce company, can also attract even more outstanding young consumers. JD.com is China's largest and most professional B2C3C online shopping platform, and it is also one of the most influential online stores in China. The site offers a wide variety of products, with competitive prices and delivery services, making it a popular choice for young consumers. However, due to factors such as brand image, payment methods, and delivery services, many young people prefer to shop on other platforms like Vipshop.

4.3 Consumer Goods Selection
The survey reveals that young people tend to choose a wide variety of products when shopping online, with clothing and bags topping the list at 30.3%. Books, electronics, cosmetics/personal care, and food are also popular choices. Additionally, over 50% of consumers opt for other types of products, representing about 10% of the total consumer base. In terms of gender, there are noticeable differences in product preferences. For instance, 71.4% of cosmetic buyers are women, while men account for 28.6%. Male consumers are more likely to choose electronic products (see Table 2). Young consumers, known for their vitality, enthusiasm, and high educational levels, value personal style and are curious about new things. They enjoy the pleasure of making their own choices and place a strong emphasis on the practicality of the products they buy, which often reflect their unique personalities.

Table 2. Types of Goods Purchased Online

class		man	woman	amount to
Clothing and bags	count	76	102	178
	Category of goods compared to (%)	42.7	57.3	one
foodstuff	count	26	46	72
	Category of goods compared to (%)	36.1	63.9	
books	count	62	38	100
	Category of goods compared to (%)	62.0	38.0	one
Beauty skin care products	count	24	60	84
	Category of goods compared to (%)	28.6	71.4	
digital product	count	90	5	95
	Category of goods compared to (%)	94.7	5.3	
other	count	9	50	59
	Category of goods compared to (%)	15.3	84.7	
amount to	count	287	301	588
	The total is (%)	48.8	51.2	100.0

4.4 Comparison of Consumer Shopping Frequency and Consumption Amount
In the era of big data, the online shopping group primarily consists of young people, a large and significant demographic. The attitudes and behaviors of young people towards online consumption significantly influence the operation and development of e-commerce platforms. Their online consumption habits play

a decisive role in their purchasing behavior. In this survey, we found that 115 individuals (39.9%) have made one or two online purchases in the past three months, while 107 individuals (37.2%) have made three to four online purchases in the same period. Additionally, 49 individuals (7.6%) make more than five online purchases per month, and 17 individuals (5.9%) have almost no online purchases in the past three months.

The average monthly spending of young online shoppers directly influences the size of the online consumer base. The largest group spends between 2,000 and 4,000 yuan per month, while those spending less than 2,000 yuan are relatively small, with only 28 individuals in this category. The group spending between 2,000 and 4,000 yuan, which makes up about half of the total, includes 137 online consumers over the past three months. For those spending more than 4,000 yuan per month, their average monthly spending has not yet peaked, but they have a high frequency of purchases. Therefore, online consumption behavior is positively correlated with the average monthly income of the consumer group.

5. Analysis of Influencing Factors of Young People's Online Shopping Behavior

5.1 Analysis of Factors Affecting Online Shopping

5.1.1 Price factors
According to the research, 67.0% of young people are accustomed to online shopping and believe that online shopping is much cheaper than buying physical goods. Online shoppers use the price information provided online to compare and identify various prices of the same product. Once they have collected a sufficient amount of price information from multiple suppliers, they purchase the products.

5.1.2 Website platform factors
E-commerce websites reflect the role and status of e-commerce platforms. As shown in Figure 1, 73.6% of young consumers choose websites that are easy to use with search engines when selecting online shopping sites. The second most popular factors are a wide range of product types (53.8%) and good store credibility (53.1%). Influenced by friends and other factors account for only 13.7% and 3.7%, respectively, indicating that consumers can quickly find products that meet their needs through online

shopping websites, which enhances their shopping satisfaction due to the convenience of search functions.
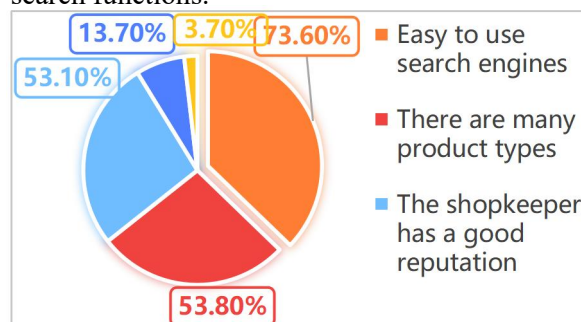

Figure 1. Consumers' Intention to Shop Online

5.1.3 Service attitude factors
When online shoppers can only view photos and images of products from sellers, the quality of customer service directly influences their purchasing decisions. In this study, 288 participants rated pre-sale customer service as 'fairly good' or 'average.' Specifically, 149 were 'very satisfied,' 67 were 'average,' 64 were 'somewhat satisfied,' and only 8 were 'unsatisfied. As shown in Figure 2.
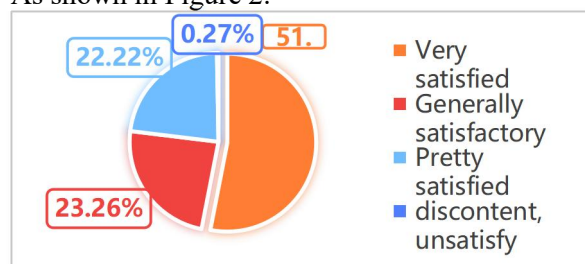

Figure 2. Analysis of Consumer Satisfaction Attitude

In terms of customer service and after-sales service, the majority of the reviews were "average" and "poor", with 153 and 54 people respectively, while 33 people rated it as "worst", and only 8 people gave it "excellent". It can be said that poor service will reduce customer loyalty and company reputation and profits. As shown in Figure 3.
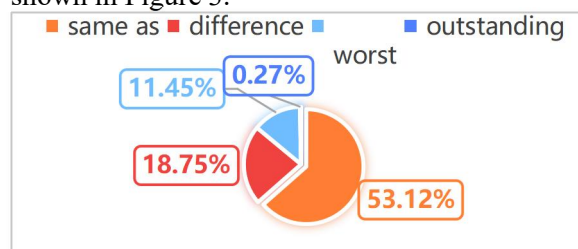

Figure 3. Consumer After-sales Satisfaction Evaluation

5.1.4 Marketing strategy factors
Businesses use online sales platforms and

physical stores to employ various promotional strategies to stimulate consumer interest in purchasing, as illustrated in Figure 4. For discounted items, young people are most likely to choose them, with 64.6% (186 individuals) choosing this option, which makes up a significant portion of all discount types. The two least popular discount methods, 'free delivery' and 'cash coupons from the mall,' were chosen by 32.0% (82 individuals) and 48% (48 individuals), respectively, with a combined 20.8%. Other options, such as registering for membership or receiving coupons, were chosen by only 8.3% of respondents. This indicates that reasonable and appropriate promotional activities significantly influence young people's online shopping behavior.

Figure 4. Consumer Online Shopping Selection Intention

5.2 Characteristics of Young People Shopping Online

In the eyes of young people, brand power is indeed a significant factor influencing their online shopping habits. Quality is a key consideration for customers when evaluating products. When unfamiliar with a product, the brand plays a crucial role in their purchasing decisions. According to our survey results, 53% of young people consider brand when shopping online, and another 100 young people sometimes take brand factors into account; 14.2% of respondents indicated that they do not consider brand when shopping online (as shown in Figure 5).

When consumers shop on online platforms, they cannot enjoy the same hands-on experience and comparison capabilities as in physical stores. Therefore, their trust in e-commerce platforms significantly influences their purchasing

decisions. As shown in Figure 6, over half of the respondents are concerned about product quality (46.2%), followed by concerns about the security of online payments (42%). Additionally, some consumers worry about after-sales service and other related matters (9.7% and 2.1%). Thus, the primary concerns for consumers are product quality and after-sales service, which account for the largest proportions.
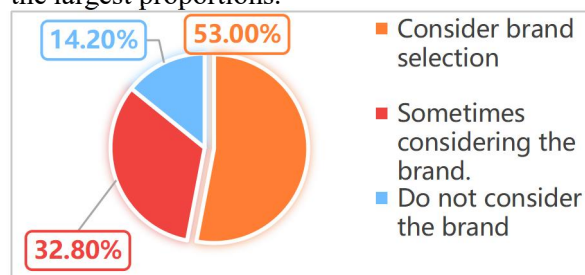

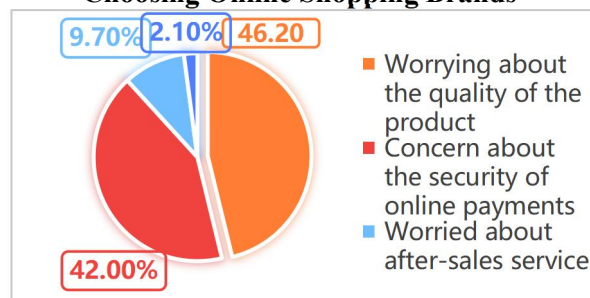**Figure 5. The Proportion of Young People Choosing Online Shopping Brands**

Figure 6. Consumer Fear Ratio

As the new generation of trendsetters, we are characterized by our pursuit and love for diversity. We enjoy following trends, experimenting, and creating, drawing nourishment from new experiences and pleasures. When we buy products, it's not just about the functionality; rather, it's about using these items to showcase our uniqueness and individuality. This shopping behavior, which sets us apart from others and differentiates us from similar products, has become a primary consumption pattern among young people in the new era.

6. Problems and Suggestions of Brand Consumption Behavior in the New Media Environment

From the above analysis, it is evident that college students' online shopping behavior is characterized by both trial purchases and in-depth purchases. Therefore, online marketing companies and stores must ensure the security and privacy of online shopping, enhance website construction to meet consumer needs, and adopt appropriate sales strategies to address consumer

concerns. The unique and efficient shopping environment of the Internet, combined with the powerful capabilities of search engines and a range of personalized services, enables consumers to enjoy worry-free shopping experiences, a wide variety of products, detailed product information, and high-quality, cost-effective products.

In the Internet era, e-commerce companies leverage their robust database search systems and convenient technical support to enhance consumers 'autonomy in product selection and purchasing. This has disrupted the traditional model where consumers were influenced by advertisements to make purchases. In the online environment, sellers' information and details are fully disclosed, placing them at a disadvantage in terms of information. Consumers can bypass ads, directly compare prices, select sellers and products, and even review other users' comments. With just a click, they can switch to another seller, which often leads to impulsive buying and reduces brand loyalty. Additionally, the analysis reveals that online merchants often lack integrity, website design, product innovation, and after-sales service quality. Therefore, to address consumer behavior, we should redesign our sales strategies, improve our platforms and after-sales service, and enhance customer satisfaction. Integrity is the foundation of business and personal conduct. In online marketing, some merchants blindly pursue maximum profit by exaggerating promotions or using substandard products, leading to user loss and greater economic losses. Only by maintaining integrity can one preserve a good reputation and ensure increased sales. On the one hand, search engines and user-friendly interfaces help users quickly find the products they need. However, certain issues on some website pages may also contribute to a decline in click-through rates. Users prefer simple search services to guide their shopping decisions. On the other hand, it is necessary to choose products. For products that are not suitable for online sales, enterprises should adopt diversified promotion measures to attract consumers' attention and try their best to find the purchasing potential of old customers.

7. Conclusion

Through the previous analysis, we can know that teenagers' online shopping business often has practical purchase and in-depth purchase, so online merchants and e-commerce should carry out targeted marketing in terms of online shopping security, privacy protection, functional design and other aspects.

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