

Exploring the Elements of Shopping Platforms to Satisfy Consumer Needs: Based on the Enhanced Consumer Service Perspective

Yaqi Zeng

Cuiyuan High School, Guangdong,
China

Corresponding author:
zyq52011267i@outlook.com

Abstract:

With the development of the platform economy shopping platforms came into being, they played an important role in China's economic development, but also changed the previous way of consumption. More and more people step into the shopping platform through online channels, so the consumer base of the shopping platform continues to grow, but this rapid development process has also exposed a lot of problems, such as online fraud, the quality of goods not guaranteed, and so on. For this reason, this paper mainly focuses on how shopping platforms can satisfy consumers' needs based on the consumer service perspective. By investigating the existing consumer service measures of large-scale e-commerce companies and consumers' current views on the problems of e-commerce companies, it is possible to propose measures to satisfy the needs of consumers in a targeted manner. The results of the study show that the most controversial aspect of shopping platforms currently disputed by consumers is the quality of the goods selling counterfeit goods and inadequate consumer services. At the same time, some large e-commerce companies have also introduced the phenomenon of platform rules, the use of more coercive means of constraints on the integrity of the business and improving customer service speed and return processing speed to improve consumer access. Finally, to develop better, shopping platforms should focus on the needs of the top five consumers and create an honest business environment to grasp the needs of consumers so that consumers have a good consumer experience.

Keywords: Shopping platform; consumer demand; consumer services.

1. Introduction

Consumer demand is an important key to marketing, but also the driving force of the dynamic changes in the market, with the social development and economic progress, consumer demand also plays an increasingly important role, they often assume the main factors in the development of the enterprise pioneering [1]. But at the same time to grasp the consumer, to meet the needs of consumers for the enterprise business is also critical. Consumer demand to meet the path is often reflected in the quality of consumer services, service quality directly affects the consumer value judgement also affects the consumer's confidence in consumption. But even though consumer services are so important to consumer demand, much of the current research is inadequate for this [2]. At present, most scholars mainly split the study of consumer demand and consumer services, for example, the strategy of consumer services in the national unified market or the study of consumer demand in different directions [3].

Whereas consumer services embody an indispensable importance on shopping platforms. In the era of digital economic development of high-quality consumer services prompted consumers to choose to spend on the network to buy, convenient to open up the distance to limit the purchase of the factors also help the shopping platform into the lives of more people, replacing the traditional brick-and-mortar shops to become a new mode of development. Shopping platforms include consumer platforms such as Taobao, Jingdong, Pinduoduo, and so on. Their consumer services tend to take place before, during and after the sale. However, in recent years, many newscasts have reported negative information about the consumer services of shopping platforms, including the sale of counterfeit goods, inaction in after-sales handling and repeated forced refunds by shopping platforms. All this negative news has led to a decline in consumer loyalty to

shopping platforms, unmet consumer needs and threats to consumer interests. For this reason, strengthening the quality of consumer services is a top priority for shopping platforms. This paper focuses on the study of shopping platforms how to strengthen consumer services to meet consumer demand, using the literature analysis method to find and read relevant information and literature and case study method to analysis and extract for specific research objects. The strength of this approach is that it makes the study comprehensive, objective and targeted, making it more scientific and conducive to the conduct of the study. The ultimate goal of this investigation is to guide shopping platforms to do a good job of effective service quality to better bridge the supply side and demand side, by observing the corresponding solution measures of the relevant e-commerce platforms, as well as suggestions for consumer demand.

2. Analysis of the Current Situation

In 1995, China's first B2B e-commerce platform – 'China E-Mall' was officially established. In the following period of time, e-commerce platforms began to gradually emerge, including Taobao, Jingdong Mall, Suning Yihao-dian and other famous e-commerce platforms. Under the development of the trend of the times, more and more users as well as consumers have appeared on our shopping e-commerce platform. According to Figure 1 (this figure is the statistics of China Business Intelligence Network sourced from China Academy of Industrial Research), it can be observed that since 2022-2023 China's shopping users have been rising close to 1 billion people, up 69.67 million from December 2022. At the same time, the overall trend of the usage rate is growing and will be close to 85% by 2023, which shows that the penetration rate of online shopping in China is very high, and online shopping is basically integrated into every household.

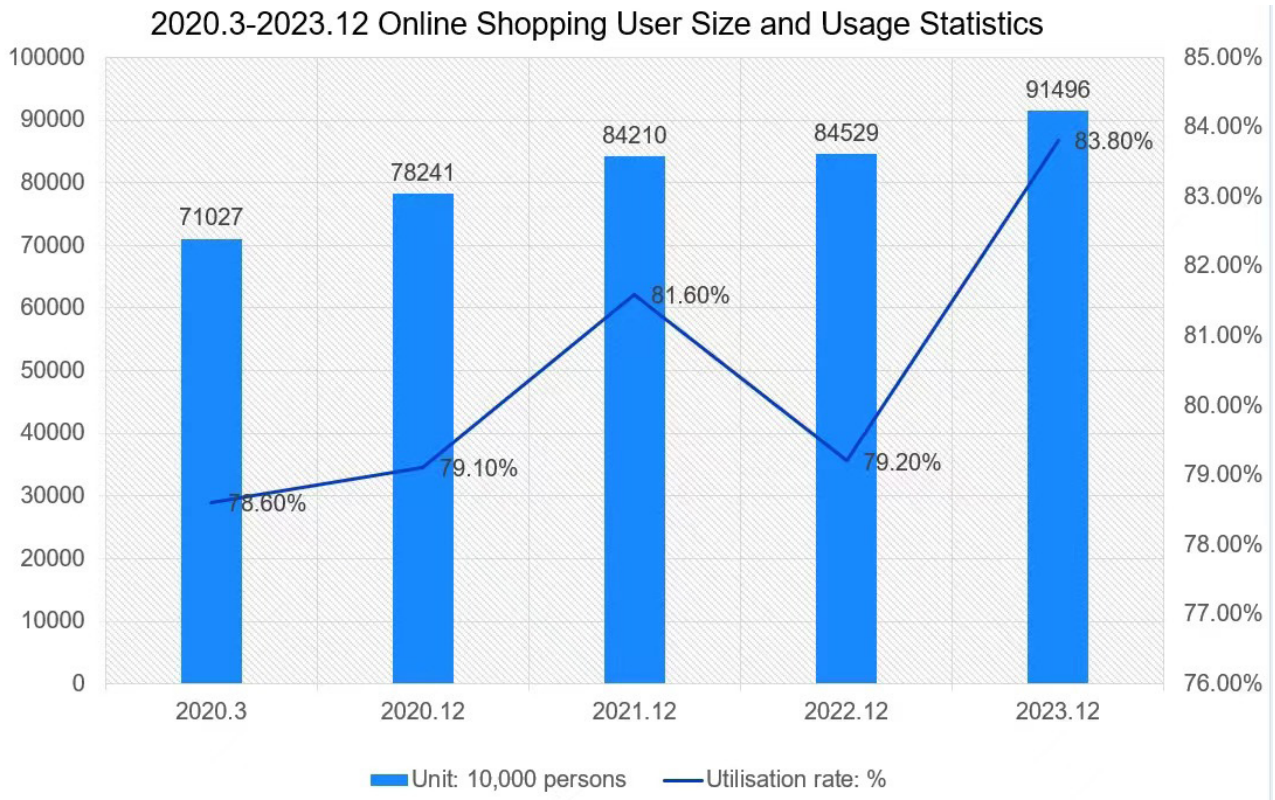


Fig. 1 2023.3-2023.12 Online shopping user size and usage statistics

With the concentration of new power sources in the country since 2024, e-tailing has played a significant role in driving steady growth in consumption. Many online platforms have seized the opportunity at the windfall to effectively market their goods and drive consumption upwards. The subsequent development of the 'Belt and Road' has also accelerated our internationalization process. This makes the channels of China's online platform further cross the regional obstacles, on the one hand, providing services for people around the world, and on the other hand, helping to enhance the international competitiveness and influence of China's e-tailing industry [4]. Then in

the face of such a large user group, shopping platforms to do a good job of consumer services is the most important thing.

In recent years, on top of such a large consumer base of shopping platforms consumer services are also inevitably many problems. Currently, in the analysis of complaints received by national consumer association organizations in 2022 released by the China Consumers' Association (CCA), consumer complaints about internet services are at the forefront of service complaints, accounting for 31.54% of the total.

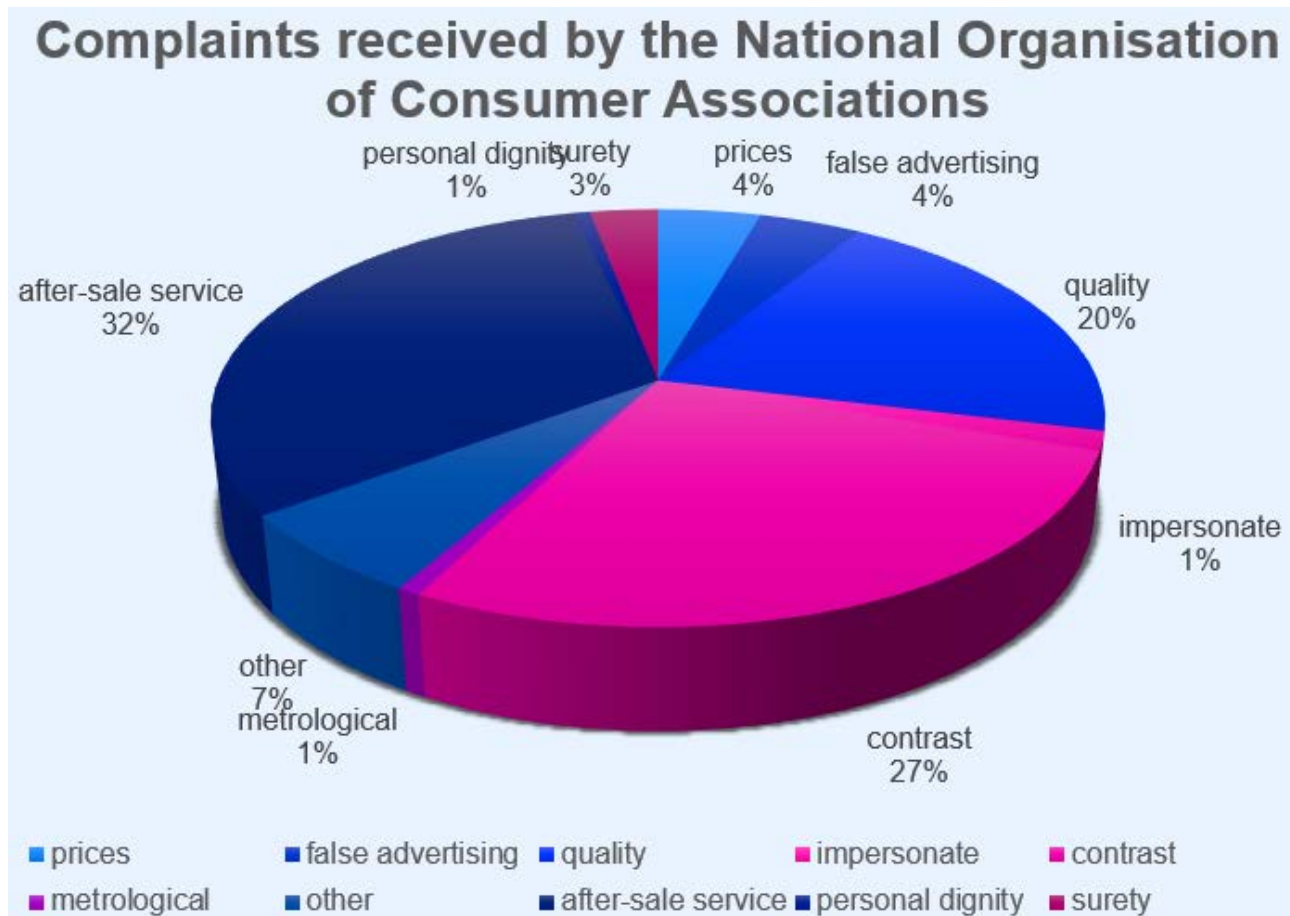


Fig. 2 Complaints received by national consumer association organizations

According to Figure 2 (from the public data released by China Consumers' Association), after-sales service problems accounted for a great proportion of the total number of complaints 31.54 per cent. Among the reasons for this refinement is the lack of integrity on the part of the service provider, which is an important factor hindering the growth of consumer services. Therefore, according to the statistics, it is not difficult to see that after-sales service problems are the top priority in shopping, and it is also a difficult point that shopping platforms need to solve firstly [5].

At the same time, which is more common for after-sales service is refused or in the 'double 11' period in the case of the lowest price guarantee but once again adjusted downward, and consumers for the price guarantee was rejected. In the face of such a situation, the State Administration of Market Supervision issued Supervision and Administration of Network Transactions clearly 'network transaction supervision, adhere to the encouragement of innovation, inclusive and prudent, strictly abide by the bottom line, online and offline integration of supervision principles'. It proposes to 'promote the improvement of a multi-participation, effective synergy, standardized and

orderly system for the governance of the online trading market, and makes clear provisions on key issues such as the registration of online business entities, the supervision of new businesses, the main responsibility of platform operators, the protection of consumer rights and interests, and the protection of personal information'. Playing a leading and guiding role for shopping platforms, through the government's tangible hands to help the market to create a more equal and open platform, and to this end, also with strong means to ensure that the needs of consumers. For shopping platforms, the current leading giants Taobao, Jingdong, Pinduoduo, etc. have changed the previous model of consumer services and enhanced the requirements of consumer services. Taobao, for example, signed a consumer protection agreement and added a refund-only regulation in 2023, a regulation that severely cracks down on unscrupulous merchants and those with poor quality service products and protects consumer rights. It also provides case support for different shopping platforms to provide effective and feasible solutions for the enhancement of consumer services.

3. Analysis of Consumer Service Measures

3.1 Taobao platform

At the end of 2010, Taobao introduced the *Taobao Rules* for new sellers, a total of ninety-three rules, including targeted rules such as *the Taobao Platform Shop Class Goods Dispute Handling Specification*. One of the most direct consumer needs is ‘quality issues, allocation of the burden of proof in the case of counterfeit goods and disputes’. The section is a total of eight articles, in the after-sales service if the buyer for the seller raised doubts about the authenticity of the goods, according to the *Taobao rules* sellers should provide manufacturers of distribution vouchers, customs declaration documents and other proof of the origin of the goods, which largely protects the consumer’s right to consume.

While consumers choose to purchase goods, to ensure a better consumer experience, the Taobao platform displays each merchant’s sales, merchant location, and public review information. These initiatives provide consumers with a good consumer service, and consumers are free to ask buyers who have purchased the product on the platform to make their own consumer choices. And on the homepage, Taobao website will be based on the frequency of the goods searched by the user, the keywords searched and the product keywords to match, and then through the label matching, intelligent algorithms to determine whether the pushed products are matched with the customer’s labels, and finally through the rules of competitive ranking among the babies to decide the order of the product display, and the babies will be displayed to the consumers [6]. Targeted for the user to personalize the commodity push, so that the user has a good consumer service experience can be more quickly choose the goods they want to buy, on the other hand, such personalized push also greatly increased the number of consumers shopping, enhance the shopping platform corresponding consumer earnings.

3.2 Pinduoduo

Pinduoduo is an e-commerce platform that primarily targets the lower market, with a customer base that focuses on relatively lower-income people. These users have a high demand for commodities such as daily necessities, vegetables and fruits, and have a relatively low income level, so they are more price-sensitive and pay attention to discounts and low-priced commodities [7]. In addition the shopping platform is characterized by the simplicity and clarity of its homepage and the biggest advantage of Pinduoduo over other platforms is that the price displayed for

an item is always the lowest price. Pinduoduo focuses on the advantage of price, eliminating the complex and cumbersome intermediate links through the C2M model, and directly connecting consumers with manufacturing enterprises in order to achieve savings on the intermediate cost of the product, which makes Pinduoduo attract some users who prefer cheaper prices for goods [7]. However, the cheaper goods are often unsatisfactory in terms of quality, and Pinduoduo has not given good measures against such problems for the time being. The current problem of Pinduoduo is mainly the user’s distrust of the website, how to strengthen the consumer services and other strategies to enhance the consumer’s loyalty and stickiness to the platform has also become a problem that needs to be solved [8]. Pinduoduo also has its own platform policy, *Pinduoduo Privacy Policy* was last updated on 22 August 2023, its content shows that for personalised needs, the platform will collect log information including users’ search history, browsing history, collection history, and concern relationship, which makes consumers understand the basic operation means of the shopping platform, and the right to know is guaranteed. The most important point about the transaction and after-sales, Pinduoduo has more detailed order information, which includes the order number, the time of placing the order and the use of preferential benefits, etc., and secondly, the platform’s after-sales service is also very convenient, as long as the consumer has a need for the goods or the problem has not been resolved need to refund the application, Pinduoduo are to carry out a second refund. Moreover, Poundland also has the measure of first use and then pay, which greatly protects the interests of consumers themselves to protect the safety of consumer consumption and meet the needs of consumers.

4. Discussion

Whether it is a traditional brick-and-mortar shop or today’s online shopping platform, merchants should increase the implementation of consumer services, strengthen the disadvantages in this area to make up for the shortcomings, to promote the user and the e-commerce platform between the consumption of viscosity and loyalty, through the supply side and the demand side of the connection between. This study believes that the leap in the quality of consumer services must be built on consumer demand. As the socio-economic base of society continues to develop, the superstructure of human society is also constantly transformed and upgraded. For consumer demand, in this context, consumer demand in the satisfaction of the consumer is also being created, the consumer structure from low-level to high-level development, consumers

not only pay attention to the content of consumption but also strengthen the requirements for the quality of consumption [9]. Therefore, on this basis, the five needs of consumers are particularly important, but also e-commerce platforms to improve consumer services to promote the development of the platform entry point. Consumers' five major demands include product demand, service demand, experience demand, value demand and emotional demand, all of which encapsulate the most simple expectations of consumers for shopping platforms and are also the inevitable concerns of shopping platforms when promoting trust with users. First of all, for the product demand for quality assurance, functional demand, innovative demand is the breakdown of product demand, but also an important consumer choice of goods judgement mark. Many consumers value the experience brought by the function of the product and whether the product can match its own price, so the shopping platform should pay attention to the quality of the goods of the merchant whether it has a security guarantee to require the shopkeeper to sell the goods value for money cannot be empty of its name. Secondly, to improve the quality of service is also a key move to strengthen the consumer service, consumer demand for services is the most direct interface with the shopping platform, from the consumer to enter the shopping platform interface, the shopping platform recommended goods, preferential push can affect the consumer's demand for services. Consumers in the purchase of goods at the same time is also to buy services, even the Chinese people's forum have discussed the transformation of today's society people from buying goods to buy services. Therefore, the shopping platform should improve the service of the platform, from the most direct customer service, accelerate the speed of customer service, the face of universal problems to provide artificial intelligence services and consumer precision marketing and give personalized recommendations. The third point from the experience needs, shopping platform and physical shops, compared with the shopping platform is difficult to create a good experience atmosphere on the network, solidified e-commerce environment is difficult to have a physical shop under the artificial flexibility. Therefore, shopping platforms can provide consumers with an experiential atmosphere from the perspective of webcasting as well as customized services, and the perceived value of consumers determines their impression of the product, which also affects their willingness to buy [10]. The development of webcasting provides consumers with a more personalized shopping experience, consumers can real-time intuitive understanding of product information, young people are gradually losing interest in the daily homogeneity of the product, and tend to be unique and customized products [11, 12]. Finally, in the value of

demand and emotional demand, some consumers' views are relatively opposing, favouring the value of demand for users to pay more attention to the goods of the goods at a good price, the goods do not have a special emotional attachment just unilateral pragmatism, but in the emotional aspects of the user's shopping platform needs to pay attention to the construction of the goods and the user's heart docking, such as in the specific holiday period to introduce the relevant activities of the policy Hook up the consumer for the brand's emotional attachment and from the total access to benefits, in this regard, consumer services mainly first identify the value of the consumer's needs and then divided into categories of goods provided to consumers, purposeful and targeted.

5. Conclusion

The results of this study is to enhance the quality of consumer services from the means of the five major consumer demand to start, grasp consumer demand through a series of services to enhance consumer loyalty to the platform, which further concludes that the shopping platform is mainly facing the needs of consumers on the quality of goods, quality of service, the quality of the experience, etc. to start to the shopping environment on the network to create a friendly, convenient and purposeful shopping experience; This study provides a lot of valuable references for future research in this direction, which mainly affects the strategy of shopping platforms in enhancing consumer service measures, and future research should focus more on the practical way of service in the environment of increasing similarity of commodities, and how to attract consumers through the direction of differentiated consumer services for in-depth investigation.

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