E-Commerce Platform of Online Shopping Consumers

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Abstract: *Over the recent years, a multitude of e-commerce platforms have appeared, with Amazon and eBay dominating in the global market, while Tmall and JD.com lead the Chinese market with Pinduoduo and Taobao targeting the low-end consumer segment. Competing for a portion of the online shopping market is relatively easier for most companies. However, due to the high similarity among these platforms, users with specific shopping needs may struggle in finding the right one. Each platform also exhibits varying user loyalty towards different products. Hence, comprehending user preferences and motives behind their platform choice becomes crucial for enhancing marketing strategies.By utilizing big data analytics, companies can tailor their product recommendations and pricing strategies to different user segments more accurately. This study focuses on four prominent e-commerce platforms - JD, Taobao, Pinduoduo, and Tmall, to understand consumer behavior patterns and underlying reasons. Despite having unique review systems, the impact of reviews and comments on sales varies across platforms. Positive reviews and high total reviews significantly boost sales, while negative feedback negatively affects sales performance. Through this research, the goal is to evaluate the marketing effectiveness of these platforms among different consumer demographics, particularly examining the factors influencing their choices. According to the findings, consumers exhibit distinct preferences based on the product category. For instance, they lean towards JD.com for electronics purchases and opt for Taobao or Pinduoduo for affordable daily essentials. Furthermore, consumer segmentation based on age and gender plays a role in determining platform selection.*

Keywords: E-commerce, Online business, marketing plan, shopper division, gathering of feedback from customers, business evaluation.

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