

# Study of Influence on E-commerce B2C Marketing Strategy on Sichuan Consumers' Intention to Purchase Local Specialties

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**Abstract:** B2C stands for “Business to Consumer.” This type of marketing involves strategies to promote products and services directly to target consumers. The products and services sold are generally those ordinary customers use in their daily lives and meet urgent needs. The way of purchasing local specialties needs a different emotional response for a quick purchase decision. The aims of this research study are based on three objectives: to analyze the influence on Sichuan consumers' willingness to buy local specialties before and after the implementation of the e-commerce B2C marketing strategy; to explore the influencing mechanism between the following groups of factors: what is the relationship between satisfaction and purchase intention; to make feasible suggestions on how the B2C e-commerce marketing strategy of native products can provide better services for the needs of the consumers.

**Keywords:** E-Commerce; B2C Marketing Strategy; Local Specialties

## 1. Introduction

With the rapid development of society and the improvement of people's living standards, many people have begun to pay attention to health preservation and pursue original ecological, green, and healthy products. Industry insight research “China's local specialty industry market in-depth research” pointed out: Today, environmental protection is the theme of today's era, and local specialty products are in line with this theme. Native products are agricultural and forestry products or processed products of excellent quality. Whether raw materials or finished products, their quality is superior or distinctive compared with similar products. Today, with the implementation of the e-commerce B2C marketing strategy, the problem of transportation and storage of local specialties has been solved, the sales channels of local specialties have been opened, and local specialties have entered the mass market and are consumed and loved by more people.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

In a theoretical sense, most of the current academic research focuses on the influence mechanism of B2C e-commerce marketing strategies for clothing, jewelry, cosmetics, luxury goods, daily necessities, and other commodities on consumers' purchase intention. The research on specialty products is even more lacking, and there are some studies on the development of e-commerce of local specialty products. It mentioned the industrial chain and operation mode of e-commerce of native products but did not conduct further detailed research. In selecting research models, most kinds of literature are based on TAM, TPB, and other models to research user willingness and behavior. This paper takes Sichuan native product consumers as the research object, integrates the theory of expectation confirmation, perceived value theory, and consumer behavior theory, and explores the influence mechanism of e-commerce B2C marketing strategy on Sichuan consumers' willingness to buy native products from multiple dimensions.

### 2.2 Practical meaning and value

In terms of theoretical value, based on the classic literature at home and abroad, this study uses the Expectation Confirmation Theory Model (ECM) as the perspective to analyze the influence mechanism of e-commerce B2C marketing strategies on Sichuan consumers' willingness to buy local specialties and to construct a fully revealing mechanism. The model of the influence mechanism of the e-commerce B2C marketing strategy on the purchase intention of Sichuan consumers' native products is helpful to the relevant literature on the consumers' purchase intention of native products and enriches and enriches the existing theories of consumption intention.

## 3. Understanding the Influencing Factors on E-commerce B2C Marketing Strategy on Sichuan Consumers' Intention to Purchase Local Specialties

### 3.1 Marketing mix strategies

Xu: et al. (2020)<sup>[1]</sup> defined the consumer group as undergoing tremendous changes, and the post-90s and post-50s have gradually become new consumption engines. On the one hand, with the continuous rise of per capita online consumption, the post-90s generation, as an emerging force in online consumption, has become an important driving force for consumption upgrades in the Internet era.

### 3.2 Innovation as a new driver of the development

Moreau (2020)<sup>[2]</sup> explored those sellers with no brand-building awareness who imitate each other in function, appearance design, and even marketing methods. This homogenization of some hot-selling products with large profit margins is particularly serious. This phenomenon is one of the reasons for consumers' aesthetic fatigue and reduced shopping interest, which indirectly reduces the conversion rate of platform traffic. On the other hand, in recent years, more and more B2C e-commerce platforms have pursued

the development of a “big and comprehensive” comprehensive model, and the differentiation advantage between platforms is not apparent, resulting in frequent low-price wars to focus. The new consumption environment puts forward new requirements for the business model and platform product innovation of B2C e-commerce platforms.

### **3.3 Diversified consumption scenarios**

Verhoef: et al. (2015)<sup>[3]</sup> suggested with the in-depth development of mobile channels and the rise of mass media, multi-channel retailing has transformed into omnichannel retailing, and consumption scenarios have been continuously upgraded. In the multi-channel retail environment, consumers can choose offline stores, online shopping websites, and other independent channels for shopping, and there are barriers between channels and between media and channels.

### **3.4 Marketing strategy of B2C E-Commerce platform in the new consumption environment**

Zeng; & Fan. (2019)<sup>[4]</sup> defined new consumption as profoundly reconstructed people and things and fields and drove unprecedented digital business transformation. According to the “new consumption” environment, more opportunities emerge, but at the same time, the consumer market faced by B2C e-commerce platforms is more unpredictable and uncertain.

## **4. The Conceptual Framework for the Research Study**

First Shan (2017)<sup>[5]</sup> determined the focus of the B2C e-commerce platform is divided into three steps: market segmentation, target market selection, and market positioning. First, research market segments, which is very important for companies to determine the direction of their marketing activities. B2C e-commerce platforms naturally have the advantage of customer data resources, classified and integrated according to specific standards (such as geography, basic consumer information, consumer behavior, psychology, etc.) through big data technology to form multiple market sectors.

Second Based on a clear strategy, if B2C e-commerce platforms want to expand their market share, they must enhance their competitiveness through differentiation, which requires coordination of marketing mix and sales. First, create differentiation. The differentiated development of B2C e-commerce platforms is bound to return to the essence of retail.

## **5. The Countermeasures for the Influencing Factors on E-commerce B2C Marketing Strategy on Sichuan Consumers’ Intention to Purchase Local Specialties**

### **5.1 Buying intention**

Purchase intent, also known as purchase intent, is the probability that a consumer is away from completing a purchase of a product or service from a company. Professionals in marketing or sales teams use purchase intent to target specific prospects to generate higher conversion rates.

### **5.2 Customer satisfaction**

Customer satisfaction is defined as how satisfied customers are with a company’s products, services, and capabilities.

### **5.3 Perceived value**

In marketing terms, perceived value is a customer’s evaluation of a product or service’s merits and ability to meet their needs and expectations, especially compared to its peers.

## **6. Conclusion**

Consumers’ use motivation and use behavior on e-commerce platforms mostly focus on the use needs, motivations, and behaviors of consumers of clothing and jewelry, cosmetics, luxury goods, daily necessities, etc. The research is relatively concentrated, and the scope is relatively narrow. Few studies focus on the development of local specialty e-commerce, such as the e-commerce model or the impact of the B2C e-commerce model of local specialty products on the sales of local specialty products from the perspective of the commercial industry chain and operation. There are few studies on the influence mechanism of business B2C marketing strategies on consumers’ willingness to purchase native products. However, in the pursuit of a healthy ecology, native products, as ecologically healthy products, have also developed rapidly through the B2C e-commerce model. Their long-term development is closely related to consumers’ willingness to buy, and a high consumer’s willingness to accept is the guarantee of consumer loyalty. Consumer loyalty is the lifeblood of the corporate economy.

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