ANALYSIS OF ONLINE AND OFFLINE PURCHASING DECISIONS OF DAILY NECESSITIES BY CONSUMERS IN WUHAN CITY

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ABSTRACT

This research aims to (1) study the differences between online and offline consumers in Wuhan, (2) study factors affecting online and offline customer experiences, and (3) study the relationship. of customer experience on relationship quality and behavioral willingness in Wuhan.

This research is quantitative research. The population is consumers in Wuhan city. The exact number is unknown. The sample group consisted of 415 consumers in Wuhan city, determined by purposive sampling. The instrument used to collect data was a questionnaire. Statistics used for analysis Descriptive statistics Pearson correlation coefficient analysis Multivariate regression analysis

Major Findings: (1) Customer experience relationship quality and the level of awareness of behavioral intentions of different groups of customers have different personal characteristics. Significant at the 0.05 level (2) Factors affecting online and offline customer experiences Statistically significant at the 0.05 level is relationship satisfaction. Relational trust and trust in the relationship, and (3) to study the relationship of customer experience with relationship quality and behavioral willingness. It was found that the relationship of customer experience has a positive relationship with relationship quality and willingness to behave. willingness of behavior Statistically significant at the 0.05 level.

Keywords: Customer experience; Relationship quality; Purchasing decision

Research Background

According to the statistical analysis of the Statistical Report on Internet Development in China, as of December 2017, the number of Internet users in China

reached 772 million, with a penetration rate of 55.8%. The Internet business model is constantly innovating, the integration of online and offline services is accelerated, and public services are accelerated online, which has become the driving force for the growth of Internet users. The development of China's Internet has roughly gone through two stages. From 1995 to 2013, the Internet entered China. As a new industry, from the initial information dissemination function to the fields of games, entertainment and social interaction, the Internet coexisted with the real economy at this time. However, due to the intersection of related fields, the competition for market share and the subversion of the Internet as a new thing, the contradiction between the Internet and the real economy has become increasingly acute and complex. After 2013, the development of the Internet has entered the second stage, the so-called "Internet plus" era. With the continuous maturity of 4G technology, the development of mobile Internet and the widespread application of smart phones, the development of mobile Internet has broken through the restrictions of time, space, online and offline, and the boundaries between industries have become increasingly blurred. At this stage, more cross-border integration and industry subversion appear more and more in our daily life, such as the integration of Internet and traditional catering industry.

With the emergence of shared take-out platforms such as Meituan Takeaway and Hungry, the integration of Internet and traditional online car industry, the emergence of shared online car platforms such as Didi and Uber, and the integration of Internet and traditional bicycle industry, bike-sharing platforms such as ofo and Mobike, which are hot this year, have emerged. The Internet has entered the "homes of ordinary people" from the peak of luxury goods, and its integration with other industries has increasingly constituted the infrastructure of today's social development. Since the second half of 2013, the Internet has moved from the one-way channel of independent development to the online and offline business model of integration with the real economy. The emergence of this trend has its deep-seated reasons. On the one hand, after nearly 20 years of development, the pure Internet dividend has gradually declined, and Internet Wuhan enterprises have expanded to a broader offline industry and sought greater development space; On

the other hand, with the in-depth development of the Internet, its own drawbacks have become increasingly apparent, such as the lack of customer experience and stifling the unique shopping experience, which all urge the Internet Wuhan enterprises to extend to the real economy, that is, offline. In real cases, Wuhan enterprises such as Alibaba, JD.COM, Suning and Xiaomi have also achieved great success in the integration of online shopping and offline experience, which also proves in practice that the integration of online and offline development is an inevitable trend of future business development.

From the perspective of offline entity Wuhan enterprises, due to their long history of development, traditional Wuhan enterprises can learn from the previous development path of Wuhan enterprises in the process of development and growth, and Wuhan enterprises can also seek solutions from historical experience when encountering development crises. However, as a new thing, the Internet is subversive, innovative and integrated. On the one hand, Wuhan enterprises, as traditional entities, encounter difficulties in their development, with limited development paths and squeezed profit margins. On the other hand, consumer groups pursue changes in consumption habits such as convenience, speed and safety, which promote the transformation and upgrading of entity Wuhan enterprises. Therefore, it is an inevitable trend for offline Wuhan enterprises to expand online.
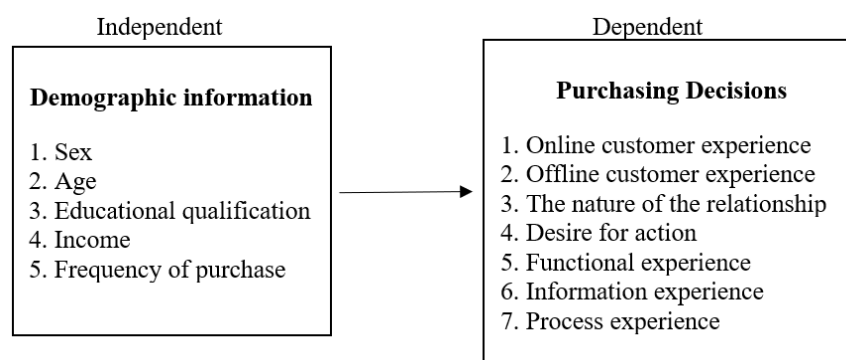
Therefore, under the background of the experience economy era and the deep development stage of the Internet, both challenges and opportunities will coexist under the online transformation front of Wuhan enterprises and the online spread of Wuhan enterprises with traditional daily necessities retail. The investigation of industry status shows that more and more Wuhan enterprises begin to lay out and expand their business online and offline, and pay more and more attention to customer experience in terms of enterprise development strategy. However, problems such as single experience channel, lack of new ideas and lack of customer pleasure are still outstanding. In addition, there is a lack of in-depth exploration and research in marketing related to customer experience. Therefore, this paper intends to summarize the influencing factors of offline daily necessities retail entity Wuhan Enterprise and online e-commerce platform on customer experience, discuss the

influencing mechanism and difference comparison of customer online and offline experience on relationship quality and behavior willingness, and verify the intermediary role of relationship quality on customer experience and behavior willingness. I hope it can be used for reference in online e-commerce platform, customer experience and relationship marketing of offline entity Wuhan enterprises.

Research Objective

1. To study the differences between online and offline consumers in Wuhan

2. To study factors affecting online and offline customer experiences in Wuhan.

3. Study the relationship. of customer experience on relationship quality and behavioral willingness in Wuhan.

Research Framework

Independent   Dependent

Demographic information

1. Sex
2. Age
3. Educational qualification
4. Income
5. Frequency of purchase

Purchasing Decisions

1. Online customer experience
2. Offline customer experience
3. The nature of the relationship
4. Desire for action
5. Functional experience
6. Information experience
7. Process experience

Picture 1.1 Framework

Research Model

Study Online and offline purchase decisions of daily necessities by consumers in Wuhan city. It is a study of quantitative research.

Population and Sample

The population used in this study is the population of Wuhan City, the capital of Hubei Province, of approximately 8,851,000 people.

sample group Used in the research is the population of Wuhan City, the capital of Hubei Province, approximately 8,851,000 people. The sample size was determined by using the Taro Yamane formula by the sampling method. It was a

random sampling of 396 people, And for the accuracy and completeness of the data, the researcher set a sample size of 450 people to allow for error in answering the questionnaire.

Research Tools

In this study, the tool used to collect data was a questionnaire consisting of two parts. The first part is about gender, age, educational background, and monthly income. mainly the frequency of shopping, etc. The second part mainly explores the respondents' personal experiences in online and offline shopping in the past.

The preliminary surveys are mainly distributed via WeChat, Weibo, QQ, email, and instant messaging. In this preliminary test, a total of 150 surveys were published, and the validity of the survey was 135, with an effective recovery rate of 90%. We used 0 to test the reliability of the data, and this text used Cronbach's α to test the reliability of the corrected total correlation. So we need to fill in two points that are less than three at the same time.

One of the results of our online customer experience.Online customer experience includes four dimensions of function, information, emotion, and process experience, and the initial survey questions are all 12 items. According to the results in the above table, Cronbach's α coefficient is 0.943. Two criteria for deleting problem items are compared: first, the initial CITC value of each problem item is greater than 0.3; Second, deleting any problem item will lead to the decline of the whole Cronbach's a value, which does not meet the deletion conditions of problem items. Therefore, all 10 problem items in the initial questionnaire of online customer experience enter the formal questionnaire.

The researcher used the questionnaire created for this research. Going to test the accuracy and confidence as follows.

1. Study related documents and research.

2. Create questions in the questionnaire regarding factors affecting the decision to purchase jewelry in Don Tum District. Nakhon Pathom Province

3. The questionnaire was given to 3 experts to check for content validity (Content Validity), content coverage and language accuracy, and the evaluation results were verified. Therefore, it was taken to check for quality and content accuracy (IOC: Index of Item Objective Congruence).

And in this study, the tool used to collect data was a questionnaire consisting of two parts. The first part is about gender, age, educational background, and monthly income. The second part mainly explores respondents' personal experiences in online and offline shopping in the past. In this paper, a total of 450 questionnaires were collected, excluding unreasonable questionnaires and Incorrect, i.e. perfectly consistent options. Irrational before and after and random data entry The remaining 415 valid questionnaires were completed, with a passing rate of 92.2% sample.

The statistics used in data analysis

In this study the researcher uses statistics to analyze the data as follows. The data obtained from the questionnaires were processed by computer using ready-made statistical programs. Contains descriptive statistics Analysis of the Pearson Correlation Coefficient (Pearson Correlation) Test the degree of relationship and direction between the independent and dependent variables. Using the SPSS program to calculate values using the Pearson Correlation method at the significance level of .05 and Multivariate regression analysis, after that Verification of Media Effect was performed.

Research Results

Comparison of demographic differences between online and offline

In terms of gender, there are significant differences in shopping experience, relationship quality and behavior willingness between online and offline customers. Customers of different genders will show different psychological feelings and behavior wishes when experiencing the products and services of Wuhan enterprises. Therefore, Wuhan enterprises should design experience items according to the genders of different target customers, adopt different strategies to maintain the

relationship with customers, maintain customers' awareness and trust, and arouse customers' willingness to buy and recommend.

From the age point of view, there are obvious differences in online customers' repurchase willingness, which is mainly manifested in the fact that customers aged 26-30 are more willing to repurchase than those aged 18-25. The possible reasons are that customers between 18-25 have strong interest and desire to try new things, and customers between 26-30 have certain brand perception and quality requirements for products or services, and have a certain degree of brand loyalty. Therefore, online Wuhan enterprises should pay attention to the consumption needs of such customers in the design and maintenance of relationship marketing. As far as educational background is concerned, there is no significant difference between online and offline customers in shopping experience, relationship quality and behavior willingness.

As far as disposable income is concerned, there is a big difference between online and offline customers. Among online customers, customers with higher disposable income level have obvious functional experience, information experience and repurchase willingness, while customers with lower disposable income are more obvious. For offline customers, this difference is not obvious. Therefore, online Wuhan enterprises should select customers with higher disposable income level in collecting customer information from big data, and carry out accurate targeted marketing and experience activity design.

As far as shopping frequency is concerned, there is no significant difference in shopping experience, relationship quality and behavior willingness of online customers. However, offline customers' environmental experience, perceived value experience, awareness, trust, repurchase willingness and recommendation willingness are all affected by customers' shopping frequency. Generally speaking, the higher customers' shopping frequency, the stronger customers' experiential perception, satisfaction trust, repurchase willingness and recommendation willingness to Wuhan enterprises. Therefore, offline Wuhan enterprises should adopt various ways in their daily operations to increase contact and communication with customers, promote

customers' experience in stores, enhance customers' satisfaction and trust, and stimulate customers' reputation and recommendation enthusiasm.

Customer Experience Relationship Quality Research Comparison of the influence of online and offline customer experience on relationship quality. From the correlation analysis and regression analysis of online and offline customer experience on relationship quality, this paper draws a relatively consistent conclusion, that is, customer experience can significantly and positively affect relationship quality. This proves that in the era of experience economy, customer participation and experience demand are the core elements to satisfy customer satisfaction and trust. Specifically, in online shopping, the key factors affecting customer satisfaction and trust are mainly process, emotion and functional experience. Online shopping has strong virtuality, strangeness and uncertainty. At this time, customers are most concerned about the safety and simplicity in the shopping process, followed by emotional needs such as shopping pleasure. Only by fully understanding and thinking about the concerns of customer experience and doing what customers think can a good customer-enterprise relationship be established. In offline shopping, customers can perceive the products and services of Wuhan enterprises immersively due to the natural knowledge of offline scene, so product value perception experience and service experience become the key factors affecting customer satisfaction and trust. This points out the direction for the business activities, experience design and marketing planning of offline Wuhan enterprises. That is to say, we should pay attention to designing experience activities that can reflect the value of products, improve the service quality of field personnel, and create products that are suitable for target customers.

Relationship Quality Behavior Willingness Study

(1) The influence of the quality of online relationship on the willingness to act Correlation analysis and regression analysis show that relationship quality significantly affects behavior willingness. Among them, trust has the greatest influence on customers' repurchase and recommendation willingness, followed by satisfaction. The stronger the trust of customers in Wuhan enterprises and their products and services, the greater the probability of their willingness to repurchase and

recommend. When customers experience various kinds of online shopping websites, if they find that online shopping websites have high security and practicability, and make them feel happy when they interact well with customers, customers will have the first satisfaction and trust, and when this satisfaction and trust deepen gradually in the follow-up interaction, they will form continuous trust, which will greatly promote the generation of customers' willingness to recommend word of mouth.

(2) The influence of the quality of offline relationship on the willingness to act Correlation analysis and regression analysis show that there is a significant positive correlation between customer relationship quality and behavior willingness, in which the standardized regression coefficient of satisfaction is the largest, and the trust coefficient is slightly smaller. It can be seen that, on the one hand, customers' satisfaction of product expectations, pleasure of experience process, truthfulness of product information of Wuhan enterprises and honesty to customers directly affect their willingness to repurchase and word-of-mouth publicity; On the other hand, comparing the influence of online relationship quality on their willingness to act, it can be seen that offline satisfaction greatly affects customers' willingness to repurchase and recommend. Therefore, for offline Wuhan enterprises, when providing services, they should strive to emphasize product value to customers in various ways, improve service level, and build customers' trust in Wuhan enterprises, so as to stimulate customers' enthusiasm for action.

(3) Comparison of the influence of online and offline relationship quality on behavior willingness

From the correlation analysis and regression analysis of online and offline relationship quality to behavior intention, this paper draws a relatively consistent conclusion, that is, relationship quality has a significant positive impact on behavior intention. Specifically, in online shopping, trust can stimulate customers' desire to act more than satisfaction. The reason may be that in the online virtual environment, customer satisfaction is only satisfaction with the products and services of Wuhan enterprises, and it is difficult to reach the level of trust. Once the trust relationship between customers and Wuhan enterprises is consolidated, customers' willingness to repurchase and recommend will become stronger. Therefore, for online Wuhan

enterprises, it is necessary to use modern network technology, strengthen contact and communication with customers, send warm tips in time, choose products and services suitable for customers, increase the stickiness between Wuhan enterprises and customers, build customers' trust in Wuhan enterprises, and promote customers' willingness to act. In offline shopping, similarly, due to the intellectual sense of offline scene, it is difficult to solve customers' doubts and potential needs by simple trust without experience of products and services, while the satisfaction of on-site experience greatly stimulates customers' desire for action. Therefore, for offline Wuhan enterprises, the grasp of product quality, the applicability of experience projects and the sensitivity of customers are all aspects that Wuhan enterprise managers need to pay attention to.

Mediating role of relationship quality

(1) The mediating role of relationship quality

From the mediating effect of online and offline relationship quality, we can see that relationship quality has a partial mediating effect between customer experience and behavior intention. According to the results of offline relationship quality mediation, satisfaction completely mediates the relationship between customer experience and behavior willingness (satisfaction partially mediates the relationship between service experience and recommendation willingness). Trust plays an intermediary role in the relationship between customer experience and behavior intention (trust plays a complete intermediary role between environmental experience and recommendation intention). The generation of customer behavior will not only be affected by customer experience, but also by the relationship quality between customers and Wuhan enterprises, which partly affects the relationship between customer experience and behavior will. Therefore, for Wuhan enterprises, while doing a good job in customer experience, they should also pay attention to the quality management of customer relations. Only by designing good experience projects and good relationship quality with customers can customers create behavioral desires.

(2) Comparison of online and offline relationship quality intermediary roles

From the test results of online and offline relationship quality mediation effect, this paper draws a relatively consistent conclusion, that is, relationship quality partially mediates the relationship between customer experience and behavior intention. Specifically, from the perspective of online Wuhan enterprises, we should first pay attention to the influence of many factors on the generation of customer behavior willingness, including not only many experience dimensions, but also customer satisfaction and trust in Wuhan enterprises. Secondly, we should realize that the generation of customer behavior willingness is the result of many factors. Wuhan enterprises should do a good job in customer experience project design, customer relationship maintenance and strengthening customer-enterprise stickiness in their daily business processes; Finally, the generation of customer behavior willingness can not be completed overnight, which requires Wuhan enterprises to maintain customer experience and relationship continuously and uninterruptedly, so as to ensure customer loyalty and trust. From the perspective of offline Wuhan enterprises, due to offline natural body sensibility, customer experience design and relationship quality maintenance are highly targeted. Therefore, offline Wuhan enterprises must take two steps to make customers have strong willingness to act. One is to attract customers to the store through targeted publicity, unique experience activities, excellent product quality and good customer service. The other is to improve customer satisfaction and trust with high-quality service and wonderful shopping experience, embody the business philosophy of "customer first", enhance customer stickiness, and establish a good and lasting relationship with customers. Once customers have consumption demand, they will come to the store for consumption

Conclusion

Customer experience, relationship quality and behavior intention perception level of different customer groups with personal characteristics are different This is consistent with Hathaimas Wanrat (2022). From the study it was found that different age sides This makes the overall decision to order products online different. Different status aspects This makes the overall decision to order products online different.

Different educational levels This makes the overall decision to order products online different. Different career fields This makes the overall decision to order products online different. Piyamaporn Chuaychunu (2016) found that consumers with demographic factors such as gender, age, education level, and occupation and different incomes There are different decisions to make purchases via online social media. Because society in The present era is an online society. Make people of all genders, all ages, all educational levels, all occupations, all levels Income can access online social networks thoroughly and equally. and social networks Online has become a necessity in the daily life of modern consumers. As a result, consumers in the era currently, they are familiar with and have a good understanding of the use of online social networks. Also, shops Nowadays, the number of people online is ncreasing. Resulting in a greater variety of products. There are promotional activities. Marketing that reaches all consumers thoroughly no division able to satisfy consumersThere is a wide variety of gender, age, education level, occupation, and income level. is not a factor affecting deciding to buy products via social media

Online customer experience has a positive impact on relationship quality. It can be said that customer experience is the comprehensive response and evaluation of customers to the products and services of Wuhan enterprises. This is an important basis for determining whether a customer is satisfied or not. For customers, achieving a high-quality and memorable customer experience is a fundamental motivation and benefit of purchasing a product or service. When the customer experience meets or exceeds expectations. Customers will have positive emotions and leave pleasant comments. For research on customer experience It is based on the work of Kerin (1992), Debra Grace, Aron 0'Cass (2004), Terblanche and Boshoff (2006), and Julia (2016), and the quality of that relationship. The relationship between each dimension of experience and satisfaction and trust has been studied through numerous empirical studies by academics. And all of this has been achieved by consistent and forward-looking research conclusions in the online shopping environment. Customers cannot touch or try the products. But it can only be understood through the images, words, and videos on the page. Therefore, one only has to be aware of the

limitations of the online shopping environment. We are therefore able to optimize the customer experience. and gain satisfaction and trust from customers

Offline customer experience has a positive impact on relationship quality. From a study by Fornell (1996) based on in-depth market research. It is proposed that the most important factor affecting the quality of customer relationships is the customer experience. And the intensity of customer experience has a significant impact on the intensity of customer relationship quality. According to the research of Grace and O' Cass (2004), the service experience of organizations in Wuhan has a clear positive influence on customer emotions, satisfaction, and attitude towards the brand. 1571 Meyer and Schwager (2007) proved that customer experience Has a significant positive influence on customers Satisfaction through customer experience research of Wuhan enterprises Wang Shao and Wang Shitong pointed out that customer service experience has a great influence on customer satisfaction through field observation and empirical research on stores. Food and hotels

Online customer experience has a positive impact on willingness to take action. For studying customer experience and behavioral intentions Both domestic and international academics have conducted many empirical studies on various dimensions of customer experience such as purchase intention. Intention to repurchase and intention to recommend and confirm that there is a high quality customer experience It has a significant positive impact on purchase intentions and repurchase intentions. Loacono and colleagues (2002) summarized 12 measurement indices, such as information quality. Website Usage, Response, and Service Substitutions By measuring the quality of the website and analyze the effect on website visit willingness or repurchase willingness based on these measurement indexes. Li Jing (2012) pointed out that website convenience affects customers' purchase intentions. 1601 Liu Yuhan and Wei Heng (2017) Summarize the factors influencing online shopping under the mobile e-commerce environment. and shows that commodity factors Mobile technology factors and trust factors significantly affect customers' willingness to shop online.

Offline customer experience has a positive impact on willingness to take action. Scholar Holbrook (1982) points out that in the process of satisfying these

needs based on specific types of needs, Customers will satisfy customers by using the product or enjoying the service. And the sustained existence of this satisfaction creates a desire to continue with the customer. This results in real purchasing and consumption behavior in the era of the experience economy. The final consumer behavior decision is made by the customer through experience. And experience is the starting point for products, brands and services in modern companies in Wuhan.

The quality of relationships positively affects our willingness to take action. Regarding the relationship between customer relationship quality and purchase willingness in an online shopping environment, academic Gefen (2003) found that trust Practicality and consistency has a significant impact on customers' willingness to buy. Zhangko (2011) showed that customer trust has a significant impact on customers' willingness to buy using Lee's demonstrative analysis. Chang-Aun and Liu Tai-Teng (2008) found that online trust has a significant impact on purchase willingness. Kim in 2013 studied the impact of these measurement dimensions on customer trust. It is a measurement dimension that captures the scale. Data quality Transaction security word-of-mouth recommendations and purchasing behavior and customer recommendations

Relationship quality has a positive effect on willingness to commit. A study by Oliver and Swan (1991) showed that customer satisfaction has an important impact on repeat purchase behavior. Citing the automotive industry as an example, 1671 Bearden, Hardesty & Rose (2001) studied the impact of customer trust on customer purchasing behavior under various conditions, that is, customers are confident or confident about the behavior of customers. How much is their consumption? Clearly, customer satisfaction plays a key role in their willingness to take action.

Relationship quality plays a mediating role in the relationship between customers' online experiences and behavioral intentions. Based on research of existing literature We have found that customers can stimulate behavioral desires by consuming and experiencing products and services. In the same way Customer satisfaction and trust in Wuhan's products or services can also promote customers' willingness to act. Then, among the three variables of customer experience, relationship quality and behavioral intentions Does relationship quality have a

significant impact on the degree of influence of customer experience on behavioral intentions? Hypotheses 9 and 10 of this article discuss the mediating effects of relationship quality on both online and offline customer experiences. and willingness to behave

Suggestion

1. As the conclusions of this study show, gender, age, income, and purchase frequency demographic characteristics can have a significant influence on the customer experience. Quality of the relationship and willingness to behave In order to provide high-quality and targeted customer experience projects, Wuhan enterprises will first segment the existing market according to their own standards. and distinguish market segments that can make customers feel the best service experience And it is the easiest way for Wuhan enterprises to build good relationship quality.

2. Honest service and strengthening customer relationship management Enterprises in Wuhan both online and offline build customer relationship management files through collecting customer consumption data. This should include basic information. Consumption behavior and customer behavior. On the one hand, enterprises in Wuhan can adopt a variety of marketing activities.

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