

Analysis on Taobao's 618 Shopping Festival Based on Customer Questionnaire Survey

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Abstract. With the end of the COVID-19, business gradually recovered. However, compared to previous years, the sales of Taobao 618 promotional activities this year are not as good as before. Through a questionnaire survey on Taobao users, this paper attempted to find the reason why the 618 activity is no longer attractive for the customers. According to the questionnaire, it can be concluded that the downward trend of Taobao 618 mainly includes the following aspects. Firstly, the consumption habits of the vast majority of consumer groups are transformed from material needs to spiritual needs, therefore, the demand for goods fell. Moreover, in the past, the 618 Shopping festival mainly promoted the market of mobile phones and other electronic devices saturated; What is more, social media like TikTok is marketing through live streaming, which attracted a large number of Taobao customer resources. In addition, due to the TikTok SME incentive mechanism, merchants are also gradually separated from Taobao. Lastly, e-commerce platform apparel industry pre-sale chaos, so that consumers lose confidence in online shopping.

Keywords: Taobao marketing strategies; questionnaire survey; e-commerce market.

1. Introduction

Since 2022, the repeated epidemic has aggravated the blockage of the entire retail system, while the downturn of the macro environment has made the consumer behavior more rational. The National Bureau of Statistics reported that the total retail sales of consumer products in April 2022 were 2.948.3 billion yuan, down 11.1 percent from the same month the previous year. Major e-commerce platforms and businesses have high hopes for the first 618 Shopping Festival following Covid-19. However, the pricing competition among the 618 platforms is also extremely severe, as evidenced by the incentives provided by various platforms [1].

This paper collected data through questionnaire survey. The research object is the people who always use Taobao. Through their opinions on Taobao 618 shopping festival, this paper will analyze the reasons for the decrease of the product marketing quota of the first 618 Shopping Festival after the epidemic and put forward solutions.

2. Questionnaire analysis

The questionnaire mainly examines the age groups of consumers, the types of goods that toll collectors often buy, and consumers' views on Taobao 618 shopping festival, and compares the emerging social media shopping stream. The questionnaire contains 20 questions, which are mainly forwarded to friends through wechat to fill in the questionnaire. The survey group involves students, staff and retirees, but according to the data recovery, it is known that the main consumer groups of online shopping are mainly young people. The questionnaires were issued for a week, and a total of 223 questionnaires were collected, of which 216 were valid. Since most of the questionnaires were answered between 100 and 300 seconds, 7 had too low answer time and were judged as false data.

3. Results and Discussion

3.1. Consumer level

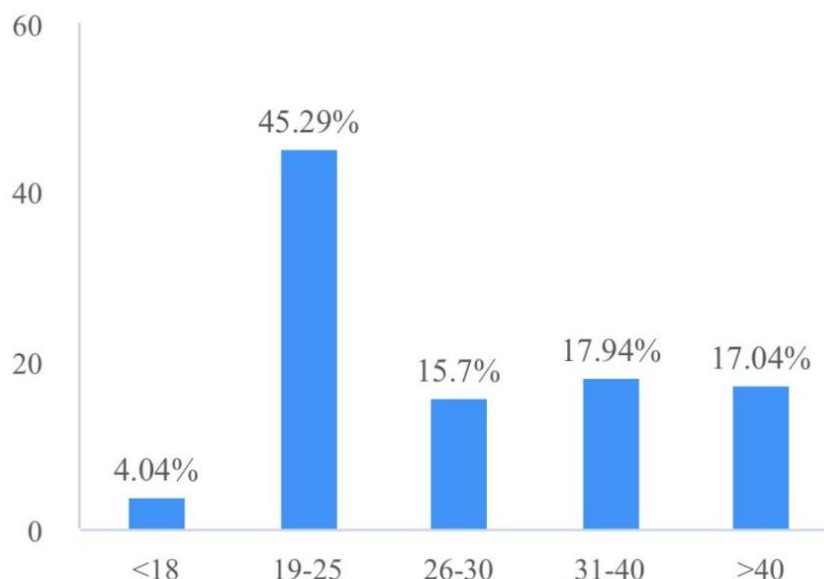


Fig 1. Age of the respondents.

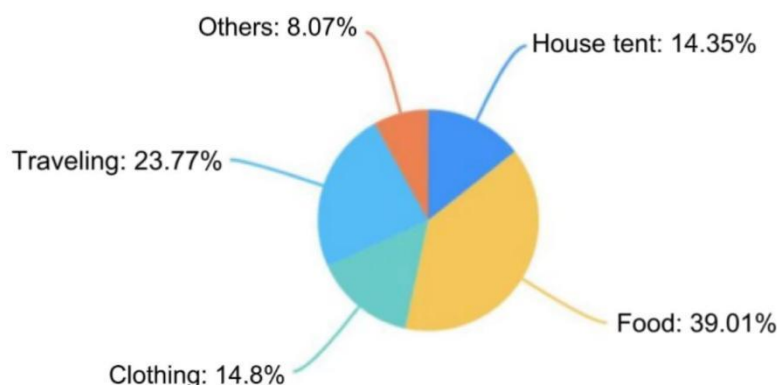


Fig 2. Main living expenses of the respondents.

According to the above two groups of questionnaire data tables, the main consumer groups of Taobao 618 are young people aged between 19 and 25. This may be one of the reasons for the decrease in sales for the 618 shopping festival, because young people's consumption is declining. Moreover, the direction of consumption has started to shift away from mindless internet shopping and towards, for instance, the purchase of daily essentials and the spiritual enjoyment [2], which are not the main price reduction products for the 618 shopping festival. Furthermore, young people are becoming more conscious of the value of personal development and quality as a result of the advancement of education and the popularisation of information. Young people now prioritise self-realization and internal progress instead of just seeking out material pleasure. In order to meet their own requirements for personal growth, they pick a consuming style with meaning and purpose. In traditional values, material ownership is seen as a symbol of success, while young people have come to realize that true happiness has nothing to do with material things. Young people focus more on self-realization and spiritual fulfillment, and through reverse consumerism, they go back to a simple and straightforward way of life. Particularly during the Covid-19, China employed containment and management practises. Young people will be more interested in travelling and taking in the sights after three years than in what to eat or wear.

Young people's consumption degradation is also notably evident, in addition to the consumption transformation [3]. The youth of the 20th century are The Times' witnesses because they grew up in rural homes with elders who taught them that life was difficult and that they had to watch while

society changed [4]. Taobao was founded more than 20 years, can say it is with the contemporary young people grew up software, 16.59% of customer feedback using Taobao more than 10 years, 42.6% of customer feedback Taobao use time also has 5 to 10 years. With the post-2000 generation entering society and started to work, they are facing with rising living expenses like housing prices, education costs, and medical expenses. As a result, these young people became more aware of the economic pressure, which made them more sensible with their consumption [5].

3.2. Product level

In addition to the consumer level, the problem of the goods itself is one of the main reasons for the decline in the turnover of Taobao 618 shopping festival.

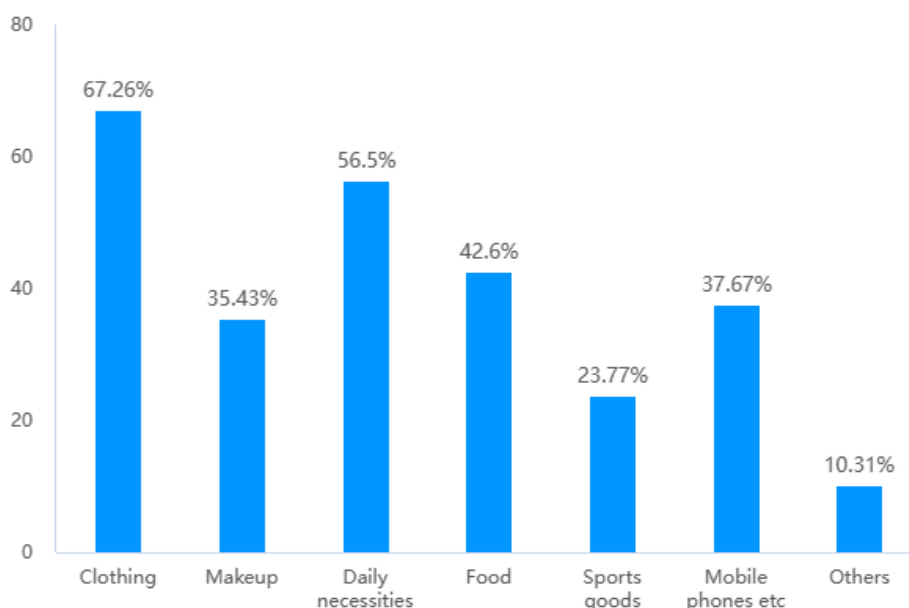


Fig 3. Types of goods the respondents often buy.

Excluding the general purchase items such as clothing, food and daily necessities, the purchase of electronic devices such as mobile phones accounted for 37.67%.

In the 618 promotion quarter of 2023, smartphone sales in China decreased by 8% year over year, according to the Counterpoint analysis. Sales during the 618 promotion season were lacklustre and fell short of expectations, even though the majority of Android phone makers lowered prices to entice customers. Customers have lost interest in the mobile phone market, according to data from the 618 Shopping Festival over the last two years [6]. Even though the volume of iPhone sales has been quite strong, this year's exception of more than 1500 yuan in preferential activities shows just how weak the market is and how unwilling this generation of young people is to consume mindlessly. The primary reason for the deflation in the mobile phone market is that the industry has essentially reached saturation. Nowadays, mobile phone ownership is almost universal and the penetration rate is very high. Sales of new mobile phones are expected to decline since the day when smart phones needed to be replaced immediately has passed. What is more, there is excess performance of mobile phones [7]. The performance of the central processing units has now emerged as one of the primary selling features of mobile phones in the current highly competitive smartphone market. The introduction of new, high-performance processors does not imply that the previous generation was obsolete. In order to convince customers to pay, modern mobile phone manufacturers lack creativity and novel features. The replacement rate of mobile phones is increasing, while the difference between old and new mobile phones is decreasing. Therefore, it cannot trigger consumers' desire to buy new mobile phones

3.3. Platform itself (competitor-TikTok)

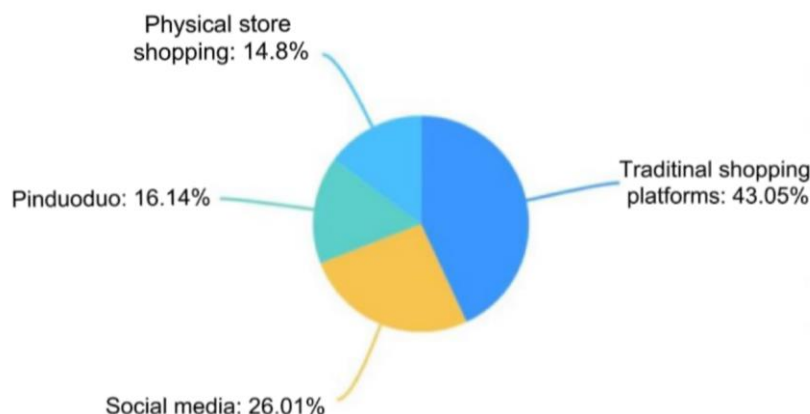


Fig 4. Shopping method that appeals the respondents.

With the rapid development of the Internet, in addition to veteran shopping platforms such as Taobao, Jingdong and Tmall, social media such as TikTok and Little Red Book have gradually entered the public view to join the ranks of online shopping. Data from the questionnaire showed that the proportion of consumers used on traditional shopping platforms and social media shopping platforms accounted for 43.05% and 26.01%, respectively. Although the traditional shopping platform led by Taobao is still in the leading position in terms of data. In fact, the great majority of the customers Taobao lost over the last two years are even switching to TikTok. Social media has excellent growth potential and is a competition that cannot be ignored [8]. Customers can browse hundreds of pages of products on Taobao while purchasing images and conducting searches. The time and patience required by consumers to read all the content is insufficient. The business must spend for advertising and maintain a good ranking for the store if they want customers to notice that you follow you. Additionally, Taobao's product push is defined by big data research of customers' consumption patterns, which makes it challenging to promote new items and results in a limited selection of products [9]. In recent years, Taobao has also learned from social media and adopted the way of live broadcasting to sell goods. The annual GMV of Taobao Live in 2020 will surpass 400 billion yuan, far exceeding that of other platforms, claims the Qianzhan research. In large part because Taobao live broadcast has the most skilled master broadcasters with commodities, including Li Jiaqi, Weiya, and other top stream network red, their influence and capacity for sales are unmatched [10]. They can provide businesses enormous exposure and revolutionize them, and they can also offer people high-quality goods and services. However, the traffic distribution of Taobao live streaming platform is not balanced. Almost 80% of the traffic is concentrated on the head anchors, and it is difficult for small and medium-sized anchors and merchants to get enough exposure and attention. In order to gain a firm foothold in Taobao Live, it needs to invest a lot of cost and energy. The establishment of the activity time is another important consideration that must be overlooked. The zero point purchase mechanism significantly fails to accommodate consumer work and rest, which causes consumers to all forego the preferred due to weariness and contributes to the turnover harm.

Compared with Taobao, TikTok specifies that the customer group is young people, which is in line with the main consumer groups mentioned above. TikTok users can make use of their sporadic time to unwind, improve product memory through the content of short movies, become a potential consumer group, and buy people's hearts more effectively than crude advertising. This is based on entertainment and social interaction. At the same time, short video clips are shot and updated often to draw viewers and produce live broadcasts of commodities. TikTok Through the use of the star effect and a number of Ming Xiong, it was possible to enhance traffic to the broadcast room and fulfil the goal of bringing goods. In addition, TikTok makes very effective use of consumer psychology to pique consumers' interest in the goods on the platform, when they are viewing the video [11]. As a result, users are likely to engage in impulsive consumption. Besides, TikTok is a sizable free traffic

source in and of itself. Young business owners adore TikTok stores because they are affordable and have a wide audience of potential customers.

3.4. Pre-sale system

Recently, several customers have discovered that the merchants actually fail to deliver the products, rather than the transactions getting delayed in traffic. The initial, extremely protracted pre-sale procedure is the root of the issue. This practise used to be restricted to some commodities with advanced technology, but in recent years, pre-sale marketing has become available on e-commerce platforms, and the ultra-long pre-sale system has also discreetly emerged. The extraordinarily long cycle frequently results in shopping disagreements and complaints. Every time there is an online shopping festival, some retailers will purposefully delay the delivery time during the pre-sale period or even change the delivery date at will. This causes a great deal of uncertainty regarding the date of receiving some goods and can last for up to a month. Online shopping itself is a choice made by consumers for convenience, but the pre-sale chaos makes consumers distrust and resist the e-commerce, so as to choose shopping in physical stores.

4. Suggestions

The rise of reverse consumption among young people poses challenges to the advertising industry. In the past, grandiose and exaggerated traditional advertising has gradually lost its appeal, and more attention to real, interesting and close to life will receive more attention. Advertisers must modify their marketing plans in order to better target young consumers and keep up with emerging consumer trends. Businesses should place a higher priority on factors such as product quality, environmental protection, corporate social responsibility, and others. They should also improve product sustainability, optimize product design, strengthen shaping of corporate social image, and adapt to changing young people's consumption concepts. They should also seek out new market demands. In order to solve the mobile phone market's conundrum, we should keep enhancing the incentives. In particular, the major mobile phone producers should take a page from Apple's book and implement a system of student purchasing discounts. The most crucial factor is to advance technology in order to play exclusive differentiation rather than just price changes. It is undeniable that the picture performance of Chinese manufacturers' flagship phones has done fairly well, but in comparison to South Korea's Samsung, which is well ahead of the HD image, there is still a lot of potential for improvement. Taobao needs to improve its understanding of the TikTok live broadcast mode and support the growth of small and medium-sized e-commerce in order to compete with TikTok [12]. Maintaining the client base is crucial in order to stop customer churn. E-commerce platforms should look into creating an early warning system for infringement, keep an eye on ultra-long pre-sale merchants' unethical behaviour using technology, and further streamline the complaint route. Customers who face pre-sales should carefully verify the delivery cycle of the items, pay the deposit to communicate whether the goods are in the pre-sale period, and participate in other promotional activities before paying the deposit to prevent being caught in the trap of an excessively long pre-sale.

5. Conclusion

The article analyzes the reasons for the decline in sales of Taobao 618 Shopping Festival in 2023 from three perspectives of consumers, commodities and the platform itself, and gives suggestions for rectification. However, the factors affecting the objectives of this study are not limited to these aspects. First of all, there are only about 200 answers included in the questionnaire. Among them, because the questionnaire is issued online, some elderly people are not included in the analysis data because they do not use the survey question and answer tool. If the data of all age groups are improved, the accuracy will be higher. Taobao as founded more than 20 years of shopping platform leader, customer group is not limited to young consumers, but due to the questionnaire included data mainly young people,

and in order to better contrast to young people as the main customer group of TikTok, the use of teenagers, an example of the transformation of customer consumption habits and consumption downgrade. Moreover, due to the unsatisfactory sales volume of this 618 Shopping Festival, the shopping platforms did not release the specific data on the turnover, etc. This paper only analyzes the sales status of mobile phones and other electronic devices based on the existing data. Based on the shortcomings of this study, the future study will enrich the number of questionnaires and consumer groups, and adopt at least three product types and analyze their market.

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