

Research on the Influence of E-Commerce Platform Marketing Strategy on Customers Purchase Intention

-- Take Pinduoduos bargaining activity as an example

Yinuo Ma

Weifang No.1 Middle School, Weifang, Shandong, 261025, China
Yinuomandymacwss@cseec.education

Abstract: This research focuses on the correlation between the marketing strategy of e-commerce platform and customers purchase intention, and takes the highly representative bargaining activity of Pinduoduo as an analysis example. Pinduoduo bargaining activity skillfully integrates social and shopping scenes, with the temptation of low prices as the core driving force. In the process of bargaining, consumers invite friends to help and get deeply involved in social interaction, which not only strengthens the perception of price concessions, but also triggers the mentality of conformity and competition. This study using a variety of research methods, further parsing bargaining activities of sharing mechanism, price discount rendering way and user psychological change path, reveals the electric business platform how to use such strategies effectively stimulate customer purchase intention, and for the electricity industry in marketing model innovation and customer behavior guide to provide valuable reference and reference.

Keywords: E-commerce; Platform; Customers to buy market.

1. Introduction

With the rapid development of Internet technology, e-commerce has gradually become an indispensable part of Peoples Daily life. Through innovative marketing strategies, e-commerce platforms constantly attract consumers attention and stimulate their desire to buy. There are more and more articles on topics related to marketing strategies, such as social marketing and also Fission marketing and so on [1, 2]. Among many e-commerce platforms, Pinduoduo stands out with its unique bargaining activity marketing strategy, and has become a new force in the market. As a core marketing strategy of Pinduoduo, the bargaining activity encourages users to invite friends to participate in the bargaining through social sharing, so as to jointly reduce the price of goods. This strategy not only enhances the interaction between users, improves user engagement, and accumulates many users and transaction volume, but also rapidly expands the influence and user scale of the brand through social communication. Therefore, Pinduoduo bargaining activity has become a typical case of marketing strategy research of e-commerce platform. However, the bargaining campaign has also caused some controversies, such as product quality issues, false publicity, and user privacy leakage. If these deficiencies are not improved, the e-commerce platform will lose customers. Existing research is mainly derived from: content marketing Strategy, social media marketing strategy, mobile marketing strategy and other aspects of the research. Research has shown that content marketing is a marketing strategy that attracts, captures, and retains a target audience by creating and distributing valuable, relevant, and consistently consistent content, and ultimately promotes favorable business practices [3]. Its core is to be user-centered, build brand trust and enhance brand awareness by providing high-quality content. For example, Content marketing strategy of branded YouTube [4]. It Analyzed Youtube on how it uses content marketing

strategies to raise awareness. Users of the world, unite! The challenges and opportunities of Social Media points out that social media marketing strategies can quickly spread information, achieve instant interaction with the audience, and expand the brand influence with the user base of social media platforms and other scholars show that mobile marketing through App, mobile website, SMS marketing and other ways to achieve instant interaction with users and precision marketing [5, 6]. And these aspects do not clearly analyze the shortcomings of the current marketing strategy of the e-commerce platform. To sum up, it can be seen from the literature review that there is a lack of analysis of the insufficient marketing strategies of the e-commerce platform and the corresponding optimization strategies. This paper will study this aspect

This paper analyzes the marketing model of Pinduoduo, analyzes its bargaining activities and puts forward relevant optimization measures for the existing shortcomings, which makes up for the existing deficiencies and provides reference for the optimization of the marketing strategy of the e-commerce platform. In conclusion, this study has important theoretical and practical significance.

2. Research Technique

This paper discusses the idea of raising problem-analyzing problem-solving problem. This paper first combines the theoretical and practical background to put forward research problems, to solve key problems and research objectives. Later, adopt the literature review method to review the relevant research questions; then use the interview survey and content analysis method to collect the data and summarize and analyze the influence of the existing marketing strategies of the e-commerce platform on the customer purchase intention, and list the marketing influence of the e-commerce platform, such as whether the bargaining activity increases the customer attraction to purchase attraction, whether other

types of marketing strategies affect the customer purchase intention (single purchase, discount sale or other). This paper will take Pinduoduo e-commerce platform as an example to raise questions and give corresponding solutions to promote the better development of the e-commerce platform. Through the survey of users, the data showed that more than half of the 100 users thought that the bargaining activity increased their purchase intention, but sometimes the number of bargaining people was difficult to meet the requirements or the activities were too cumbersome.

3. Overview of Pinduoduo Bargain Activities

The rules of Pinduoduo bargaining activities are simple and easy to operate, with strong user friendliness. Users first carefully select their long-awaited products in the wide range of goods on the platform, and then click to launch a bargain command. At this point, the user will start to invite friends to help bargain journey. Each invited friend can cut a price of the item by a certain amount after clicking on the link. As more and more friends participate in the bargaining process, the price of the goods will gradually fall like a ladder. After several rounds of unremitting invitation of friends to bargain, when the commodity price is successfully cut to 0 yuan or reduced to the ideal low price acceptable to the user, the user can be satisfied to click on the order to buy the goods, so as to successfully complete the whole bargain purchase process. In the process of the whole activity, the platform in a clear way to show the user real-time dynamic drop still need to cut commodity prices and the remaining amount, the highly transparent design not only greatly increase the credibility and impartiality, but also cleverly promoted the activity of interest and appeal, enables the user in the process of participation always maintain a high degree of enthusiasm and focus.

One of the most striking features of Pinduoduos bargaining campaign is its strong social reliance on social networks. In this campaign, users must actively invite their friends to bargain at low prices if they want to achieve the goal of successfully buying goods at a low price. This mechanism encourages participants to naturally share activity links extensively in their own social circle, such as frequently publishing bargaining information in active WeChat friends groups, or making careful display and promotion in their personal circle of friends. This socially driven communication mode has a very powerful fission effect, which can snowballe like a snowball, thus covering many potential customer groups in a short period of time. For example, a user with extensive social contacts in order to bargain success, may share activity link to multiple different types of WeChat group, the group of friends after seeing the relevant information, out of curiosity to explore, or to help friends good intention and strong will, are involved in the bargaining activities. These new friends will further share the activity to their own social circles, forming a continuous outward communication network,

Another unique chmaking the influence of the activity grow exponentially.

arm of bargaining activities is the dynamic change of their commodity prices. Different from the fixed and static display commodity price model of traditional e-commerce platforms, the commodity price in Pinduoduo bargaining activity will continue to change with the continuous bargaining of friends, showing a dynamic trend of gradually and steadily decreasing

from the initial higher price. This dynamic process of price change is like a journey full of suspense and surprise, so that customers can keep a high attention and eager expectation to the activity from beginning to end. Customers will unconsciously invest more time and energy in this process, and constantly try to invite more friends to participate in the bargaining, hoping to get a lower price. For example, a price is 500 yuan of goods, after a number of friends relay bargaining, the price may gradually drop to 200 yuan, 100 yuan or even lower, the falling price will make customers really feel their active participation in the process of shopping and the actual benefits, thus effectively improve their strong desire to buy the goods.

4. The Influence Mechanism of Pinduoduo Bargaining Activity on Customers Purchase Intention

4.1. Influence of Price Advantage on Purchase Intention

4.1.1. Perceived price reduction

Pinduoduo bargain activity creates a very intuitive and profound perception of price reduction experience for customers. In the whole process of bargaining, customers witnessed the price of goods gradually reduced from the original price under the help of friends. This change of price discount seen with their own eyes will greatly enhance customers subjective perception of the value of goods. For example, for an electronic product that generally sells for 500 yuan in the market, a customer bargain on Pinduoduo, after a series of invited friends, finally only need to pay 200 yuan to get it. In this case, customers will think deeply that they acquire the goods with high value at a relatively low cost, thus generating a strong sense of satisfaction and gain psychologically. This re-recognition and high recognition of the value of goods will have a direct effect on customers purchase decisions, which significantly improves their purchase intention.

4.1.2. Price comparison and improvement of cost performance

In the process of participating in Pinduoduo bargaining activities, customers often unconsciously compare the commodity price of Pinduoduo after bargaining with the price of the same or similar goods on other e-commerce platforms. When they are pleasantly surprised to find that the price provided by Pinduoduo platform is significantly lower than that of other competitors, they will naturally think that the product has a higher cost performance on Pinduoduo. This cost-effective advantage will form a strong purchase driving force in the hearts of customers, prompting them to be more inclined to choose to complete the purchase behavior on the Pinduoduo platform. Even in the process of bargaining may require a certain amount of time and energy to invite friends, but in the face of the temptation of cost performance, customers often think that the efforts are worthwhile. For example, the price of a brand of clothing on other e-commerce platforms is 300 yuan, while only 150 yuan. After price bargaining, customers will choose to buy in Pinduoduo without hesitation after price comparison, thus highlighting the important impact of price comparison and cost performance improvement on customers purchase intention.

4.2. Impact of Social Interaction on Purchase Intention

4.2.1. Social relationship enhancement

The development of bargaining activities largely depends on the close interaction between customers and friends, which in turn significantly strengthens the social relationship between customers and friends. When a customer asks a friend to bargain, the behavior itself is an opportunity for social interaction. In this process, customers may re-establish effective communication channels with those friends who have not been contacted for a long time due to busy work or life trifles. Through exchange and bargaining related matters, so as to enhance the feelings and trust between each other. At the same time, the behavior of friends helping each other to bargain will gradually form a positive and healthy social support atmosphere. Under the influence of this atmosphere, customers will more deeply identify with the social shopping environment created by Pinduoduo platform, and then have a stronger sense of belonging and dependence on the platform emotionally, and finally improve their purchase intention. For example, in order to successfully bargain, a customer contacted an old classmate who had not been contacted for many years. In the process of interaction, a customer not only successfully bargain, but also regained the former friendship, which made his goodwill to Pinduoduo platform increase and more willing to shop on the platform in the future.

4.2.2. Social communication and word-of-mouth effect

When customers share Pinduoduo bargaining activities in their own social circle, the influence of their behavior is not limited to their own bargaining success. From a broader perspective, this is actually a very targeted and effective promotion for Pinduoduo platform. If other friends see that the customer successfully and successfully obtains the affordable goods through the bargaining activity, they will have a strong goodwill and a high degree of trust in Pinduoduo platform in their hearts. This word-of-mouth communication based on social relations has a high credibility and influence, because it comes from the personal experience sharing of real friends or acquaintances around you. Driven by this word-of-mouth effect, the potential customers who are originally in a wait-and-see state or have not understood the Pinduoduo bargaining activities are likely to be successfully attracted and actively participate in the bargaining activities. For example, after a housewife shared the household items she got for free from Pinduoduo in WeChat friends, many of her friends followed suit and began to participate in Pinduoduo bargaining activities, so that the user group of Pinduoduo could continuously expand, and the purchase intention of potential customers was also effectively stimulated and improved.

5. Conclusion

Pinduoduo bargaining activity has had a significant positive impact on customers purchase intention through various mechanisms such as price advantage, social interaction and psychological factors. This activity successfully uses the price strategy to attract customers, realizes the rapid communication and user interaction with the help of the social network, and pays attention to the psychological experience of customers in the activity, providing a successful example for the marketing strategy of

the e-commerce platform.5.1.2 E-commerce enterprises can learn from the dynamic price adjustment mode of Pinduoduo bargaining activities and design more creative price strategies. For example, similar interactive activities such as group bargaining and group bargaining are launched to allow customers to participate in the price formation process, improve customers perception of price concessions and cost performance evaluation, so as to stimulate the purchase intention. Strengthen social marketing, attach importance to the role of social networks in e-commerce marketing, and strengthen the cooperation with social platforms. By designing marketing activities with strong social interaction, such as sharing rewards based on social relationship, mutual assistance of friends, etc., the social relationship chain of users is used to spread, expand the brand influence and user groups, and improve customers purchase intention. In developing marketing strategies, it is necessary to deeply understand the psychological needs of customers. Not only to provide goods and services, but also to create a canLet customers get a sense of achievement, satisfaction and entertainment shopping experience. For example, marketing activities with gamification elements are designed, and reward mechanisms and interactive links are set up, so that customers can feel fun and challenge in the shopping process, so as to improve customers goodwill and purchase intention towards the platform

To sum up, Pinduoduo bargaining activity provides valuable experience for the formulation and implementation of marketing strategies of e-commerce platforms. E-commerce enterprises should constantly explore and innovate marketing strategies, comprehensively consider the price, social, psychological and other factors, in order to improve customers purchase intention, and gain advantages in the fierce market competition. In the future research, we can further explore the differentiated reactions of different types of goods and different consumer groups to the marketing strategies of e-commerce platforms, so as to provide more in-depth theoretical support for the refined development of e-commerce marketing.

References

- [1] Banerji, R., Singh, A. (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*, (1), 93-109.
- [2] Meng, Y., Xiao, N., Gao, W. (2022). The influence of customer acquisition methods of fission marketing on users' purchase intention: A case study of Pindoduo Bargain. *Time-honored Brand Marketing* (23), 11-13.
- [3] Jarin, J., Ekkapong, C. (2024). Measurement model for community enterprise management strategies. *Heliyon*, (19), e38744-e38744.
- [4] Rang, W., Sylvia, C.O. (2020). Content marketing strategy of branded YouTube channels. *Journal of Media Business Studies*, 1-21.
- [5] Andreas, M. K., Michael, H. (2009). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, (1), 59-68.
- [6] Tong, S., Luo, X., Xu, B. (2020). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science: Official Publication of the Academy of Marketing Science*, (4), 64-78.