

报告 9

移动互联网用户购物行为分析

An Empirical Analysis of the Mobile Shopping Behavior

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报告摘要 Abstract

移动互联网的迅猛发展正在改变着电子商务的前景。基于来自中国最大电商之一京东商城的大量用户数据，本研究对移动互联网渠道是否以及如何影响消费者的购物行为展开系统地实证分析。我们发现，客户通过移动互联网购物可以显著增加其在短期和长期的整体购物频率和购物金额。有趣的是，移动互联网对传统的 PC 互联网存在短期的互补效应和长期的替代效应。我们进一步对移动互联网对用户购物行为影响背后的机制展开系统的研究。

The rapid development of the mobile Internet is changing the landscape of the E-commerce. It becomes very important to understand whether and how the mobile channel affects consumer purchase behavior. This paper studies this issue by modeling the data from JD.com, one of the largest online retailers in China. We find that customers' adoption of mobile shopping can significantly increase their overall purchase frequency and spending in both the short and long term. Interestingly, the mobile channel can have short-term complementary and long-term substantive effects on the traditional PC channel. We further examine the mechanism behind the impacts of mobile channel on customer purchase behaviors systematically.