

Research on Customer Journey Optimization and Purchase Behavior Conversion Path Based on A/B Testing

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ABSTRACT

This article mainly talks about how to use A/B testing to optimize customer journey and improve purchase behavior conversion path. It will first explain the basic concepts of customer journey and purchase behavior conversion path, and then analyze the key role of A/B testing in the optimization process, such as helping us find key steps and evaluating the effects of different strategies. The article will also discuss the optimization strategy based on A/B testing, including integrating multiple channels and strengthening personalized experience. It will also study in depth how to optimize the purchase process, such as making the steps simpler and making customers trust more. The ultimate goal is to provide enterprises with theoretical support and practical methods to help them optimize the shopping process of customers and improve the success rate of purchase through A/B testing.

Keywords: A/B testing; Customer journey; Purchase behavior conversion path; Optimization strategy.

1. INTRODUCTION

In this global and competitive market environment, enterprises have encountered unprecedented challenges, especially in attracting new customers and retaining old customers. With the rapid development of science and technology, coupled with the increasingly complex behavior of consumers, the competition between enterprises is not only the product or service itself, but also the comprehensive competition of customer experience^[1]. The transformation path of Customer journey and purchase behavior is the core element in the process of interaction between enterprises and customers, which plays a decisive role in the sales performance and market competitiveness of enterprises.

Customer journey is a comprehensive and dynamic concept, which describes in detail the complex process from the initial accidental contact with the enterprise, to the gradual in-depth understanding of the brand, products or services of the enterprise, and finally to become a loyal customer^[2]. This process is not one-off, but contains many interrelated stages, each of which has its own unique goals and customer needs. The transformation path of purchase behavior pays more attention to the specific steps and processes that customers go through when making purchase decisions, which reflects the real path from generating purchase intention to actually completing purchase behavior^[3].

A/B testing is a scientific, rigorous and effective experimental method, which is particularly important when we do marketing and optimize customer experience. It randomly divides customers into two or more groups, gives each group different strategies or designs, and then compares the behavioral differences and transformation effects of each group. In this way, the company can accurately know the influence of different strategies on customers' shopping journey and purchase behavior transformation path^[4]. This method of making decisions based on data can provide the company with objective and accurate information, and can effectively improve the customer experience and increase the conversion rate without guessing or making decisions.

The in-depth study on the optimization of customer journey and the transformation path of purchase behavior based on A/B testing not only has important theoretical significance, but also enriches and perfects the relevant theoretical systems of marketing and customer experience management. There is also important practical value, which provides practical guidance and strategic suggestions for enterprises to help them stand out in the fierce market competition and achieve sustainable development^[5]. Therefore, this paper aims to systematically discuss the optimization of customer journey and the transformation path of purchase behavior based on A/B testing, and provide useful reference and inspiration for enterprises.

2. IN-DEPTH ANALYSIS OF CUSTOMER JOURNEY AND PURCHASE BEHAVIOR TRANSFORMATION PATH

2.1 Characteristics of Each Stage of the Customer Journey and Enterprise Response Strategies

Customer journey refers to a series of continuous and interrelated events and experiences in the process of interaction between customers and enterprises, from knowing the brand and products to buying and using them to providing feedback, emphasizing the continuity and multi-dimension of interaction ^[6].

The customer journey is usually divided into four stages: the cognitive stage, in which the customer first knows about the enterprise and products and services through advertisements, social media and word of mouth ^[7]. At this time, enterprises need to use effective marketing methods to attract customers' attention and stimulate their interest, such as publishing interesting and valuable content on social media.

The consideration stage is the key stage. Customers will carefully compare and evaluate products and services of different brands, and consider factors such as price, quality, function and brand image ^[8]. Enterprises should provide detailed and accurate product information and highlight their advantages and characteristics, such as displaying detailed product parameters and user evaluations on e-commerce websites.

The purchase stage is the core, and the customer makes the purchase decision and completes the transaction. Enterprises need to ensure the smooth and convenient process, provide a variety of payment methods and a safe trading environment, and improve the purchase intention and conversion rate, such as optimizing the shopping cart page and payment process of the website ^[9].

The post-purchase stage is a continuation, when customers will use products and services and form satisfaction and loyalty. Satisfied customers may help us promote or buy again, while dissatisfied customers may complain and ask for a refund. Enterprises need to provide high-quality customer service and solve problems and complaints in time, so as to improve satisfaction and loyalty.

2.2 Composition and Influencing Factors of the Purchase Behavior Transformation Path

The transformation path of buying behavior is the specific steps and processes that customers go through from wanting to buy something to actually buying it. It usually includes: browsing commodity information, adding to shopping cart, filling in order information, selecting payment method, confirming order and so on. There are many factors that affect the change path of purchasing behavior, including customers' own reasons, such as personal preferences, purchasing power and shopping habits; There are also corporate reasons, such as the inconvenient use of websites or apps, the good price and quality of goods or services, the existence of promotional activities, and the attitude of customer service. In addition, external environmental factors such as market competition and social culture will also have an impact on the path of purchase behavior change.

2.3 Relationship between Customer Journey and Purchase Behavior Transformation Path

Customer journey and purchase behavior transformation path are closely linked and influence each other. Customer journey provides the background and framework for the transformation path of purchasing behavior. Customers will have different needs and ideas at different stages of shopping, which will affect their choice of how to buy. For example, in the initial stage of understanding, customers may just look at product information casually; But at the stage of serious consideration, they will compare the quality of different products more carefully, and then the purchase path will become more complicated and detailed. Conversely, whether the purchase path is smooth or not will also affect the customer's feelings and dissatisfaction. If they encounter obstacles or inconvenient places on their way to shopping, some customers may not buy them. This will interrupt their shopping trip, reduce their love for us and the possibility of buying again in the future.

3. THE ROLE OF A/B TESTING IN CUSTOMER JOURNEY OPTIMIZATION

3.1 Identifying Key Nodes in the Customer Journey

A/B testing can help companies accurately find the key steps in the customer journey. By testing different versions of pages, processes or strategies, companies can observe customers' behavioral reactions in different steps, such as click-through rate, residence time, conversion rate and so on. For example, a company can test the influence of different typography designs on customers' clicking into product pages, so as to know which typography can attract customers'

attention and guide them to the next key step. By finding these key steps, the company can make targeted optimization, improve the conversion rate of customers in key steps, and make customers' journey smoother.

3.2 Evaluating the Impact of Different Strategies on the Customer Journey

During the customer journey, enterprises can use different strategies to improve the customer experience and promote the purchase behavior, such as engaging in promotional activities, using recommendation algorithms, improving customer service methods and so on. A/B testing is a scientific method, which can help enterprises evaluate the effect of these strategies. Enterprises can randomly divide customers into two groups, each group uses different strategies, and then compare the behavior and purchase results of the two groups of customers during the journey. For example, enterprises can test two kinds of promotional activities, one is discount, and the other is full reduction. Through A/B testing, they can see which activities can attract customers to place orders more, and also increase the purchase amount and frequency of customers. By evaluating the effects of different strategies, enterprises can choose the best solution and optimize the quality and efficiency of customer journey.

3.3 Continuously Optimizing the Customer Journey to Enhance Customer Experience

The journey of users is constantly changing, and their needs and expectations will change with time or market conditions. A/B testing has a feature that it can be done and tried repeatedly, so that the company can optimize the user journey and keep up with the changes of users through non-stop A/B testing. For example, according to the results of A/B testing, the company can always adjust the content and typesetting of the website, improve the algorithm of product recommendation, or make the customer service process better, so that the user's experience in the journey will be improved. Constantly optimizing users' journey will not only make them more satisfied and willing to come back, but also bring more business opportunities and competitive advantages to the company.

4. CUSTOMER JOURNEY OPTIMIZATION STRATEGIES BASED ON A/B TESTING

4.1 Integrated Optimization of Customer Journey across Multiple Channels

In the digital age, there are more and more ways for us to interact with enterprises, such as websites, mobile apps, social media, offline stores and so on. Enterprises need to optimize the whole customer journey through A/B testing to bring us a smooth and consistent experience. For example, enterprises can test whether the information and operation methods of different channels are synchronized, so as to ensure that what we started in one channel can be successfully completed in another channel. At the same time, enterprises can also optimize the page design and functional layout of different channels through A/B testing, which makes it more convenient and satisfactory for us to use. Through this multi-channel overall optimization, enterprises can increase the exposure of customers and enhance everyone's participation and conversion rate.

4.2 Enhancing Customer Journey Quality through Personalized Experiences

Personalized experience is an important means to improve the quality of customers' journey. Enterprises can use A/B testing to provide customers with personalized product recommendation, content display and marketing activities. For example, enterprises can test different recommendation algorithms through A/B according to customers' historical purchase records, browsing behaviors and preferences, and recommend the most suitable products to customers. At the same time, enterprises can also provide customers with personalized marketing information and discounts according to their geographical location, time and other factors. Through personalized experience, enterprises can enhance the interaction and emotional connection between customers and enterprises, and improve customer satisfaction and loyalty.

4.3 Optimize Communication and Interaction in the Customer Journey

Good communication and interaction is an essential part of the customer's journey. Enterprises can pass the A/B test to optimize the communication mode and content with customers at each stage. For example, in the stage of customer cognition, enterprises can test different advertising copy and promotion channels, and select the communication mode that can attract customers' attention and stimulate their interest; In the stage of customer consideration, enterprises can optimize the description and display mode of product details page through A/B testing to provide customers with more detailed and accurate information and help them make decisions. In the stage of customer purchase and after purchase, enterprises can optimize customer service language and response time through A/B testing to improve customer satisfaction and loyalty. By optimizing communication and interaction, enterprises can better meet customers' needs, solve problems and promote customers' journey smoothly.

5. OPTIMIZATION DIRECTION OF PURCHASE BEHAVIOR CONVERSION PATH BASED ON A/B TESTING

5.1 Simplify the Purchase Process to Increase Conversion Rate

The complicated steps of shopping are one of the main reasons why customers run away. Companies can use A/B testing to simplify the purchase process and reduce the information and operation steps that customers need to fill in. For example, companies can try different shopping cart page designs and remove some useless filling boxes and buttons to make shopping carts load faster and use easier; At the same time, they can also test different payment method selection pages to provide customers with a more convenient and safer payment experience. By simplifying the purchase process, the company can reduce the purchase difficulty of customers, make them want to buy things more, and improve the chance of transaction.

5.2 Enhance Trust to Boost Customer Purchase Intention

Our customers often worry about the quality and safety of products or services when deciding whether to buy something. The company can increase our trust through A/B testing and make us want to buy more. For example, a company can display customers' comments and use cases on its website, and then try different display methods and contents with A/B test to see if customers' trust in products or services and whether they want to buy them have changed; At the same time, the company can also provide a clear return policy and after-sales service commitment, and then try different policy descriptions and where to put them on the website to make customers trust the company more. By enhancing trust, the company can reduce our purchase concerns and urge us to complete the purchase quickly.

5.3 Optimize Promotional Activities to Stimulate Purchase Behavior

Promotional activities are a good way to stimulate us to buy things. Companies can improve the design of promotional activities through A/B testing to make it more effective. For example, companies can try different types of promotions, such as discounts, promotions and gifts, to see which activities can attract more customers to buy; At the same time, they can also test different activity times and frequencies to find out the best promotion opportunities for the target customers. By optimizing the promotion activities, the company can stimulate our desire to buy and let us buy more and more frequently.

6. CONCLUSION

This article deeply studies how to use A/B testing to optimize the transformation path from customer journey to purchase behavior. This transformation path between customer journey and purchase behavior is an important part of the interaction between the company and customers. A/B testing can help us find out the key steps, see the effects of different strategies, and then constantly improve customer journey. According to the A/B test, companies can use some good methods, such as combining different channels to make the experience more personal, and optimizing communication and interaction to improve the customer's journey. At the same time, they can also improve our shopping behavior path by simplifying the purchase steps, increasing trust and optimizing promotional activities. Through continuous A/B testing and optimization, enterprises can make customers experience better, improve the conversion rate of people buying things, and enhance their market competitiveness. In the future, with the continuous progress of science and technology, the market environment is also changing. Our company needs to explore and innovate the usage of A/B testing, and use it to optimize the customer journey and change everyone's shopping behavior, so as to keep up with the ever-changing market demand and customer expectations.

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