The Behavior Research in Chinese College Students' Online Shopping

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ABSTRACT: *The progress of science and technology and the development of society promote the vigorous development of online shopping. The novelty of online shopping and the characteristics of college students make college students become the "main force" of online shopping.This paper introduces the clear concept of online shopping and publishes the relevant data of shopping network of college students in China through investigation and research, finds out the current situation and behavioral characteristics of online shopping, as well as the problems of college students in the online shopping process, and puts forward sales suggestions for merchants and online shopping strategies for college students.*
KEY WORD: *Chinese college students; Online shopping; Behavior research*

I.   Introduction

Online shopping is a new way of shopping which consumers retrievesonline commodity information through the Internet, issues a shopping request and payment through the electronic orders(Svobodova and Hedvicakova, 2018).Payment methods includepayment first (direct bank transfer, online remittance) and payment on delivery (the third-party payment platform such as Alipay to guarantee deal). Producers make deliveries through mail-order or Courier companies. With the deepening and development of economic globalization, and the rapid development and expansion of global network economy, online sales have become an important channel of commodity trading. China's online shopping also shows high-speed sustainable development.

Due to the wide application of Internet and the progress from 21st century, electronic commerce has rapid development and expansion developing from the traditional store sales. More and more people choose online shopping, and a growing number of transactions are completed online.Especially in recent years, shopping applications of mobile phone end also rise and develop unceasingly, have gradually become the main method of the broad masses of netizens using the Internet.

The number of Internet users is an important factor affecting the total amount of online shopping transactions.And now there are many cases of college students online shopping, because college students are the group with relatively understanding of the Internet, more frequent use of the Internet.College students will become the main force of online shopping in the future? And related data shows that today's online trading market share and the quantity is terribly enormous, the online retail market competition is increasingly fierce.How do merchantsonline sales, or what kind of sales strategy can they adopt in such impregnable and fierce market competition to gain advantages, attract more consumers?

Although there has been a lot of researches about consumer online shopping behavior in China and at abroad from psychology and sociology.This paperinvestigates and discusses college students'online shopping behavior from economics, strives to get the status quo and characteristics of college students'online shopping and the influencing factors of changing college students' online shopping behavior, the problems existing in the college students' online shopping. What's more, we also try to find the methods to solve the problems in today's ability and technology, and provide suggestions for merchants to sales.

II.   Current Situation And Behavior Characteristics Of Online Shopping For College Students
2.1Ways to Online Shopping for College Students

Nowadays, college students shop online in a variety of ways, but the two most popular among college students are B2C and C2C.B2C refers to the way that goods and services are sold to consumers directly by websites.C2C refers to the way to trade between individuals in the trading platform provided by the website(Cheng et al., 2018).

2.2Online Shopping Consumption of College Students

According to the survey, the proportion of college students' consumption behaviors in the absence of goods is the highest, accounting for 39.87%, indicating that college students' consumption behaviors are rational.Followed by seasonal switching consumption and impulsive consumption, accounting for 19.61% and 14.79% respectively. Although college students receive higher education and consume rationally, they are still immature students. They are easy to be attracted by new things, have incomplete self-psychological adjustment and control, and are easy to be impulsive, resulting in impulsive consumption.

Whether it is college students or ordinary consumers, I believe seasonal switching consumption is an important factor for people to consume. With the increase of people's income and the improvement of living standard, no matter it is clothing or various electronic products, people have the will and ability to keep pace with time(Zhuang, Leszczyc and Lin, 2018). Therefore, it is normal that college students' seasonal consumption accounts for a large proportion.

2.3College Students Online Shopping Types of Goods

According to the survey, clothes and bags account for the largest proportion, up to 74.6%, followed by recharges, ornaments and gifts, which account for 32.8% and 30.23% respectively, while other kinds of goods account for a certain proportion but not much. This has something to do with the characteristics of college students. First of all, as a pure consumer group, college students have no fixed income, and their consumption funds are mainly provided by their parents(Ilias, 2018). Therefore, compared with goods with higher prices in stores, college students generally prefer goods with high discounts and relatively low prices in online sales, especially clothes and bags.

Secondly, when you enter the university, you will find that the university life contains all kinds of top-up, such as mobile phone top-up, computer Internet top-up, electricity top-up, game top-up, bus card top-up...Now even the printer can be recharged.In order to adapt to and facilitate college students, many organizations have opened online recharge function, college students can complete all kinds of recharge without leaving room, very convenient. Moreover, college life is rich and colorful, college students will mostly participate in some friends' parties and social occasions.At this time, they need necessary ornaments to decorate themselves and learn to give gifts, so accessories and gifts also account for a large part in college students online shopping.

2.4Websites Chose by College Students in Online Shopping

When asked about the most commonly used websites for online shopping, Taobao took the top spot by an absolute margin, accounting for 88.42%, Tmall followed closely with 71.7%, and Jingdong came in third with 33.44%. A few students chose brand official websites and website malls such as Dangdang, Pinduoduo and Vip.com.The main reason for choosing Taobao, Tmall and Jingdong is that their product categories are more complete and cheaper than other websites.Other sites are chosen less often because their websites are not well known to most people, payment methods are not simple enough, and there may be a lack of variety and high prices.

2.5 Payment Methods Chose by College Students inOnline Shopping

There are several kinds of alternative payment methods for college students in the online shopping.The most used is third-party payment (Alipay, etc.) and online banking payment, 55.95% and 30.55% respectively.The frequency of using other terms of payment, such as credit card, mobile banking, bank or postal remittance and pay on delivery, is low in college students' groups because of the lower safety and convenience than the above two. The third-party payment can be more trusted by everyone.

III.   Factors Of College Students' Online Shopping Behavior

3.1Price

Has been mentioned above, college students are the group of "pure consumption" without fixed income and profit ability, which the main sources of funding their consumption is parents, but the cost of living is limited.Everyone hopeshe can buy cheap goods with good quality, it is just what the general public has to seek the cheap(Shuai, Lei and Zhang, 2018).In addition, online sellers have no pressure on store rent or employees' salaries. In store sales, the costs of both are included into the selling price, while goods sold online do not need to go through this process.Therefore, the prices can be much cheaper than traditional markets.

3.2Commodity Type

Online marketplace items are relatively rich.Relative to the region, the size of the space limitation in real stores sales, network owns infinite space and impossibility as a virtual sales market. All kinds of goods can be fully displayed on the Internet, which cannot be placed in the real stores.Consumers can search the

information of all kinds of goods through the network which they want to search, achieve the dream without borders or regional restriction, even cross-border shop and custom-made goods. This provides consumers with more choices and space, and even college students can experience the fun of shopping.Everyone can experience the real "technology changes life".

3.3The Convenience of Online Shopping

The convenience of online shopping attracted the attention of the consumers.Consumers don't need to leave home and can order goods they want on the Internet and received by Courier service.It is very convenient and quick, greatly save people's time, which people can use this part time to do more things. It is the most attractive for the broad masses of workers and students. With the continuous development of online shopping, the express industry also develops. At the same time, the rapid development of express delivery industry also promotes the prosperity of online shopping.

The emergence of express agencies such as ZTO express, YTO express, Shentong express, Tiantian express, Yunda express, ZJS express, China post EMS express, etc. has promoted the process of online shopping, making it more convenient and faster for ordinary people to shop online. What's more, online stores are open 24 hours a day without the restrictions of store hours. As long as consumers place orders for the goods they like, they can leave other matters to merchants and delivery companies. College students, who always want shopping on a whim but don't bother to go out, mostly have computers and smart phones, and can surf the Internet at any time, is more suitable for this new mode of consumption.

3.4College Students Tend to be Homogeneous

University is a stage from childish to mature. College students are a group with strong learning ability but easy to be influenced by others. They are a group eager to be "unconventional" and eager to be accompanied by friends(Cao, Ajjan and Hong, 2018). In a group of college students, as long as there is a person like shopping on the Internet, other people will at least try to online shopping. Because they do not want to be different from their classmates, do not want to lose their classmates in common language, want to integrate into the collective. At the same time, the goods on the Internet are various, and some of them can be customized for consumers, which can completely satisfy the psychology and vanity of college students.

IV.   The Problems Of Shopping On The Internet For College Students

In this survey, questionnaire statistics show that there are 311 available questionnaires, among which 293 have online shopping experience, accounting for 94.21%, and 18 have no online shopping experience, accounting for 5.79%.When asked whether they trust shopping online, the respondents mostly choose the trust option and general trust option, with a total of 91.81%, while the not trust option reaches 3.07%.It can be seen that the online retail market is huge and the prospect is optimistic. However, there are still some problems that lead to consumers' low trust in online shopping and their attitude of observation.

When asked why they had no online shopping experience, the proportion of worrying the quality is the highest, at 82.64%, followed by worrying about the after-sale service, ratio reached 66.88%.Moreover,customers worry about goods distribution, ratio of 35.37%, andother reasons such as payment security, complex process, do not know how to buy, etc.

4.1The Quality of Goods is not Guaranteed

According to the survey, the main reason why many people choose shopping online is that online shopping is cheaper than going to physical stores.Because online sales save some unnecessary expenses such as rent and labor costs.Now college students generally have a brand awareness and like to pursue brands for everything. They want the thingswith brands but cheap, this has created the opportunity for the fake commodity infiltration.

4.2After-sales Service

A big problem of online shopping is that the things cannotbe tried.Customers always find that is not appropriate when they buy it back.Some merchants said it can sales return but have to pay the postage.And even some merchants directly said it can notbe returned, let consumers suffered losses in vain. There are also very troublesome about the period of warranty and replacement problem on the goods.

4.3Distribution Problem

Rapid rise and development of the express industry accelerate the development of online shopping.But at the beginning of the express industry rise even until now, the Courier companies' organizational development is not very perfect, especially there are more and more online transaction, the express industry is very busy. There is often the news that commodity quality damaged, lost or stranded in the express way, often heard that

express sorting part is how to treat others package of violence, etc.

V.   Suggestions For Online Shopping

For merchants, first of all, they need to strengthen the management of network market goods (Zhuang et al., 2019).College students' brand awareness is very strong, but without enough funding, can not buy too expensive goods.Fake on the network is easy to make college students lose confidence and interest in online shopping.Merchants must strengthen the management of goods, check the good purchase, guarantee the source and quality of goods to make college students to buy the rest assured. Secondly, we should strengthen the management of the reputation of online merchants. According to the survey, many websites have set up the reputation evaluation. For example, Taobao members can get an opportunity to evaluate the reputation of merchants for every successful transaction on Taobao.When shopping online, college students can choose to buy according to the reputation of each online store. However, nowadays some people hire others to make orders and reputation of merchants on shopping websites such as Taobao, it is more important to strengthen the management of merchants' reputation.

Third, we need to strengthen the construction of the relevant laws and regulations on Internet shopping.So far, our country hasno special laws and regulations about e-commerce.Under the circumstances of the rule of law, we should strive to build and perfect a special law and regulation for online shopping e-commerce, make clear a regulation such as the compensation liability subject and the contract pattern, the rights and obligations, dispute processing mechanism, make compensation way, which let us online shopping based on laws. Fourth, we should strengthen the special offer for mobile phone clients. Network merchants should make full use of mobile phone users in China and work hard on mobile commerce shopping application to expand the market.

For college students, first of all, we should establish the concept of rational consumption and the correct outlook on world life, values, do not blindly worship brands. We should choose and buy goods according to our own needs and ability, so that fake and shoddy products may come to you with less opportunities. Secondly, we shall choose reliable shopping websites. When shopping online, college students should try to choose some websites that they are familiar with and that are well evaluated by others, such as Tmall, and try not to choose new websites to prevent being cheated.

Third, to choose a reliable online shop, focus on their poor evaluation, because the poor evaluation just reflects the problems of the store.At the same time, to see their credit rating and shop time, make a comprehensive consideration.College students online shopping should pay attention to compare different shop, have a look, choose the best quality and the lowest price of goods, so that they are satisfied and affordable. The last and most important point is to choose relatively safe payment methods, such as Alipay, Tenpay and other payment methods through third-party payment platforms. College students can truly enjoy shopping only by keeping the property safe.

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