

Research on the Influencing Factors of College Students' Online Shopping Satisfaction

-- A Case Study of Anhui University of Finance and Economics

Lingyue Yang*

Anhui University of Finance and Economics, Bengbu 233000, China

Abstract

With the advent of the era of network economy, the scale of online shopping users in China is increasing, and online shopping has become one of the mainstream shopping methods. The college students are restricted by their income, so it is difficult to make large consumption, but they are still the active group of online shopping. This paper makes an empirical analysis of consumers' satisfaction with online shopping. Combined with theoretical analysis, taking Anhui University of Finance and economics as an example, this paper issues relevant questionnaires to obtain real data. Carry out basic quantitative analysis on the obtained data, get the importance ranking of the influencing factors, and put forward relevant suggestions on the construction of e-commerce platform and the promotion of e-commerce products according to the analysis results.

Keywords

Online Shopping; College Student; Degree of Satisfaction; E-commerce Platform.

1. Investigation Background and Purpose

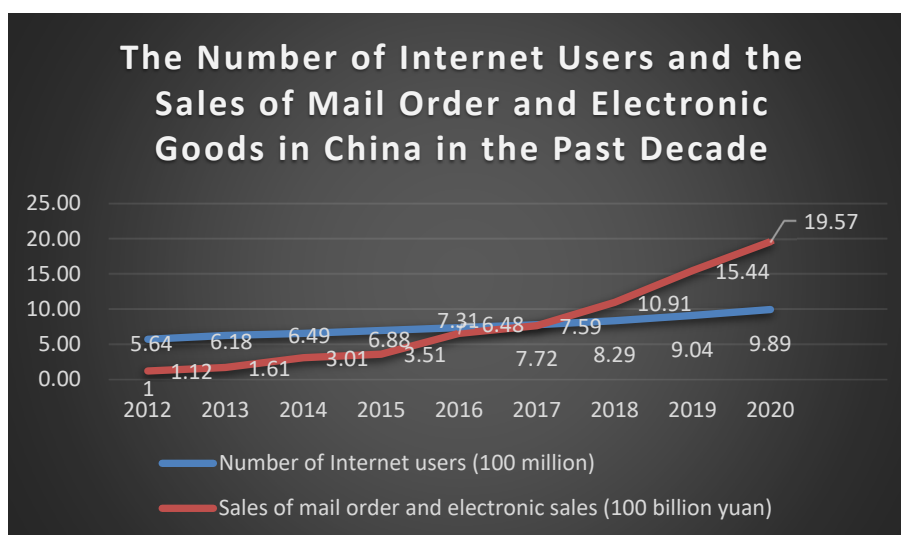


Figure 1. The number of Internet users and sales of mail order and electronic sales goods in China in the past decade

Note: ① mail order and electronic sales: refers to the retail activities of selling through postal and modern communication tools (such as Internet, television, telephone, etc.) and delivering goods to the door. Including mail order, telephone and TV sales; Internet sales (whether paid online or not).

According to the statistics of ACM jingtongren Business Information Co., Ltd, in China's statistical data application support system, the number of Internet users in China has been

growing rapidly in the past 10 years. In 2021, the number of Internet users increased by about 343million, or 34.30%, compared with 2020. By the end of 2021, the number of Internet users in China has reached 1.032 billion, accounting for one fifth of the global Internet users, accounting for 73.10% of the total population. In recent years, the sales of mail order and electronic products in China have also been growing steadily. In 2020, the sales of mail order and electronic products reached 1957 billion, accounting for 4.99% of the total sales of social retail products ,see [Figure 1](#). The annual growth rate from 2017 to 2020 is much higher than that from 2012 to 2016. It can be seen that China's Internet is still popularized and the development of network economy is advancing rapidly.

College students belong to a knowledge group with a higher level of education in the society. They have more contact with the Internet, are more skilled in the operation of online shopping platforms and online shopping software, and are more willing to accept Internet shopping. At the same time, college students have a fixed source of living expenses every month. Their income level is relatively low, their economic independence is poor, their demand for shopping products varies greatly, and their shopping can be induced. At the same time, they prefer fashion, fashion, novelty and quickness, and their clothes are updated quickly, so they have a strong consumption potential. This paper collects data through questionnaire survey and takes Anhui University of Finance and economics students as an example to conduct empirical analysis on the influencing factors of online shopping satisfaction, so as to provide constructive suggestions for college students to reasonably allocate resources and formulate marketing strategies for the e-commerce industry.

2. Research Method and Process

Through the combination of theoretical analysis and empirical analysis, this paper investigates the influencing factors of College Students' online shopping satisfaction. Through the document investigation method, it is learned that at present, domestic scholars mostly use the analytic hierarchy process to investigate the influencing factors of online shopping satisfaction, and less use the investigation methods of theoretical analysis and empirical analysis [1]. In addition, domestic scholars surveyed the general social groups from many aspects, and there were few online shopping satisfaction surveys based on college students. Therefore, this paper takes the students of Anhui University of Finance and economics as an example, uses the online QQ group, wechat group and social media platform of the circle of friends to issue questionnaires, and invites the students in school to conduct a questionnaire survey. A total of 202 questionnaires were collected, including 180 valid questionnaires, with a questionnaire efficiency of 89.10%, which is considerable.

3. Statistical Analysis

The questionnaire consists of four parts. The first part is the basic personal information of the respondents, including their gender and age. The second part is the characteristics of online shopping behavior, including online shopping app preference, monthly online shopping times, online shopping payment means, and online shopping product type preference. The third part is the motivation and influencing factors of online shopping. The fourth part is online shopping satisfaction, including online shopping satisfaction rating and online shopping impact on lifestyle rating.

3.1. Analysis of Students' Online Shopping Behavior

3.1.1. Online Shopping App Preferences

This question takes the form of single choice. Several mainstream app options are set in the questionnaire, and respondents are allowed to add other app options. The survey results show

that the online shopping apps preferred by the respondents are Taobao, pinduoduo, meituan, jd.com and 1688, accounting for 94.44%, 68.89%, 65.56% and 64.44% respectively, see [Figure 2](#). From the statistical data, college students' preference for shopping app platforms is relatively concentrated, and their preferred apps are basically mainstream apps in the current market.

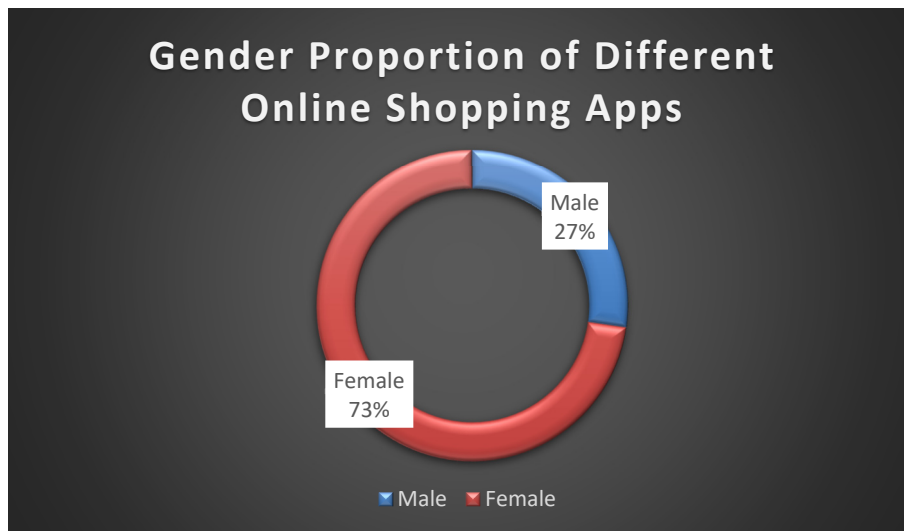


Figure 2. Proportion of online shopping preference apps

The shopping platform of college students highly reflects that the current mainstream e-commerce apps have occupied a major position in the hearts of consumers. E-commerce giants such as Taobao and jd.com have many customer groups and high user stickiness due to their early establishment, high popularity and completeness. Pinduoduo and meituan, two e-commerce platforms founded after 2010, also attract college students because of their unique characteristics. Pinduoduo was founded in 2015 and is in the period of rapid social growth of online shopping. The commodity prices on the platform are cheap and the small products are rich. It meets the characteristics that college students are subject to economic independence and novelty hunting. In recent years, pinduoduo is catching up with JD and becoming an online shopping platform that college students are happy to use. Unlike other mainstream online shopping platforms, meituan provides takeout services and fresh food services for consumers. It belongs to short-distance online shopping of goods. Its service products are mainly food. It has found a new way to avoid the fierce competition of online shopping goods such as daily necessities and electronic goods, and has attracted college students' consumer groups pursuing convenient services. In addition, in recent years, pinduoduo, Taobao and other online shopping platforms have gradually launched new services such as shopping and errands, and the service content of each major platform has been continuously expanded.

In the question "will you choose different online shopping apps for different shopping needs?" Among them, 132 people said they would often enter different apps to buy different goods according to their purchasing experience, of which 72.73% were girls and 27.27% were boys, see [Figure 3](#). In addition, users of vipshop, 1688 and other non mainstream platforms are mostly girls. It can be seen that girls are more likely to try online shopping platforms than boys, and are more willing to spend time choosing different platforms for different types of products.

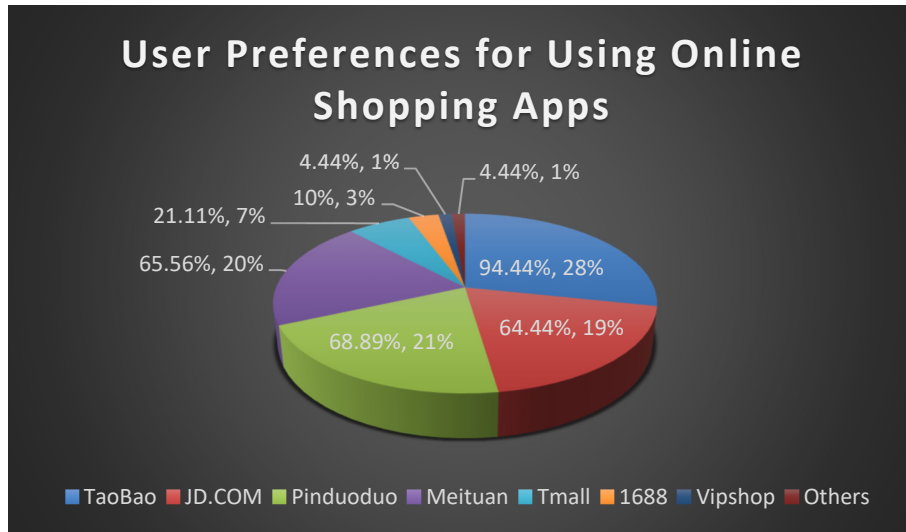


Figure 3. Gender proportion of online shopping apps selected for different shopping needs

3.1.2. Monthly Online Shopping Times

The survey shows that among the 180 samples, college students' monthly online shopping times are mainly between 1-5 and 6-10, accounting for 48.89% and 34.44% respectively, and 30 students' monthly online shopping times are more than 11, see Figure 4. Due to the timeliness of online shopping and the non urgent need of online shopping items, the number of students' monthly online shopping is not very high, and the number of students' monthly online shopping mainly ranges from 1 to 5 times. In the questionnaire, there are 10 students who have bought online more than 20 times, all of whom are girls, indicating that a small number of college students are dependent on online shopping, and relatively speaking, girls are more dependent on online shopping than boys.



Figure 4. Proportion of online shopping times

3.1.3. Online Shopping Product Type Preference

According to the types of online shopping items shown in the questionnaire results, more than 70% of the respondents often buy food, shoes, bags, clothes and hats online. Online shopping of electronic products, cosmetics, gifts and toys accounted for 53.33%, 54.44% and 50% respectively, see Figure 5. The top three preferences of girls' online shopping products are shoes, caps, food and cosmetics from high to low, and the preferences of boys are food, electronic products, gifts and toys. There are certain differences in consumption preferences between girls and boys. Girls prefer online shopping for clothes, while boys prefer online shopping for

electronic products. The gender preference difference may be mainly caused by the consumption habits of boys and girls. Compared with boys, girls' consumption of clothes is higher than boys' and boys' preference and consumption of electronic products are higher than girls'. Secondly, pharmaceuticals and other products have their own particularity and urgency, which makes more people choose Offline physical stores to buy.



Figure 5. Preference of online shopping products

3.1.4. Payment Method Preference

Due to the popularity of wechat, Alipay and other third-party payment methods, more consumers choose these two methods for online shopping payment due to their convenience. Consumers also trust the security of these two payment methods, which makes them occupy the main payment position.

3.2. College Students' Online Shopping Motivation and Satisfaction

As the aborigines of the Internet, college students' consumer groups have a high degree of tolerance for online shopping. According to the survey results, 130 people surveyed are satisfied with their current online shopping experience. It can be seen that the functions of the online shopping platform can meet most of the purchase needs of consumers, and consumers are relatively happy with their use process. Another 34 people think that the experience of different e-commerce apps is quite different. E-commerce apps may give different users different feelings of experience and get different evaluations because of differences in their interface friendliness, customer service attitude and logistics timeliness. The results show that most college students are satisfied with the current online shopping platform services, but there are still a small number of users who have a sense of difference in the service experience of each platform. Therefore, the current e-commerce platform still has room for improvement. None of the respondents thought that the online shopping experience was poor. The convenience and benefits brought by online shopping to consumers can be seen.

In recent years, the rise of new consumption mode online shopping has had a great impact on the whole society. The questionnaire shows that only 18 of the 180 students think that online shopping has no impact on their lives. In addition, more than 160 people believe that online shopping has had or how much impact on their lives.

3.3. Analysis on Influencing Factors of College Students' Online Shopping Behavior

The questionnaire divides the influencing factors of online shopping into three levels: product factors, website service quality and online shopping App Design. According to the survey results,

the priority of factors affecting online shopping of college students is product factors > service quality > app design. Considering the priority of this factor, it is more in line with the research expectations, and is also relatively consistent with the influencing factors of online shopping of the public.

The data shows that the top three influencing factors of online shopping are product price, product quality and supplier reputation. Among them, product quality and product price are also the main factors considered in traditional shopping. Shopping on e-commerce platforms is also dominated by these two main consumption influencing factors. In addition, as online shopping intensifies the information asymmetry between sellers and buyers, the reputation of suppliers has also become an important factor in choosing online shopping platforms. When shopping online, consumers will pay more attention to the reputation and product evaluation of merchants, and spend most of their online shopping time on commodity selection and commodity information confirmation, so as to prevent the goods purchased from not meeting expectations due to asymmetric information.

Due to the particularity of online shopping, it can not be bought at any time like traditional consumption. It needs express delivery. 66.67% of people also regard the quality of express delivery as an important influencing factor of online shopping. The delivery speed and service quality of express affect consumers' online shopping experience to a certain extent. The convenience of App Design and payment method ranks behind the influencing factors of College Students' online shopping. To some extent, the current online shopping App Design and payment environment have been able to meet the needs of consumers, and there are few areas that need to be improved. From the survey results, for the respondents, the most influential factors of online shopping products are the product quality and product price. Therefore, the online shopping platform should still maintain the quality control and price control of the product itself in the future development process, so as to enhance consumers' sense of security in online shopping.

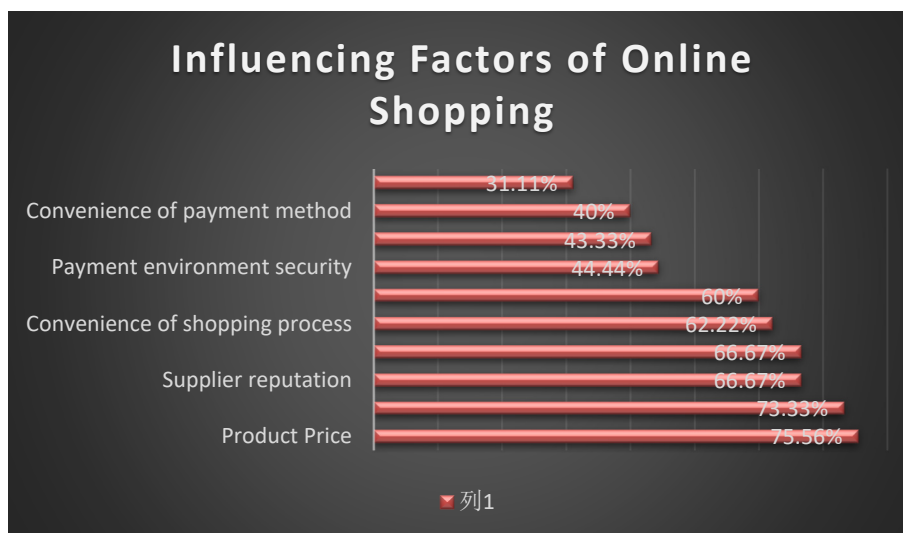


Figure 6. Proportion of influencing factors of online shopping behavior

4. Marketing Suggestions

4.1. Improve Product Quality

Due to the particularity of online shopping, college students' consumers can not accurately judge the quality of each commodity according to the information provided by the merchants, and can not touch the actual commodities before they get the commodities. Therefore, when introducing products, businesses should pay attention to ensuring the authenticity and detail

of the content of product introduction, and show the use experience of different types of people, so as to provide effective reference for consumers. In addition, for clothes and other products that need to be accurately measured, it is better to unify the measurement units and standards, so that more consumers can more easily refer to the size information they need when purchasing products in different stores. For platforms with more low consumption, such as pinduoduo, we should focus on controlling the quality of low-cost goods, strive to do a good job in product quality control on the basis of controllable costs, and maintain our own college student user stickiness.

4.2. Develop Targeted Marketing Strategies

According to the product preferences shown in the survey, the types of products that male and female students like online shopping are significantly different. In today's data age, businesses can use big data to develop different marketing strategies for college students of different genders and strive to improve the user experience. We can learn from the partition form of the novel platform to set up different zones in the app to push different products for users of different genders. In addition, enterprises can also conduct in-depth market research on college students, so as to make a more detailed division of user groups and attract more consumption. At present, e-commerce pays more attention to the promotion of women's festivals, which can increase the festival concept of men in the future, formulate relevant marketing strategies, and tap the potential of men.

4.3. Improve the Logistics System

Online shopping increases the information asymmetry between sellers and buyers. The timeliness and service quality of online shopping products also have a great impact on consumers' online shopping experience. From the results of the questionnaire survey, it can be seen that the level of logistics service is also one of the main influencing factors of online shopping for college students. In reality, many consumers return goods because of poor express service quality, which wastes time and energy for the consumer group and damages the rights and interests of consumers. Due to their high level of education, college students have a strong sense of self-protection of their rights and interests, a low tolerance for commodity damage, and a high possibility of return due to logistics problems. Businesses and platforms should contact logistics companies with high service quality to cooperate, reduce return risk and improve business efficiency.

4.4. Standardize Customer Service

In recent years, the rapid development of e-commerce platforms has led to a large number of merchants settling in e-commerce platforms with uneven qualifications. The professional quality of customer service provided by merchants is also mixed, and even some stores directly sold by manufacturers fail to recruit professional customer service, unable to answer the questions of consumers in time, resulting in missed sales opportunities. However, college students have strong legal awareness and high requirements for customer service attitude. Compared with other social groups, they have more time for commodity selection and are more inclined to have friendly communication with customer service, hoping to obtain the required information efficiently. The e-commerce platform can formulate customer service quality standards for the settled merchants, provide customer service training services for the merchants, standardize the customer service level of the platform, and improve the online shopping experience of consumers.

4.5. Note Re Media Marketing

College students are the main force of new media users. They are willing to communicate, like to pay attention to hot spots, and have a strong dependence on social media. If e-commerce

platforms and online shopping products can take advantage of the immediacy, interactivity and personalization of new media, grasp the trend following psychology and easy to be induced psychology of college students, new e-commerce products can be quickly promoted among college students and occupy the market.

4.6. Improve the Diversity of Online Shopping Platforms

College students, as the main participants in the Internet era, have also become the main force of online shopping. Online shopping has become the mainstream among college students. However, at present, the online shopping platform is gradually showing a dominant phenomenon, which is not conducive to the role of the market competition mechanism. The monopoly phenomenon is not conducive to the development of market price, service quality and other conditions to the benefit of consumers, and is not conducive to improving consumer satisfaction in online shopping. Therefore, a variety of online shopping platforms should be developed to classify the applicable types of online shopping apps. Let all kinds of websites divide the types of online services, concentrate on the services in their respective fields, and continuously improve the satisfaction of consumers.

References

- [1] J.Q.Liu: An empirical study on the influencing factors of College Students' online shopping -- a case study of Xinzhou Normal University, *Accounting Study*, 2018 (06): 123-124+127.
- [2] S.S.Lv,Y.W.Ning: Analysis on Influencing Factors of College Students' online shopping satisfaction, *Economist*, 2018 (08): 47-48.
- [3] L.Feng: Research on the characteristics of College Students' online shopping and the influencing factors of online shopping satisfaction, *China Youth Research*, 2017 (01): 73-79+22.
- [4] X.Ma: Discussion on the influencing factors of College Students' consumption, *Economist*, 2021 (05): 164-166.
- [5] J.Tian,L.W.Wang, An empirical study on the relationship between e-service quality and online shopping satisfaction of college students, *Journal of Nanjing University of Posts and Telecommunications (SOCIAL SCIENCE EDITION)*, 2011,13 (04): 51-57.