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Analyzing the Influencing Factors of College Students' Online Shopping Preference

Muxi Gao

Hong Kong Baptist University, Hong Kong, 999077

Abstract: The power of comments is great, as can be seen from the Internet violence incident, people are easy to be affected by others' comments. This project is based on online shopping, and discusses how people will be most affected by online shopping. In this experiment, questionnaires and other methods were used to collect the answers of hundreds of subjects. By setting control variables, it was concluded that in online shopping, comments are most likely to affect people's purchasing behavior.

Keywords: Online Shopping; Consumer Behavior; Comments and Reviews

1. Introduction

With the rapid development of the national economy and information technology, as well as the great improvement of people's living standards, my country's e-commerce and online shopping markets have continued to prosper and develop, and college students have become one of the important forces in the online shopping market. Empirical research on group online shopping behavior. The article first expounds the research methods and related statistical operations, and then conducts statistical analysis based on the data obtained from the questionnaire survey, and explains this behavior from the perspective of consumer sociology to describe the situation of college students' online shopping behavior in detail.

Shopping websites usually display the sales volume, favorable rating and evaluation of the product on the homepage of the product. Our experiment tested the hypothesis of how product sales and reviews during online shopping affect the purchase desire of college students. More and more people prefer to shop online, so our project aims to provide store owners with directions for future improvement by analyzing the important factors which influence people's consumption intention. This paper will conduct the experiment through online questionnaire. The 2×2 factorial design method was used in the questionnaire to collect information about the influence of the two factors of online shopping sales and evaluation on college students' shopping. The final results are generally consistent with our initial hypothesis, suggesting that people's online shopping behavior is influenced by the behavior of others, and that reviews are more likely to influence people than sales.

2. Research Context

With the continuous development of the Internet and the impact of the "stay-at-home economy" spawned by the epidemic, more and more people choose to shop online instead of shopping in offline physical stores. The study of consumer behavior is inseparable from the marketing decision of the enterprise market. Consumer behavior is significant to improve the level of marketing decision-making and enhance the effectiveness of marketing strategies.

This study aims to investigate how much market data such as sales data and positive ratings have an impact on young people's consumption behavior. In this experiment, we will use 2×2 factorial design to test favorable rates and sales figures which data they will pay more attention to when they choose commodities. In this study, we do not explore the differences in the consumption behavior of college students between regions and we set the survey population as all Chinese college students.

3. Method

About the experimental method, the specific process is as follows. We used an online questionnaire to investigate the factors influencing university students' preference for online shopping in the course of our experiment. I will then explain our experimental hypothesis and the experimental methods we used.

After we decided on the topic of our experiment, the team members started to collect relevant information to improve the accuracy of the experiment, including identifying the sample, experimental variables and designing the questionnaire questions. Our reported investigation date began on 5 May, with the distribution of questionnaires to collect data, and the end date was 13 May.

The selection of participants for our experiment was mainly university students, with a sample size of around 300. In order to increase the sample size, we expanded the questionnaire to include the Moments. In order to target the participants to university students, we included options on the questionnaire: whether they were university students and whether they had made online purchases.

4. The experimental hypothesis

Although questionnaires are different from experimental studies, they also require the development of an experimental hypothesis. In research using questionnaires, an experimental hypothesis is a predictive statement made by the researcher about the research question or phenomenon, usually based on prior experience or theoretical knowledge. By formulating an experimental hypothesis, the researcher can clarify the objectives and direction of the study, guide the research design and questionnaire development process, and the analysis and interpretation of the data.

Typically, the information given to consumers in online shopping to judge their purchases are sales, positive reviews, and ratings. Therefore based on the above information we have made an experimental hypothesis.

Our experimental hypothesis is the following two: H1. People's buying behavior is modified by the behavior of others. H2. Speech is more likely to influence people than physical behavior.

5. Online questionnaire

Before starting the questionnaire, investigations that involve social behavior, psychological factors or research interventions on the part of the respondent need to take into account the requirements of ethical regulations and require informed consent. We have therefore designed the questionnaire with this feature in mind: when the respondent clicks on the questionnaire, an informed consent page will appear before answering the questions, and only after clicking 'OK' will the respondent be able to jump to the questionnaire, in order to respect the respondent's right to informed consent and choice.

First of all our experiment was about what college students care more about in online shopping, so we chose to investigate what the respondents would care about given the same goods. In order to make the items more comprehensive for the audience, we chose plain white short sleeves for our items.

Our experimental variables were about the same item having different sales and reviews (good/bad reviews) Next we showed four pictures of the same item with different variables, after which the respondents chose to rank in the questionnaire from highest to lowest through their willingness to buy, by ranking we could see if they cared more about the sales or the reviews of the product when shopping online? Which factors are more important to them?

The age of the online respondents was relatively random, so we first screened to see if the questionnaire included university students. Also, to make the data more accurate and complete, we added whether or not they had participated in online shopping.

In order to make the data more comprehensive, additional questions were added to the questionnaire on the following points: the gender of the respondents, what issues are more important when purchasing products, and what else influences the choice when shopping in addition to the above options.

Research Question1: Are you a university student, have you ever shopping online

Research Question2: Gender

Research Question3: You will need to read through the four pictures we have displayed and rank the four items in descending order according to your preference.

Research Question4: What issues are more important when buying products (option 1: reviews, option 2: sales, option 3: shop ratings, option 4: product ratings)

Research Question5: Apart from the above choices, what else can influence your shopping choices

6. Data Description

A total of 171 people were invited to take part in the experiment. 62 questionnaires were recorded as some of the respondents did not complete the consent form and some of the results were obtained from the same IP address. The subjects have all given their consent to participate in this experiment.

The subject of this study was the factors influencing the online shopping preferences of university students, and 14 questionnaires were administered to non-university students, so these data were also excluded. Therefore there were 96 valid data for this experiment.

7. Finding

According to the questions and answers in the questionnaire, in online shopping, apart from the quality and price of the product itself and personal preference, buyers' shows and sales also have an impact on people's buying behaviour, and even the recommendations and reviews of

some celebrities on other social media platforms can also have an impact on personal buying behaviour. This validates H1 that people's buying behaviour can be altered by the behaviour of others. Whether it is reviews or sales, it is the behaviour of other people that can easily be influenced to change their purchasing choices.

RATING(1-4)

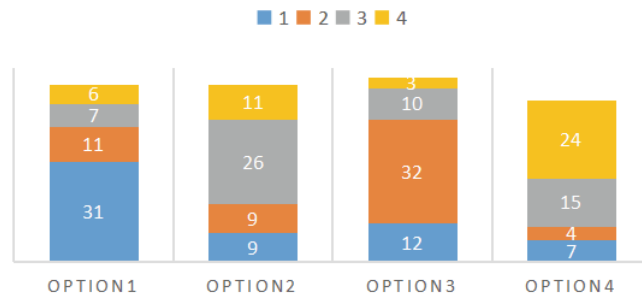


Figure 1

	MEAN	1	2	3	4
Option 1	1.71	31	11	7	6
Option 2	2.75	9	10	32	11
Option 3	2.08	10	37	11	3
Option 4	3.26	8	5	15	41

MEAN

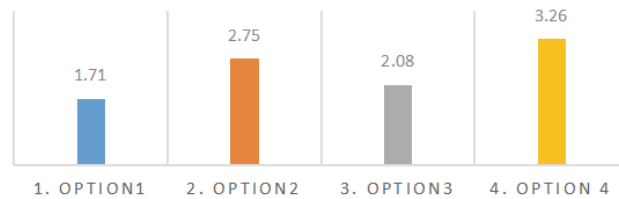


Figure 2

The experiment was to have the subjects sort the images, with the strongest willingness to buy choosing option 1 and the weakest willingness to buy choosing option 4. The experiment was analysed according to its mean, so that lower values meant people were more willing to buy and higher values meant fewer people were willing to buy. As can be seen in Figure 1 and 2, more positive reviews and high sales (option 1) are people's first choice, with 31 people choosing it as the first option to buy, followed by more positive reviews and low sales (option 3), with 12 people choosing it as the first option and 32 people choosing it as the second option, and thirdly, with high sales and more positive reviews (option 2), with the most people choosing it as the third option to buy, and the least people choosing the option with both low positive reviews and low sales (option 4). Comparing the four options we can learn that reviews influence people's buying behaviour more than sales, validating h2.

WHAT PEOPLE MORE CARE ABOUT WHEN SHOPPING

■ Comments ■ Sales ■ Store rating ■ Products rating

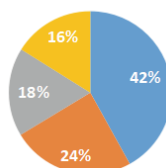


Figure 3

Figure 3 also illustrates that, excluding objective factors such as price and quality, reviews are the most influential in influencing people's purchases. Also, the rating of the shop and the rating of the product are also influential factors, chosen by 42% and 24% of people respectively,

which again validates h1. Both shop ratings and product ratings are also bystander reviews of food, and these reflect how easily people can be influenced by external factors.

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