



The Effect of Taobao Platform on College Students' Purchase Intention

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Abstract. This study explores the Taobao platform's impact on college students' purchasing decisions, providing strategies for enhanced user experience. Analyzing network promotion, risk perception, online word of mouth, and service quality, it identifies key factors influencing purchase intention. Results reveal the significance of network promotion, perceived risk, Internet reputation, and service quality. The study demonstrates good data reliability and validity. Recommendations include strengthening network promotion, improving security, fostering positive word of mouth, and enhancing service quality on Taobao platforms for a better shopping experience and increased purchase intent.

Keywords: Taobao platform, purchase intention, network promotion, perceived risk, online word-of-mouth, service quality.

1 Introduction

1.1 Research Background and Significance of Problem

In the digital age, Taobao has revolutionized traditional business models, evolving into a lifestyle essential for college students. Its C2C model and technological prowess redefine convenience, offering unlimited product access and transforming purchasing habits. Taobao's impact extends beyond transactions; it profoundly influences consumer behavior by eliminating time and geographical constraints. Personalized shopping experiences, driven by big data analysis, boost satisfaction and fuel college students' purchase intentions, creating an unparalleled shopping landscape.

This research provides valuable insights into digital decision-making, guiding companies in optimizing operations and marketing strategies. Understanding Taobao's influence on college students not only fosters market competition and innovation but also contributes to the ongoing development of the digital economy.

2 Related Research

Research on college students' digital era purchase intentions offers valuable business insights. Scholars like Yu Weiping et al. (2016) and Lang Hongwen et al. (2018) emphasize online reviews and perceived usefulness, contributing to a comprehensive model of purchase intention, particularly on Taobao.^[9]

Network promotion, especially time-limited rush-buying, stimulates college students' purchases. Factors like price reduction, convenience, and customer service are critical but complex.^{[5][6]} (Wang Fang, 2014; Guo Hao and Gao Meihui, 2020; Pechora Ly, 2017; Shin et al., 2019; Liang et al., 2021).

Perceived risk and value in online shopping among college students are explored, emphasizing their complexity and importance^[11](Zhong Kai, 2015; Chen Lu, 2016; Sitin et al., 2016).

Online word-of-mouth and video reviews impact college students' purchasing decisions. Further in-depth analysis is essential to understand Online word-of-mouth's influence^{[2][3]}(Zhang Mingxi et al., 2016; Niu Gengfeng et al., 2016; Zeng Ronghui, 2023; Erkan et al., 2018).

Finally, the importance of service quality, particularly in cross-border retail, is linked to college students' satisfaction and willingness to shop online, emphasizing the need for understanding different service quality dimensions^[7] (Zhang Menghao et al., 2017; Ma Ying-li, 2018; Zhou Qilong, 2022; Rita, 2019).

3 Research Method

The study on the "The effect of Taobao Platform on College Students' Purchase Intention" is a combination of quantitative and qualitative research. This research aims to explore the influence of the Taobao platform on the purchase intentions of students from Nanchang University of Science and Technology and Nanchang University through data collection. The data collection process involves the formulation of a precise pre-investigation questionnaire to ensure its reliability and validity. Based on a comprehensive understanding of variables, the meticulously designed questionnaire is used to survey sample groups, rigorously testing research hypotheses and delving into the correlation between Taobao platform usage and shopping intentions from the collected data. Throughout the research process, we will consistently prioritize privacy protection, ensuring the full respect of participants' rights. This integrated approach will provide a profound understanding of the relationship between college students' shopping behavior and the Taobao platform, offering empirical evidence for future market research conclusions.

According to the Krejcie and Morgan table, if the number of samples exceeds 30,721, the number of randomly selected samples needs to exceed 379. A total of 413 questionnaires were distributed in this research sample, 406 questionnaires were returned, a recovery rate of 98.3%, and 400 valid questionnaires, an effective rate of 98.5%. General information of the respondents consisted of sex, age and education

level, presented as frequency and percentage of the sample, details shown in Table 1 as follows:

Table 1. shows general information

Variables		Frequency	percentage
sex	Man	250	62.50
	Female	150	37.50
	Total	400	100.00
age	Under 20 years	295	73.75
	21-30 years	93	23.25
	31-40 years	9	2.25
	41-50 years	2	0.50
	higher 50years	1	0.25
	Total	400	100.00
education level	Lower associate degree	60	15.00
	Undergraduate student	329	82.25
	Master's students	7	1.75
	Doctoral students	4	1.00
	Total	400	100.00

4 Research Result

Form table 2, In the empirical phase, we rigorously designed the survey questionnaire and conducted thorough data analysis to ensure research credibility and accuracy. Our questionnaire design followed a systematic approach, emphasizing clarity and relevance. We performed a pre-test to gather respondent feedback and made necessary adjustments. Reliability assessment, using methods like Cronbach's Alpha coefficient, revealed all coefficients exceeding 0.9, confirming the questionnaire's rationality.

Table 2. Research reliability analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
0.916	27

Additionally, we used statistical methods, including factor analysis, to validate the questionnaire's validity by assessing correlations between questions and ensuring distinct factors or dimensions. The results showed a Kaiser-Meyer-Olkin Measure of Sampling Adequacy of 0.858 with a significance level of 0.00, further confirming the questionnaire's rationality. The specific data can be seen in Table 3.

Table 3. Research validity analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.858
Bartlett's Test of Sphericity	Approx. Chi-Square	1330.066
	df	10
	Sig.	0

The results of the analysis of the regression coefficient independent variable effect on purchase intention.

Table 4. The results of the analysis of the regression coefficient independent variable

Model	Unstandardized Co-efficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(CONSTANT)	.138	.064		2.173	.030
network promotion	.086	.030	.097	2.898	.004
perceived risk	.111	.029	.119	3.803	.000
online word-of-mouth	.338	.035	.362	9.645	.000
service quality	.389	.033	.434	11.807	.000

$R^2 = .776$, $*P < .05$

From Table 4, The results of the analysis of the regression coefficient independent variable (network promotion, perceived risk, online word-of-mouth, service quality) effect on purchase intention. It was found that independent variable consisted of perceived risk, online word-of-mouth and service quality with a Significance (Sig) = 0.000. network promotion with a Significance (Sig) = 0.004. It could be seen that network promotion, perceived risk, online word-of-mouth, and service quality had a Significance (Sig) value less than 0.05 Statistically significant level an. in summary, it was found that: Observable network promotion significantly positively affects purchase intention ($B=.086$, $p<0.05$).Observable perceived risk significantly positively affects purchase intention ($B=.111$, $p<0.05$).Observable online word-of-mouth significantly positively affects purchase intention ($B=.338$, $p<0.05$).Observable service quality significantly positively affects purchase intention ($B=.389$, $p<0.05$).The R square for this model is 0.776, demonstrating that network promotion, perceived risk, online word-of-mouth, and service quality can explain 77.6% of the variation in Purchase Intention.

5 Discussion

Results of the Survey: Significance values (Sig) for factors like network promotion, perceived risk, online word-of-mouth, service quality, and college students' purchase intention fall within a reasonable range, affirming the statistical credibility of the study.

The research findings from four distinct studies reinforce established theories in different aspects of consumer behavior among college students. In the context of online sales promotions, the research affirms the positive impact on college students' purchase intentions, as supported by Assume's framework and Shin's (2019) work. Furthermore,

Pichponreay Ly's (2017) research highlights the significant influence of factors like price reduction, convenience, and customer service, especially among experienced consumers, enriching our understanding of these dynamics in college students' purchasing behavior.^[8]

Another set of research findings strengthens the understanding of perceived risk as a critical factor influencing college students' purchase willingness. These findings are in alignment with 'Assume' and Zhong Kai's (2015) study emphasizing perceived product and website service quality. Additionally, Li Guangwei's (2014) research further reinforces the significance of factors such as perceived usefulness, product information, online store service quality, and perceived risk in shaping college students' online purchasing behavior. These results offer valuable insights for both academic research and e-commerce practices, underscoring the importance of perceived risk in decision-making processes.^[10]

Regarding online word-of-mouth, the research supports established theories, particularly 'Assume,' by demonstrating the positive influence of online word-of-mouth on college students' purchase intentions. This consistency is echoed in prior research, such as Liu Junqing and Tang Dingna's (2016) work, which emphasizes the impact of the quantity of online reviews on college students' trust and purchase intentions. Furthermore, Niu Gengfeng's (2016) findings reveal a positive correlation between the number of online reviews and college students' willingness to shop online, reinforcing the pivotal role of online word-of-mouth in influencing college students' decision-making in online shopping and underlining its significance in shaping attitudes and behaviors in the online retail landscape.^[4]

Finally, the research findings emphasize the importance of service quality in influencing consumers' purchase willingness. This aligns with Zhang Menghao's (2017) work, which indicates a shift among college students from price-driven decisions to valuing product quality. Additionally, Ma Yingli's (2019) study shows that merchant sales' service quality significantly impacts college students' satisfaction and their subsequent online shopping behavior.^[1] These consistent findings contribute to a more comprehensive understanding of the multifaceted dynamics in consumer decision-making, particularly in the online shopping context, providing valuable insights for academic research and practical applications in e-commerce.

The study enhances the understanding of factors influencing college students' purchase intentions, providing valuable insights for optimizing marketing strategies and improving the consumer experience in e-commerce.

6 Conclusions

The study identifies a gender-based difference, indicating higher participation by male college students on Taobao platforms. The majority of respondents are around 20 years old, emphasizing the platform's popularity among the younger demographic. A considerable portion holds a bachelor's degree, underscoring the prevalent educational background. To enhance satisfaction and loyalty, Taobao platforms should tailor their of-

ferings to meet the specific preferences of college students. The study suggests a "moderate" perception of network promotion on Taobao, with high evaluations for service quality and product information but lower satisfaction with personalized recommendations. Perceived risk is generally seen as "low," with specific concerns about potential risks and payment security. Online word-of-mouth has a "low" overall impression, particularly concerning reliance on user comments. Service quality is perceived at a "low" level, despite some satisfaction in specific areas. College students' purchase intention is at a "low" level, influenced by opinions of friends or family, other shoppers' evaluations, and a priority on product price over quality. These nuanced findings provide a basis for further research into factors influencing purchase intentions on Taobao platforms among college students.

In summary, the study reveals intricate dynamics influencing college students' purchase intentions on Taobao. Network promotion significantly impacts students' purchase intentions, with compelling promotions encouraging active consideration of purchases. Reduced perceived risk positively affects willingness to buy. Positive online word-of-mouth strongly influences purchase intentions. Service quality is a key influencer, enhancing trust and loyalty. These findings offer insights for optimizing marketing on Taobao and improving the consumer experience for college students.

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