

Analysis of College Students' Consumer Behavior at E-commerce Era

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Abstract—As network technology grows, the Internet has penetrated into all aspects of society, which has brought great convenience to people's production and life. More and more companies are keen to expand the market via the network and individual consumers also get involved in e-commerce activities. In recent years, as e-commerce develops, network consumption has gradually been the mainstream consumption pattern. Among many network consumer groups, currently college students are the powerful main force of network consumption. They have great interest in online consumption. They are not only real consumers for enterprises to carry out network marketing but also the main potential consumers in the future network sales market.

Keywords—College Students; E-commerce Era; Consumer behavior; Sales Strategy

I. INTRODUCTION

With the popularity of the network and computers and increasingly fast pace of life, the e-commerce industry is growing at an alarming speed. Crowds shopping for "clothes" is expanded to today's consumption of "food, shelter and transportation", it can be said that all consumer behaviors are gradually achieved through the e-commerce platform. This enables enterprises, experts and scholars to concern about consumers network behaviors, which has become a rapidly developed research field in recent years.

Enterprises gradually achieve promotion, sales of commodity, services and communication with consumers in the website platform of e-commerce. Therefore, it has become a difficult problem to accurately understand and meet the information needs of consumers, to build a user model with network consumer features, interests, goals and behavior preferences, and accordingly to predict user behavior and better provide personalized services to consumers.

II. CONSUMER PSYCHOLOGY OF COLLEGE STUDENTS AT E-COMMERCE ERA

College students are special groups who have received higher cultural education. They have a high ideological consciousness, quickly accept and comprehend new things, new technologies and new ideas. They are direct objects of the network consumption popularity, and their consumption psychologies have their own characteristics.

A. Convenience

Shopping timeliness and convenience are particularly important for college students. With the rapid development of China's higher education, Chinese colleges and universities expand enrollment one after another, and the original campus area is apparently unable to meet the requirements of college expansion and the increased number of students. Therefore, Chinese colleges and universities choose to expand campuses. However, many new campuses are far away from the cities' business district and are built in the urban fringe, which restricts students to go out consumption. Besides, it often takes a few minutes or hours to choose products in a traditional way, there is a long distance between the destination and campuses, the transportation is inconvenient, which make students waste lots of time and energies.

Online trading can make up for this defect. Today's online ordering and online booking may better reflect the simplicity and convenience of network consumption. Students directly go to the online stores to purchase commodity from all over the country, so as to get their desired services. In such a way, they no longer need to spend time and energy on transport, which is also the most important factor for online shopping to attract students.

B. High Quality and Reasonable Price

When choosing commodity, low price is a major consideration factor for college students. When the price reaches the expected price of consumers, they will have the desire to purchase. College students have limited financial capabilities, so they are more sensitive to price than other groups. Most college students gain financial supports from their parents, and minorities of them gain from part-time jobs or scholarships, so they can only meet their additional consumer psychologies by saving from living costs. Besides, online commodities are cheaper than physical commodity, which precisely meet the limited financial abilities and additional consumption of college students.

C. Personality and Novelty

As a group of energetic young people, college students are curious about new things. Compared to other groups, they like new thing and it is easier for them to accept. Therefore, as a novel shopping method, online shopping attracts them to try. In addition, college students have strong abilities in computer and network

applications and operation, and they can accept online shopping operation quicker than other groups. Moreover, the contemporary college students are an ant group sensitive to fashion and pursuing personality. Dazzling, fashionable and stylish online commodity is also one of the main reasons for students to choose online shopping.

D. Demands for Completeness

Compared with physical stores, online stores have broken the geographical limits. In many large-scale comprehensive online shopping malls, people can search commodity from all over the country, and these commodity are featured by complete variety and diverse styles. There are also many novel unique commodity that are hard to find in physical stores, for example, board role-playing games, books, jewelries, clothes and electrical appliances. Online stores cover commodity such as food, clothing, shelter and transportation along with services such as communication and entertainment, which is one reason why college students choose online shopping.

E. Exchange of Shopping Experience

College students are willing to exchange, and the Internet provides them with a convenient platform. Common interest enables them to gather together without time and space limits, and Internet users will definitely exchange information. Expansion of information exchange will produce a demonstration effect, drive people with the same interest in a product or service to get together and exchange commodity information with each other, and thus boost consumption. For example, what products are bought online and how the effects, such exchange forms the network commodity publicity market.

III. ANALYSIS OF COUNTERMEASURES FOR PROMOTING COLLEGE STUDENTS' NETWORK CONSUMPTION

A. Pricing based on College Students' Psychology of Low Price

Compared with the commodity pricing in physical stores, when determining online commodity price, college students' psychology of low price should be considered, and attention should be paid to the commodity price difference between online sales and offline sales. The vast majority of college students choose to purchase commodity online because the same commodity are much cheaper than commodity to be bought in physical stores.

The purchase behavior of college students is greatly affected by commodity prices. Before deciding to purchase, they will compare online prices with offline prices. If there is little price difference in the same commodity, college students prefer to purchase from tangible stores. Therefore, when pricing the online commodity, enterprise should adopt the competition-orientated pricing. Enterprises should not only consider the pricing of similar commodities in physical stores; on the other hand, but also combine with their own images and reputations.

In case of the same commodity at different prices in different stores, college students will stress the store popularity and reputation. Therefore, if sellers have good reputations, even if their prices are higher than other stores, college students will choose to purchase their commodity.

B. Develop Novel Commodity

When developing online consumer commodity suitable for college students, enterprises should focus on product novelty, fashion and aesthetics. College students mainly purchases apparel, cosmetics, stationery and sporting goods, books, audio and video products, which sho

To meet various needs of college students, enterprises may vigorously develop online marketing services, such as college education and training services, life services (cars, boats, airplanes, movies and other ticketing services), travel services, and so on. For example, currently college students face great employment pressure, employers propose increasingly high skill requirements over college students, and vocational qualification certificates are listed in the recruitment conditions, which make college students have increased demands of various training services and they are willing to spend on training.

C. Improve Quality of Product and Service

Although it is impossible to make all college students consumers feel satisfied, the online sellers should try to do the best and make college students have a happy consumer experience. They should timely understand and meet the latest requirements of college students, improve pre-sale, on-sale and after-sale services, and enhance online and offline services.

For pre-sale services, online sellers can promote commodity via network, and introduce the detailed information to college students, including product performance, and comparison information of similar products, in order to attract college students to purchase.

On-sale service means that sellers and college students have determined transactions and commodities are in the process of delivery. During this period, college students concerned more about the commodity safety and arrival time in the delivery process. Therefore, sellers should provide online query services to help them timely know about the order implementation.

For after-sale services, by using powerful and convenient Internet, online retailers can provide consumers with 24-hour online services to help college students consult at any time. For example, design FAQ online or provide hotline or staff services.

D. Select a network of distribution channel to attract college students

After entering the target market, sales channel plays a vital role. Internet is an emerging distribution channels, and enables consumers to have more choices, which not only makes up for the time and space limits and reduce search costs, but also makes producers and consumers achieve real-time two-way exchange. Above all, network distribution channels should provide adequate detailed product information to consumers, and help

producers obtain the consumer needs to achieve a balance of supply and demand.

Some large-sized enterprises may directly sell online through site design on their own, use Baidu, Google and other search engines that college students frequently use to push. Self-built site should have detailed presentations of product information, own online consumer service function, and provide door-to-door services for colleges and universities far from the downtown.

E. Formulate promotion strategies preferred by college students

Same with traditional marketing, the core issue of network marketing is how to attract consumers and provide them with appealing product information.

1) Online Marketing Strategies for College Students

a) Online Discount Promotion

Among all promotions, the discount promotion is the most common way. Currently Internet users have much lower online shopping enthusiasm than shopping malls, supermarkets and other traditional shopping places, online commodity prices are generally lower than the sales price of the psychical stores, in order to attract consumers to purchase.

b) Points Promotion

Online sales applications are simpler and easier to operate than traditional marketing methods. Points promotion can increase the number of consumers visiting sites and joining activities, and increase consumer loyalty to sites.

c) Free shipping

Among all promotional methods, college students are most willing to accept free shipping, because free shipping is a form of direct benefit of most college students, so enterprises should adopt this promotion method more.

2) Use Roles of Online Public Relations

a) Close cooperation of news media and enterprises

To achieve better communication, enterprises can make use of information interaction on the Internet, and intensify cooperation with the media. Besides, enterprises may regularly or irregularly send corporate information and newsworthy information directly to the media via the Internet, directly get the hot focus and highlights of the media through the portal, and timely provide information to cooperate with the media.

b) Product Publicity and Promotion

While using direct promotion methods, enterprises can choose some soft tools, such as discussion, presentation and exhibition, in order to achieve the purpose of product publicity and promotion.

c) Website Interactive Features

By using the website interactive features, enterprises can directly communicate with target consumers, understand the consumer evaluation of commodity and the needs not met, and effectively maintain consumer loyalty. Meanwhile, consumer groups may have a full understanding of enterprises through introduction to company profile, products and services on the website, services, and reinforce the public transparency.

3) Good reputation

After entering college, college students yearn for contacting with people, being eager to know the community and expecting friendship. Therefore, owing to common interests, college students often form their own circle of life in the campus, causing their purchasing behaviors are affected by members of their own circles of life. As a result, a good "reputation" is an important factor for college students to purchase online.

F. Improve the timeliness and reliability of logistics distribution

Today the logistics era is the era of "consumer as a starting point", "targeting at consumer demands" and "creating value for consumers". Here, the value is not necessarily money, and it could be perceived interests. Therefore, to gain competitive advantages, it is necessary to provide high-quality logistics distribution services to the campus.

1) Use student organizations to open up markets

Campus logistics distribution serves online teachers and students, so the effective way to open up the market is student organizations. Courier companies can communicate with student organizations, and make student organizations participate in logistics distribution and even delivery for the purpose of campus market expansion, so as to form the situation of student organizations interacting, cooperating and developing with enterprises. In such a way, it not only enriches the social experience of college students, but also forms personalized, customized services of campus market, helping achieve unique corporate market values.

2) Build a customized e-commerce network platform

Campus logistics may imitate the e-commerce pattern, build its own e-commerce, and divide campus logistics and e-commerce systems into direct online shopping and customized network platform. Direct online shopping is a common online supermarket where you can select your own favorite products. By contrast, the customized network platform is a customized network gift platform based on online supermarket, which only provides raw materials and semi-finished products and consumers make on their own according to their wills. This not only meets diverse needs of students, but also achieves its unconventional pursuit.

3) Use festivals to exhibit the characteristics of campus logistics distribution

In the campus, there are diverse and colorful activities. Festival celebration is common activity in the campus, and college students are willing to express their feelings in festivals. Logistics enterprise can carry out activities with different themes based on respective features of Eastern and Western festivals, combine campus culture with festival culture, inherit the festival rhyme, and add colors to festivals for college students.

IV. CONCLUSION

In today's rapid development of the Internet, Internet marketing is also booming. Among many network consumer groups, college students are the main force of network consumption. By fully analyzing the characteristics of college students online consumers and

master their consumer psychology, enterprises may determine their business direction and business objectives according to their expertise, formulate product strategy, pricing strategy and promotion strategy of online marketing, open up online sales channels, provide online services, and better carry out network marketing activities.

At present, college students are the main force of network consumption as well as the future mainstream group of network consumption. Their online consumer behavior patterns will directly affect the future consumer trends. It is of significant importance to stress and develop the network consumption market of college students for future development of e-commerce.

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