Research on the Influencing Factors of College Students' Consumer Purchasing Behavior Based on the Model of O2O in the Internet + Background

Jianyang Ma1,*, Barjoyai Bardai2

1School of Business, Xi’an Siyuan University; Xi’an Shaanxi, China, 710038
2School of Business, Malaysia University of Science and Technology, Kuala Lumpur, Malaysia, 47301,

*Corresponding author e-mail: majianyang@xasyu.cn

Abstract. This paper starts with how college students' consumers accept the new technology model. Based on the technology acceptance model of e-commerce industry and the unique factors, this paper constructs the influencing factors model of consumers' acceptance behavior under the mode of O2O, and obtains samples for scientific analysis through data survey for structural equation analysis. Finally, this paper gets the influencing factors of college students' consumer buying behavior under the mode of O2O.

Keywords: O2O, Influencing Factors, College Students, Consumer Purchasing Behavior

1. Introduction

Online to Offline (O2O), also combines offline business opportunities with the internet, making the internet a front desk for offline transactions. In this way, offline services can be drained online, consumers can use online screening services, and transactions can be settled online, which will soon reach scale. The key to the O2O model is to find consumers online and then bring them to real stores. It is a combination of payment mode and creating customer flow for shopkeepers, thus realizing offline purchase [1-3]. The research on the influencing factors of consumers' purchase behavior of university students in the field of O2O e-commerce is conducive to a comprehensive understanding of the essence of consumers' behavior of O2O e-commerce, and to the platform operators in this field to understand the consumers' purchase behavior model and operation model of O2O e-commerce, so as to provide decision-making basis for the development of the business of the O2O platform. Therefore, it is of great practical significance to study the influencing factors of college students' consumer purchasing behavior under the mode of O2O.

2. Research model of influencing factors on college consumers’ purchasing behavior

O2O e-commerce is a rising star in domestic Internet products and businesses. Therefore, it is reasonable to study the factors affecting consumers' acceptance and purchase behavior by using the model. In this paper, TAM and VAM models with strong applicability and wide application in the
field of information technology acceptance are used as the model basis for this study.

As the latest business model in the Internet industry, the O2O e-commerce model has the function of combining offline real economy with online marketing opportunities. As mentioned above, the research on user adoption of innovative electronic information technology and application mode is generally based on technology acceptance model, and most literatures have proved that technology acceptance model can well explain user acceptance willingness[4, 5]. Therefore, starting from the framework of technology acceptance model, the research model of college students’ consumer purchase behavior under the mode of O2O is gradually constructed.

In order to test the influence of each variable on the purchase behavior of college students, the theoretical model of the study is shown in Figure 1.

![Figure 1. Theoretical model.](image)

The assumptions based on the research model shown in Figure 1 are shown in Table 1.
Table 1. Hypothesis on influencing factors of college students' consumer purchasing behavior under the model of O2O.

| Items  | Details |
|--------|---------|
| H1     | Technological Awareness-Innovation is positively correlated with consumer acceptance intention |
| H2     | Technological Awareness-Innovation and Perceptual Usefulness are positively correlated |
| H3     | Technological Awareness--Optimism is positively correlated with consumers' willingness to accept |
| H4     | External influence and perceived usefulness are positively correlated |
| H5     | External influence is positively correlated with consumer acceptance intention |
| H6     | Consumers' perceived ease of use of the O2O model is positively correlated with their perceived usefulness |
| H7     | Consumers' perceived usefulness of the O2O model is positively correlated with their willingness to accept |
| H8     | Consumers' perceived ease of use of the O2O model is positively correlated with their willingness to accept |
| H9     | Negative correlation between online transaction risk perception and consumers' willingness to accept |
| H10    | Positive correlation between consumer trust and consumer acceptance willingness in the O2O model |
| H11    | Negative correlation between O2O model's consumer trust and online transaction risk perception |
| H12    | Consumer's willingness to accept is positively correlated with purchase behavior |

3. Design of the influencing factors of college students' consumer purchasing behavior

3.1. Questionnaire survey
In order to improve the reliability and validity of the questionnaire, and eventually form a high-quality questionnaire. In order to test whether there is inappropriate measurement questions in the questionnaire, it is necessary to conduct a pre-test on the questionnaire before the formal large sample survey and data collection. The research is mainly through the pre-survey of the paper questionnaire issued by college students.

After the questionnaire was collected, the data were sorted out and analyzed, and the reliability and validity of the questionnaire were tested by exploratory factor analysis function of SPSS 22.0 software. The results of KMO and Bartlett spherical tests are shown in Table 2.

Table 2. Pre-survey KMO and Bartlett test results.

| KMO metric with sufficient sample size | Bartlett's spherical test results |
|---------------------------------------|----------------------------------|
| 0.878                                 | 0.000                            |

3.2. Data analysis
Statistical analysis often begins with an understanding of the basic characteristics of the data. The statistics describing the distribution characteristics of the data can be divided into two categories: one that represents the central position of the quantity and the other that indicates the degree of dispersion of the quantity. This study uses statistical data which mainly includes population sex, age, education level, monthly income level, average online time, online shopping time, and O2O e-commerce usage.
4. Analysis of research results
Through the structural equation model analysis, it is found that the final use of the products or services of a college student in an O2O e-commerce model occurs before the Cannes behavior occurs because “when consumers have a willingness to accept them”. Purchase actions will only be taken when the willingness of college students to accept is stimulated. The result of the modified structural equation model in this study is shown in Figure 2.

![Figure 2. Structural equation model correction result.](image)

In the O2O e-commerce model, college consumers' purchase behavior is directly affected by their willingness to accept. After consumers have a willingness to accept the products or services of the O2O platform and its sellers, they are more inclined to convert them into actual purchase behavior.

5. Conclusion
In summary, whether college students adopt or use the O2O e-commerce model products or services are affected by their willingness to accept, and their willingness to accept is mainly influenced by their perceived usefulness and technology for products or services under the O2O e-commerce model. And the perceived ease of use of the product and service by college students and the perceived risk of online transactions will also have an impact on consumers' willingness to accept. In addition, the perceived usefulness of college students' products or services is influenced by their technical awareness-innovation, perceived ease of use, and external influence.

Acknowledgement
Research Project of Shaanxi Education Department in 2018: Research on the Influencing Factors of Shaanxi College Students' Online Purchasing Decision-making Behavior under the Model of O2O (18JK1093).

References
[1] Wu Honggang. Research on the Influence of Store Image on Online Shopping Behavior[D]. Wuhan University, 2013(9).
[2] Zhang Shuwen. Research on the influence of fast fashion apparel brand image on consumers' purchase behavior [D]. Hebei University of Geosciences, 2016(6).
[3] Mo Zan. Research on the impact of online comments on consumers' purchasing behavior——
Consumer Learning Perspectives [J]. Modern Intelligence, 2015(9): 3-7.

[4] Li Guilong. Study on the purchasing behavior of catering consumers under O2O mode[D]. Xinjiang University of Finance and Economics, 2016(6).

[5] Xu Liang. Research on Consumer Behavior under O2O E-commerce Model [D]. Shanghai University, 2015: 26-63.