Research on Factors Influencing Online Shopping Behavior of Female College Students

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Abstract. The rapid development of the Internet has made online shopping become a common thing. Now, about 1/4 of the e-commerce users are post-95s, the permeability of online shopping has increased year by year. People in their 19-24 year old is the main group of online shopping. The college students are exactly in this age order. Their personality is distinctive, they are young and willing to accept new things, and skilled in using the Internet. Online shopping is one of their main way of shopping.

The analysis method of the research, by using the SPSS24.0 data analysis software, draws a conclusion that the commodity factors and network retailer factors and guiding factors have significant positive influence on the intention of online shopping for female college students, and the online shopping intention has significant positive influence on the behavior of online shopping for female college students. According to the research findings, suggestions for cosmetics online retailers are put forward.

Literature Review

The Concept of Consumer Behavior

Mowen (Mowen, 1993) [1] and other scholars think that consumer behavior is defined as "the study of purchase units (individuals or groups) and its acquisition, consumption, and deal with in the process of exchange of goods, services, experiences and ideas". According to the above definition, Mowen regards consumers as a discipline, focusing on the exchange process of purchasing units and their purchases.

Solomon (Solomon, 1998) [2] thinks that consumer behavior is defined as "to buy units (individuals or groups) to meet their own needs and desires of choose and buy, use, or disposal of products, services, plans, and the process of experience". According to the above definition, Solomon believes that the purpose of consumer behavior is to satisfy his own needs and desires.

Consumer Purchase Intention and Behavior Theory

TAM model was first proposed by Davis[5] in his doctoral thesis in 1986. TAM model believes that consumer perceived ease of use and perceived usefulness are two important factors in explaining the use of the system. These two factors play an intermediary role between system characteristics (external variables) and the likelihood of system use (an indicator of system success). Perceived usefulness is affected by perceived ease of use and external variables. Other factors such as the user characteristics, organizational factors, the development process through indirect influence beliefs (aware of useful and easy to use), attitude or behavioral intention to influence the consumers to accept information system.
Research on Factors Influencing College Students' Online Consumption Behavior

Tao Dan [3], Wang xinan [4] and other scholars have studied the factors that influence the online shopping of college students, and they believe that these factors include online store commodity display, online shopping price, online store design and online shopping experience. Chen [5], and Wu Xiaomeng [6] began to study college students' consumption motivation and consumption psychology, including the right motivation, motivation, peer of entertainment and communication network consumption and the risk of psychology.

Wu Yue, Zheng Qinghu [7] think that the influence factors of female college students online shopping cosmetics can be divided into two aspects. One is the subjective factors, including individual characteristics, such as age and education, as well as the individual psychological characteristics, such as personality, and online shopping experience, etc. The other one is about the objective factors, including product features, website design, service attitude and online evaluation.

Scholars both at home and abroad on college students’ network shopping behavior in the study think that the influential factors of internal factors include consumer motivation, consumer psychology and so on, the external factors include product brands, product price and store reputation, etc.

Construction of the Conceptual Model

The research object of this study is determined to be female college students, so this research model is applicable to female college students aged 18 to 25. In conclusion, an analysis model of factors influencing cosmetics online shopping behavior of female college students was finally established, as shown in figure 1.

![Figure 1. The conceptual model.](image)

Research Hypothesis

Through a thorough study and investigation of the relevant literature at home and abroad, the relationship between each variable of the model is firstly sorted out, and then the following research hypotheses are proposed.

H1: Product factors have a positive impact on female college students' online shopping intention

H2: Online retailer factors have a positive influence on female college students' online shopping intention

H3: Guiding factors have a positive influence on the online shopping intentions of female college students

H4: Online shopping intention has a positive influence on online shopping behavior of female college students

H5: Product factors have a positive influence on online shopping behavior of female college students
H6: Online retailer factors have a positive influence on the online shopping behavior of female college students

H7: Guiding factors have a positive influence on the online shopping behavior of female college students

The theoretical model and research hypothesis of influencing factors in cosmetics industry online shopping behavior of female college students are shown in figure 2.

Figure 2. Research hypothesis of the conceptual model.

Empirical Analysis

Combined with the literature review on the research results of scholars inside and outside China, the questionnaire questions were designed, and the electronic questionnaire was made by using the questionnaire star platform. By means of random sampling, with the aid of the questionnaire star platform issue with online cosmetics experience of female college students in colleges and universities with electronic questionnaire, and the recovery of 210 questionnaires, the same extent, obviously remove continuous summary fill out questionnaires to 37 183 effective questionnaires were, questionnaire effective rate was 87.14%.

Based on TAM and S-O-R models, this paper constructs a model of influencing factors for female college students' cosmetics online shopping behavior, and conducts an empirical analysis of the model. Through reliability, validity and linear regression analysis, the empirical results are shown in table 1.

Table 1. Results of research hypothesis.

| Research Hypothesis | Path                                                                 | β Coefficient |
|---------------------|----------------------------------------------------------------------|---------------|
| H1                  | Product factors have a positive impact on female college students' online shopping intention | 0.622         |
| H2                  | Online retailer factors have a positive influence on female college students' online shopping intention | 0.593         |
| H3                  | Guiding factors have a positive influence on the online shopping intentions of female college students | 0.446         |
| H4                  | Online shopping intention has a positive influence on online shopping behavior of female college students | 0.623         |
| H5                  | Product factors have a positive influence on online shopping behavior of female college students | 0.397         |
| H6                  | Online retailer factors have a positive influence on the online shopping behavior of female college students | 0.424         |
| H7                  | Guiding factors have a positive influence on the online shopping behavior of female college students | 0.187         |

Through the table 1 shows that affect female college students' degree of the largest cosmetics online shopping behavior is products and electronic retailing factors, the regression coefficients
were 0.397 and 0.424, and orientation factor is relatively less, regression coefficient was 0.187. Reason is used as a close skin products cosmetics, influential to the body health, product factors of brand, quality, price, composition and efficacy as the basic attribute to a large extent affects the cosmetics online shopping behavior of female college students. And online shopping experience is also greatly influence consumer buying behavior, version of the online retailer reputation and credibility, the service quality of the service (pre-sale, sale, after-sale), the online retailer promotions, the stand or fall of logistics (how many variety, delivery speed, the packing are in good condition) and fast delivery speed to a large extent affect female college students cosmetics online shopping behavior. More importantly, compared with traditional offline shopping, the convenience and time saving of online shopping will enable female college students to choose online cosmetics.

**Suggestions**

College students have a high acceptance of online shopping, and they are the main group of online shopping. Cosmetics online retailers targeting female college students group, growing competition, however, find the influence factors of affecting the behavior of female college students online shopping can help them to formulate marketing strategy better. According to the conclusion of the study, this paper puts forward the following Suggestions for online retailers in the cosmetics industry.

In terms of product factors, female college students pay attention to the brand, quality, price, ingredients and efficacy of cosmetics. College students' pursuit of brand is becoming more and more prominent.

In terms of online retailers, the quality of customer service (pre-sale, in-sale and after-sale) has an important influence on female college students' online cosmetics.

In the aspect of logistics distribution, considering the purchasing power of college students, we should adopt the form of free mail as far as possible. Logistics as diverse as possible to meet the needs of different consumers.

In terms of promotion, online retailers should be able to adopt appropriate price strategies, and accurately grasp the psychological price of female college students' consumers can help them expedite the transaction.

In terms of guiding factors, female college students think it is convenient and time saving to buy cosmetics online. Therefore, online retailers should make the interface design as simple and clear as possible, so as to avoid too many products mixed and complicated interface.

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