

# The influence of online shopping on university students' lifestyle

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**Abstract:** This study conducted a questionnaire survey on the online shopping situation of 399 college students aged 18-23, to understand their understanding of online shopping, the frequency of online shopping, and the advantages and disadvantages of online shopping compared with physical stores. Finally, we summarized the influencing factors of online shopping, and put forward educational countermeasures.

## 1. Introduction

Online shopping is a very common phenomenon nowadays, especially among college students. At the same time, online shopping is also a fashion trend, when online shopping and global integration, those keen to grasp fashion, and the courage to try fashion buyers, can catch up with the trend for the first time, and master fashion. Many researchers have conducted extensive and in-depth research on online shopping<sup>[1-4]</sup>. However, there are still many physical stores on our streets, and the flow of people is also countless. What are the characteristics of college students' online shopping? What are the advantages and disadvantages of online shopping? We hope to learn this information through investigation.

As college students with "high access to the Internet", with the development of the Internet and e-commerce, they have become the main body of online shopping groups. They often play the role of leading the social consumption trend, although there is no income source during the school, their spending power is limited, but most of the students will get a higher income than the social average after four years. Therefore, once college students break through the financial restrictions, they will become the main consumer groups in society, and their consumption behavior during school will represent the consumption trend in the next few years. Based on this kind of thinking, we conducted a questionnaire survey on college students to understand the main characteristics of contemporary college students' online shopping.

## 2. Results

We surveyed online shopping among college students aged 18 to 23. The data collected are as follows. All 399 students surveyed filled in invalid data.

### 2.1. The first question: your understanding of online shopping.

Only 6.5% of students answered that they did not know, and in real life, such people should be living where the frequency of Internet use is relatively low. Of course, the network is a virtual world, many people do not trust its illusory, ethereal. 10.5% of the students chose to understand online shopping but did not believe it, and held a skeptical attitude toward it. Personally, it wasn't that reassuring at first. 17 percent chose to know but did not have high trust. 52.7 percent chose to know but use it occasionally. Finally, the students who are familiar with the popular online shopping and think it is a good way of shopping only account for 14.3% of the total number. It can be seen that people's choice of online shopping is more focused on understanding but not believing, the reasons are as follows:

(1)The prevalence of network culture. At present, the world is an information-based society, and network culture has carried out a lot of publicity for online shopping. Through the publicity of the Internet, online shopping has become a new culture and is widely spread among the new generation of young people, especially college students. Online shopping has a large proportion of college students. So only 6.5% of the students said they didn't know.

(2)Online shopping is uncertain. Because online shopping belongs to the operation of non-physical stores, the purchase of goods is through the online picture and the negotiation with the operator, and the physical goods cannot be seen. Online shopping also often has physical color differences, poor quality, and other conditions. Therefore, there is a problem with online shopping reputation, which is why 10.5% of the students choose to understand online shopping but do not believe it, and have a skeptical attitude towards it.

(3) Online shopping has a strong development, which is in line with the wishes of mainstream consumers. Because online shopping is very convenient, you can buy your favorite items without leaving home, and you can also

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have more choices. For most college students, the biggest advantage of online shopping is that it is cheaper. Online shopping As non-physical stores make online goods cheaper, compared to the major shopping malls prices are lower. Moreover, the clothes in the online store are more able to highlight the mainstream culture and are very popular with college consumers. For this huge group of consumers, college students, online shopping is the most likely way to cheap and good quality. Therefore, although they do not trust online shopping, the proportion of college students who do online shopping still accounts for a large proportion. 52.7 percent chose to know but use it occasionally. Finally, the students who are familiar with the popular online shopping and think it is a good way of shopping only account for 14.3% of the total number.

## **2.2.The second question is: how many times do you shop online in a month?**

There are five choices, A. Never; B.1 to 5 times; C. About 10 times; D. Often. 26.3% of the students chose A, 67.9% chose B, 3% chose C, and only 0.8% of the total number of students chose D. This kind of phenomenon is generally normal among college students. Choose the examples around you to explain, many students in the class have online shopping experience, such as small accessories, clothes, daily necessities, etc., but the frequency of shopping is not high, can only say that it has a certain understanding of it, will use, like to use it, you can also analyze the reasons:

(1)The difference between the real thing and the photo is too big. Online shopping can only see the photo, when the goods arrive in your hand, you will feel different from the real thing. It's not as safe as the ones you buy at the mall.

(2)You can't try it on. Online shopping is only to see photos and a brief introduction to the items, such as clothes or shoes, you can not directly see whether it is suitable for you, and if you buy in the mall, you can try on, fit your own body, and buy it immediately, do not have to consider so much, but online shopping is more troublesome.

(3)Online payment is not secure. Could have been snooped on, stolen passwords.

(4) Integrity issues. Is the credit of the shopkeeper, if you have encountered poor service quality of the shopkeeper, ask a few questions and appear impatient, which will reduce the motivation of online consumers to buy. In addition, the situation of being cheated in online shopping often happens.

(5) The speed of delivery. The goods purchased on the Internet, but also through the distribution link, fast one or two days, slow to a week or more, sometimes, the distribution process will have some problems; In addition, if you are not satisfied with the item, you have to go through the distribution process to replace the product, which is more troublesome. And in the market, see their satisfaction, directly to hand, if not satisfied, you can directly take to change.

Therefore, logistics, reputation, and quality are the main reasons that affect the choice of online shopping among college students.

## **2.3. The third question is: what are the advantages and disadvantages of online shopping compared with physical stores?**

There's a lot to talk about. But our research report gives only four options. A. Convenience (save time, save energy); B. affordable, cheap; C. The relationship between people becomes distant when shopping online; D. There is no difference between the two. Many students have multiple choices. In summary, 68.9 students chose A, 26.8% chose B, only 1.5% chose C, thinking it is a disadvantage, and 2.8% of students have no feelings about the benefits and disadvantages of online shopping. From the mouths of many students, we know that online shopping only needs to move in front of the computer to choose their favorite goods, that is, a way of entertainment, but also easy shopping. Online stores do not need to pay the rent and other expenses of physical stores, so the goods are cheaper than physical stores to a certain extent, which is also one of the major factors that attract people to online shopping in today's rapid economic development. It can be easily seen from this question that the biggest reason for college students to choose online shopping is convenience, saving time, and labor. The least number of people feel that choices affect their relationships. Thirdly, combining the first two questions, we can finally infer that the biggest attraction of online shopping is its convenience. Here's why:

(1)Most college students are proficient in using computers and easy to accept online shopping. Online shopping is convenient, you don't have to spend too much time in shopping malls, and you can easily find what you want, convenient and fast.

(2)Online stores have more items and more choices. With access to a large amount of commodity information, you can buy the local few or no goods: in reality, people often say to shop around, online, consumers can slowly select goods, detailed comparisons, and then make a decision, which is fully in line with people's traditional shopping concept.

(3)You can "go shopping" at home, and order is not limited by time: Today's college students, due to their busy studies during the day, have no more time to go shopping, but they can choose online and will not be limited by time, so online shopping has become the first choice, naturally, convenience has become the biggest selling point of online shopping in college students. As college students have become the main social group, almost every college student is involved in online shopping, which shows how college students' online shopping has a great impact on our social life.

## **3. characteristics of online shopping**

In addition, college students online shopping has some obvious characteristics.

(1)Gender characteristics

The results of the survey show that 98% of the surveyed students have an online shopping experience, and the number of female students shopping online is much higher than that of male students. The popularity of the

Internet among women is higher than that of men. Girls are more interested in pursuing fashion and new things on the Internet than boys. They are more enthusiastic about buying their favorite items online. This may be the reason why the percentage of college women shopping online is higher than that of men. Previous studies have found similar results<sup>[5]</sup>.

#### (2) Grade Characteristics

As can be seen from the above chart, sophomores have the largest number of college students shopping online, accounting for 83.3%. Moreover, the survey also found that the proportion of sophomore students shopping online is significantly higher than that of freshman and junior students, and the proportion of freshman students shopping is too low. It can be seen that the grade has a great impact on online shopping. Freshmen may not know much about online shopping, and can not or dare not believe in online shopping, they are more novel about online shopping, but they are not willing to put it into practice. Sophomore students may make use of the convenience of online shopping to purchase needs because of the relatively short study time. Moreover, they have a general understanding of online shopping, which reduces some anxiety about online shopping. Juniors have heavier tasks and don't have time to shop online, or it may be that they are no longer novel about online shopping.

#### (3) Urban and rural characteristics

As can be seen from the figure above, the cumulative percentage of urban students shopping online is higher than that of rural students, mainly because the advantages of urban students' family conditions provide them with the necessary funds for online shopping; Urban students are more willing to pursue fashion and new things; Rural students are more thrifty, and they don't have extra money to spend on online shopping.

In general, female students from cities, only children, and sophomores are more inclined to shop online.

## 4. Factors affecting college students' online shopping behavior

Many researchers have discussed the influence factors of Internet, for example, they found that attitude, perceived risk, perceived value, motivation, emotion, decision-making, satisfaction and so on affect online shopping<sup>[6-9]</sup>. The following is an analysis of the factors that affect college students' online shopping.

(1) Attitude. Purchasing behavior is mainly determined by purchasing intention, and attitude is one of the factors that determines willingness. Generally, attitude affects consumers' purchasing behavior through willingness. The research shows that the attitude toward computers, perceived product value, shopping experience, and perceived risk have significant effects on consumers' online shopping attitudes.

(2) Satisfaction and online shopping experience. Satisfaction is the customer's evaluation of the difference between the actual quality of the purchased product or service and the previous expectations. The research shows that the satisfaction of Internet customers will affect the consumption decisions of Internet consumers. In addition,

consumer decisions are based on consumers' previous shopping experiences. Online consumers' satisfaction with the service quality of online stores will affect whether consumers patronize the website again and their willingness to consume.

(3) Emotions. Emotions reason and the quality of information also play an important role in the decision-making process. Emotion as an experience prompts consumers to act in a certain way. It is found that emotions obviously affect Internet consumers' search information and consumption decisions, and then affect certain consumption behaviors.

(4) Shopping motivation. The shopping motivation of online consumers refers to some internal driving forces that can make consumers produce online purchasing behavior in online shopping activities. It is only when the individual feels the need for certain conditions of survival or development, with sufficient intensity, that it is possible to generate the motivation to act to obtain those conditions.

(5) Perceived risk. Consumption behavior is an act of taking risks and trying to reduce them. Consumers will choose the corresponding shopping mode and consumption behavior according to the perceived risk. Some studies have found that consumers' perceived risk of online shopping is the main factor affecting consumers' browsing information on the Internet and deciding whether to buy.

(6) Perceived value. Perceived value is a comprehensive evaluation of products or services made by consumers based on the balance between perceived benefits and perceived costs. Some studies believe that the size of perceived value depends on perceived benefits, perceived risks, and purchase costs.

(7) Consumer decision-making style. Consumer decision style is a kind of tendency, habit, attitude of cognitive and emotional characteristics, in essence, is the basic personality characteristics of consumers. It plays an implicit role in the process of consumers making purchasing decisions, thus affecting their behavioral decisions.

(8) Self-concept. Self-concept is a systematic cognition composed of one's attitude towards oneself, which is a comprehensive concept of acquired self-formed by consumers based on innate psychological genes. Under the control of self-concept, consumers will have certain purchasing behavior and consumption behaviors. In addition, consumers' identification with commodity prices is often influenced by the self-concept they form

(9) Shopping orientation. Shopping orientation refers to the degree to which individuals find pleasure and satisfaction in shopping activities. Shopping orientation plays an important role in the decision-making process of online shopping.

(10) Attention to personal privacy. The Internet can realize the communication between computer networks in different regions, which is an important source of network privacy security problems. Online privacy is an individual's belief in the control of personal information. Research shows that online consumers are very concerned about personal privacy. Consumers with different sensitivity to personal privacy also have different attitudes towards online shopping.

## 5. Implication and countermeasures

(1) Strengthen the education and guidance of college students' online consumption. According to the results of this study, most college students (68.5% of the surveyed people) have online shopping behavior, which indicates that online shopping has become a common phenomenon among college students. However, the consumption mentality of college students is not mature enough, and some people only buy online based on fresh curiosity and fun, so there is a phenomenon of blind consumption. In this regard, colleges and universities should carry out consumption education, carry out lectures on consumption knowledge, and guide students to form a correct consumption concept. Paying attention to the consumption situation of college students, grasping the consumption psychology and behavior orientation of college students, cultivating healthy consumption psychology, setting up reasonable consumption view, and guiding their correct consumption behavior have become the important topics of the current "two courses" teaching in colleges and universities. Give full play to the positive role of college student associations, understand the ideological trends and existing problems of college students through rich activities, strengthen communication, and promote a healthy and upward network consumption culture. Strengthen the positive guidance of the mass media, and call on the cultural department to carry out targeted publicity and education on online consumption to college students in the mass media. In family education, parents should pay attention to their children's consumption education, reasonably control their children's consumption sources, correct their children's improper consumption behavior, and help their children form a correct view of money and consumption.

(2) Education on online shopping security schools can conduct education on legitimate website identification and technical means to prevent online fraud through lectures on online consumption. Some college students lack an understanding of Internet laws and regulations and have weak legal awareness. Therefore, relevant departments should strengthen the education on Internet laws and regulations for college students and teach them some means of self-protection, which is beneficial to preventing and combating Internet crimes and strengthening the protection of college students' self-rights and interests. In the area of legal and regulatory education, schools can request police cooperation. Students who have been psychologically frustrated by online fraud can seek counseling through the school's psychological counseling center to safeguard their mental health.

## 6. Conclusions

In short, online shopping successfully uses the convenience brought by high technology, although it still has some drawbacks, we can improve it in development, so that it gradually occupies the consumer market, and eventually forms a parallel situation with traditional shopping malls and even replaces traditional shopping malls. We believe that there will be more and more users

to taste the sweetness of online shopping, we also believe that shortly, online shopping will become the backbone of the e-commerce industry, and online shopping development prospects are unstoppable.

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