



**Influential Factor of Chinese College Student Online Shopping Behavior in  
Guangxi, China**

By

MS.XIAOMIN YANG

ID 5617190006

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE DEGREE OF INTERNATIONAL MASTER OF BUSINESS  
ADMINISTRATION, GRADUATED SCHOOL OF BUSINESS, SIAM  
UNIVERSITY ACADEMIC YEAR 2017**



**Independent Study Title: Influential Factor of Chinese College Student Online**

**Shopping Behavior in Guangxi, China**

Xiaomin Yang

5617190006

MBA : International Business Management

**This thesis has been approved to be partial fulfillment of the requirement for the degree of Master of Business Administration in International Business Management.**

Supervisor..... *Limsarun T.*

**Dr. Tanakorn Limsarun**

Date..... *7 December 2017*

Acting Dean of Faculty of MBA..... *Jf*

**Asso. Prof. Dr. Jomphonng Mongkolvanich**

Date..... *14 December 2017.*

Siam University

## Abstract

Independent Study Title : Influential Factor of Chinese College Student Online Shopping Behavior in Guangxi, China

Author : Miss. Xiaomin Yang

Degree : Master of Business Administration

Major : International Business Management

Advisor : .....  
(Dr. Tanakorn Limsarun)

..... / ..... / .....  
7 / 12 / 2017

---

At present, with the application and popularity of the network, as computer and smart phone get faster and bandwidth costs come down,, more and more Internet users in favor online shopping, online shopping has become a part of daily life. It uses its own special method to impact on people traditional consumptive habits and attitudes, and it has gone into the public feeling with its special advantage.

This paper attempted to find out the Influential factor of Chinese college student online shopping behavior and to improve and develop the service of E-commerce entrepreneurship in advance. The research was conducted using questionnaire to collect data. The questionnaires were randomly distributed to 400 college students in Guangxi, China. The data collected was analyzed using SPSS program to calculate frequency, percentage, means, standard deviation, and the significant of independent-samples T-test.

Key findings are the favorite products, websites, device and payments of college student, the most important motivations and barriers consumers face when they shop online, and the main influences on college student's shopping behavior.

*Keyword* E-commerce, online shopping, college students, behavior, GuangXi China

# Chapter 1

## Introduction

### 1.1 Research Background

E-commerce usually refers to a new business model that allows Customers to shop, transact business and pay online, as well as other variety of business activities, transactions and other financial and related integrated services. E-commerce is operated under the background of global commercial trade activities and an open network environment. With the help of browser or server, buyers and sellers carry out various business activities without the need of face-to-face transactions. (Deaton & Muellbauer,1980)

The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut. (Palmer& Kimberly,2007)

In China, the first online deal was realized in 1998. In 1999, with the establishment of the first B2C website 8848.com, China gradually stepped into its own online shopping era. (Liu, 2013)

In the year 1999-2002, the Internet has just rise up soon in China, online shopping is fashion, more than 5000 early adopters when eBay launch personal set up online shop service within one week. (Bai, 2009)

However, due to the industry is immature, the way of the China online shopping development was hidden the crisis. In July 2001, eBay will charge login fees when seller login product, criticized by many sellers. Around 2001, influenced by the dotcom bubble, online shopping market into the downturn. Leader 8848, suddenly fell. Yabao, this has worked with ebay eponymous C2C website, finally also due to capital

shortage can't keep going. (Bai, 2009)

When Taobao was founded in 2003, it appeared to have no chance. 20 days later, Taobao has the 10000 registered users. It can be said that the "SARS" opened a new page in Chinese economy, also became the turning point of Chinese Internet users change in spending habits. Perhaps anticipating this time, the global e-commerce giant eBay investment of \$180 million, to take over the eBay, into the Chinese market. At this time of ebay have the backer, but still implemented charging policy. In the opposite side Taobao was booming growth with implement of cost-free. In less than a year, Taobao was the winner in this competition.(Cheng,2016)

Now it was nearly twenty years ago when e-commerce started in China, people were quite curious about it at the very beginning stage.

Along with the rapid growth of networking, unceasing increase of Internet users quantity, the Internet has become a important component of our life.

China is already the world's largest e-commerce market and it extended its lead in 2015. (Tong,2016)

China Internet network information center (CNNIC) issued the 37th "China Internet development report" The report shows that as of December 2015, China has 688 million Internet users, the Internet penetration rate reached 50.3%, half of the Chinese people have access to the Internet, among of them, has 39.51 million Internet users were created in 2015, the growth rate was 6.1%, increase 1.1% from 2014, and the scale of Internet growth is improved. China's online shopping users 413 million, year-on-year increase of 51.83 million, the increase rate is 14.3%, 6.1% higher than 2015. (CNNIC,2016) In 2015 China's online shopping market continued to maintain rapid development national network retail turnover of 3.88 trillion Yuan, increase 33.3% than 2014.Among them, the B2C turnover of 2.02 trillion Yuan, increase 53.7% from last year. The total number of transactions in China's online shopping market is 25.6 billion times , the annual per capita trading is 62 times.( CNNIC,2016)

Official data show, there were 688 million netizens in China as of December 2015, including number of online users 413 million, up to sixty percent. more than even 2 times the U.S. with 191 million. China is the biggest eCommerce market in the world

with \$562.66B in sales projected for 2015. (Keith, 2015)

In 2015, China's online shopping volume of trade has been 3.88 trillion Yuan, but in 2001, this data be only 1.3 billion Yuan, during ten years, turned more than 2900 times. (Feng,2017) Now, the commodity of network sale is dazzling, not only there is the food, chinaware, furniture, clothes and electric appliance, even automobile, house and insurance can buy it online. Sits in front of the computer, clicks on mouse and you can buy the goods that you want to buy. In the 15 years, online shopping from emerging thing becomes the shopping way that more and more people choose.

## **1.2 The problem to be investigated**

By the year 2015, have 40.181 million college students in China. (Zhao,2016)99.08% of the students have had Internet shopping. The college students spend 1100 Yuan/person on online shopping. (Zhao, 2016)

A college student who especially has limited living-costs can easily attracted by shopping website promotion. Many college students , open the computer , the first thing to do is to browse shopping website , take a lot of time to search the goods that they want in various online stores to compare prices , etc. (Li & Tu, 2005)

This paper is basing on the situation of China, research and analysis the online shopping motivation of college students.

Because the various countries' national condition, the Internet development is different from developed countries and China is a big country with lots of internet users, constituting one-sixth of her total online shopper this for e-business development provides a huge market potential. Research the university student online shopping motivation is meaningful.

## **1.3 The Objective of the Study**

There are two objectives which go through the research, as follow:

- To find out the different attitudes of college students between demographic background, and buying behaviors.
- To improve and develop the service of E-commerce entrepreneurship in advance.

## **1.4 The Scope of the Study**

For this research, the influential factor of Chinese college student online shopping behavior in Guangxi, China will include gender, grade, major, monthly living-cost, frequency, consumer attitude and the research design will be considered significant areas in need to be explored.

## **1.5 Research Significance**

Although there has been much research conducted, and it has included most countries, there have been relatively few studies focusing on only certain groups of people and analyzing their online shopping traits. Moreover, even though many surveys have investigated ecommerce's effect on traditional stores, there are almost no resources about the influences on consumers themselves. Therefore, this study focuses on college students in GuangXi, China and analyzes their shopping behavior, their motivation to online shopping, and the influence of online shopping on their shopping habits.

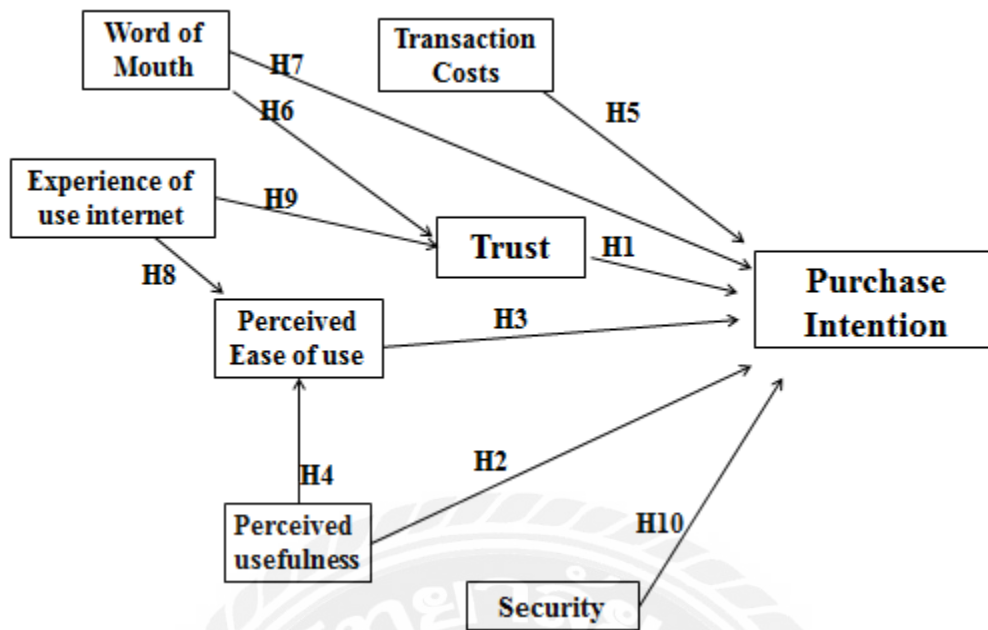
College students as the mainstay of online shopping, to analyze the factors influencing of college students online shopping behavior has a realistic significance.

## **1.6 Conceptual Framework**

**Figure 1** Conceptual Framework

**Independent Variables (IV)**

**Dependent Variables (DV)**



## 1.7 Hypotheses of Study

- H1 There is a positive correlation between trust and purchase intention to online shopping.
- H2 There is a positive correlation between perceived usefulness and purchase intention to online shopping.
- H3 There is a positive correlation between perceived ease of use on the purchase intention to online shopping.
- H4 There is a positive correlation between perceived usefulness and perceived ease of use.
- H5 There is a negative correlation between transaction costs and purchase intention to online shopping.
- H6 There is a positive correlation between word of mouth and purchase intention to online shopping.
- H7 There is a positive correlation between word of mouth and trust.
- H8 There is a positive correlation between experience of use internet and perceived ease of use.
- H9 There is a positive correlation between experience of use internet and trust.



H10 There is a positive correlation between security and purchase intention to online shopping.

## 1.8 Definitions of Terms

The following terms will be used intensively in this study. For easier understanding, the explanation for each term is emphasized below:

**College students:** College students are the students who enrolled in college or university. They include undergraduate students and graduate students. There are 1,008,726 of undergraduate students and 26,731 of graduate students in Guangxi in 2015.( Education Department of GuangXi, 2016)

**E-commerce:** E-commerce in the broad sense refers to commercial activities conducted via electronic devices and in the narrow sense refers to various commercial activities conducted on the basis of computer network, including the behaviors of all related parties such as goods and services-providers, advertisers, consumers, intermediate traders, etc. (Gefen,2000)

**Online shopping:** is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. (Jarvenpaa, & Todd, 1997)

**Customer Behavior:** Consumer behavior is all about the way people buy and use products and services, it is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services. A more in depth definition will also include how that process impacts the world. Consumer behavior incorporates ideas from several sciences including psychology, biology, chemistry and economics. (Sheth., 1985)

# Chapter2

## Literature Review & Past Research

### 2.1 The Internet

The Internet is one of the biggest worldwide computer network, links between thousands of small and medium-sized network in the world and millions of users of a computer network. Through communication protocols, even on different platforms, the computer can also with other on the Internet in the network computing wish in a common language to communicate with each other. The Internet to work as a complete network. The global information network (World Wide Web, "WWW"), is expressed in the network information, and a method of multimedia content. Is based on hypertext and multimedia technology, is a diversified, rich and dynamic file hypermedia (the hyper media) combination. Through the WWW browser browse various hypermedia information stored in the web server. Media messages can be mixed in the text, images, animation, graphics, sound, etc. Various information and providing multimedia show the way. Users can according to your own need to click on the different website address. Modern society is a society based on information and communication (Rokeach and Rogers, 1988).The Internet provides people with a lot of information and content of distribution, communication and entertainment business opportunities, etc. The increasing Internet users is the important basis for the development of e-commerce, but research on the motivation of Internet users use the Internet also is not very comprehensive (Douglas, 2006)

However, it is not appropriate to use a computer network or a network of computer networks to describe the Internet. The reason is that the computer network is only the medium of transmission of information, and the essence of the Internet is that it can provide you with valuable information and satisfactory service. For example, when

we go to the store to buy things, we are mainly concerned about is the store's goods are genuine, and the store's services are kind and thoughtful, and as to whether the store itself is gorgeous and rich is not as a customer we really care of. It can be said that the Internet is a huge resource and service resource of the world scale. It not only provides people with a variety of simple and fast communication and information retrieval means, more importantly, to provide people with a huge information resources and service resources. Through the use of the Internet, people around the world can exchange information, exchange ideas, but also access to all aspects of knowledge, experience and information. (Wilson, et al., 2006)

The Internet is also a social organization to the public. Tens of thousands of people from all over the world can use the Internet for information exchange and resource sharing. And hundreds of thousands of people voluntarily spend their time and energy of ants like hard work, construct the Internet have in common by all mankind, and allow others to share the fruits of their Labour. Internet totally selfless spirit reflects the human, the Internet also enables people to learn how to peaceful coexistence. (Stokes. et al.,2010)

The Internet is the first worldwide library of human society and the first global forum. Anybody, no matter from anywhere in the world, at any time he (she) can attend, the internet will never shut down. And, no matter who you are, you will always be welcome. You will not be due to different skin color, different wear, different religious beliefs and was excluded. In today's world, the only no borders, no discrimination, no political life circle belongs to the Internet. Through the dissemination of network information, anyone in the world, regardless of nationality, race, sex, age, rich and poor, send experience and knowledge to each other, express their views and opinions. (Haubl, 2000)

The Internet is a great milestone in the development of human history, and it is playing an increasingly important role in the civilization of human society. Perhaps the steam engine invented like Watt led to an industrial revolution, and the Internet would greatly promote the progress and development of human society. (Douglas., 2006)

## 2.2 Electronic Commerce

So far, there are many definition of e-commerce. Researchers from different angles, the formation of a different understanding of e-commerce.

From a service perspective, e-commerce is a tool that satisfies the desire of businesses, consumers, and managers to reduce service costs while improving product quality and speeding up product / service delivery. From the communications point of view, e-commerce on the Internet to send information, products / services. From microcosmic point of view of enterprises, e-commerce is through the Internet to support enterprise trading activities, also is buying and selling products or services. From the macro point of view of business, e-commerce is based on the Internet, to support the business of production, supply, sales, personnel, financial and other activities of the automation. (Jarvenpaa & Todd,1997)

Electronic commerce, commonly known as e-commerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily since the spread of the Internet. A wide variety of commerce is conducted in this way, spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. (Zegna. & Mike,2005)

Electronic commerce in the broad sense refers to commercial activities conducted via electronic devices and in the narrow sense refers to various commercial activities conducted on the basis of computer network, including the behaviors of all related parties such as goods- and services-providers, advertisers, consumers, intermediate traders, etc. (iResearch,2015).

E-commerce is the use of the Internet and the Web to transact business. More formally, digitally enabled commercial transactions between and among organizations and individuals.( Kenneth et al., 2009)

First, e-commerce is divided into generalized e-commerce and narrow e-commerce.

Broadline e-commerce is defined as the use of a variety of electronic tools engaged in business activities; narrow e-commerce is defined as the main use of the Internet engaged in business or activities. Whether it is broad or narrow sense of the concept of e-commerce, e-commerce covers two aspects: First, the Internet cannot do without this platform, no network, it cannot be called e-commerce; Second it's through the Internet to complete a business activity. (Thomson,2008)

In the narrow sense, electronic commerce (EC Commerce) refers to: through the use of the Internet and other electronic tools (these tools include telegraph, telephone, radio, television, fax, computer, computer network, mobile communications, etc.) in the global context of business activities. It's based on the computer network based on a variety of business activities, including goods and services providers, advertisers, consumers, intermediaries and other parties to the sum of the behavior. People generally understand the e-commerce is narrow sense of e-commerce. (Belgrade, Serbia, 2002)

In broadly defined, the term e-commerce comes from Electronic Business, the business activities that are carried out by electronic means. Through the use of the Internet and other electronic tools, so that the company, suppliers, customers and partners, the use of electronic business to share information to achieve business processes between the electronic, with the enterprise within the electronic production management system to improve production , Inventory, circulation and capital and other aspects of the efficiency. (Lallana, et al., 2000)

“This revolution is known as electronic commerce, which is any purchasing or selling through an electronic communications medium. E-commerce is the symbiotic integration of communications, data management, and security capabilities to allow business applications within different organizations to automatically exchange information related to the sale of goods and services.” (Patil & Bhakkad, 2014)

## **2.21 History of E-commerce**

Development of EC applications started in the early 1970s with electronic funds

transfer (EFT), which refers to the computer-based systems used to perform financial transactions electronically. However, the use of these applications was limited to financial institutes, large corporations, and some daring businesses.(Douglas, 2006)

Electronic Funds Transfer (EFT) and Electronic Data Interchange (EDI) which gave an opportunity for users to exchange business information and do electronic transactions. The ability to use these technologies appeared in the late 1970s and allowed business companies and organizations to send commercial documentation electronically. (Steven, 2016).

EDI enlarged the pool of participating company from manufacturers, retailers, services, and others. Such systems were called Inter organizational System (IOS).

Interorganizational system allow the flow of information to be automated between organizations in order to reach a desired supply-chain management system, which enables the development of competitive organizations. This supports forecasting client needs and the delivery of products and services. (Gunasekaran, & Maqsood, 2010)

From the 1990s onwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing.

Since 1995, many innovative applications, ranging from direct online sales to e-learning experiences had been developed. Almost every organization in the world has a Web site. (Dan, 2014)

In 1999, the emphasis of e-commerce shifted from B2C to B2B.

In 2001, from B2B to B2E, e-government, e-learning, and m-commerce.

In 2005, social networks started to rise and so did l-commerce and wireless applications.

E-commerce will undoubtedly continue to shift and change in the future.

## **2.22 Characteristics of Electronic commerce**

Due to the characteristics of the Internet, Electronic commerce has the following characteristics:

#### Advantage:

- (1) Full-time: online store is open 24 hours per day and 365 days per year. (Lallana,2000)
- (2) Globalization: Electronic commerce have huge potential e-commerce customers and it's to adapt to the trend of global economic integration.(Dan, 2014)
- (3) Real-time: Just click of a mouse, you can finish procurement process in real-time.
- (4) Interaction: In E-commerce the information is flow, feedback from customer could be instantaneous, richer and more detailed. (Flavian et al.,2005)
- (5) Low cost: Compared to traditional transactions, E-commerce can abatement investment and operating cost. (Li,2001)
- (6) Trading virtualization. Through the represented by the Internet computer Internet network of trade, the both sides from the negotiate, sign contract to order goods, until payment, etc., do not need to face to face, just completed by Internet network, the entire transaction is virtualization. (Eisingerich, et al.,2008).

#### Disadvantaged:

- (1) Security.

Security in transactions is a very important issue. However, there is no perfect electronic commerce law, security is very prominent. Consumption insecurity is a deadly factor restricting the development of e-commerce. Credit card information security, data transmission security, personal privacy and other issues on the development of e-commerce are hampered. Today when online shopping becomes more and more popular, security issues need to be solved urgently. (Chircu, et al., 2015)

- (2) Less standard of E-commerce management system.

The diversity of e-commerce brings new business rules and methods to the world, which is more demanding in management. The concept of management should cover business management, technical management, service management and so on. It's difficult for these aspects to achieve a more satisfactory level of norms for a moment. Additional e-commerce platform faces consistent are also very important. Front of the Web platform is directly for the consumer, is the

facade of e-commerce. And the background of the internal management system is to complete the necessary conditions for e-commerce. A perfect back-end system to better reflect the overall strength of an e-commerce company, because it will ultimately determine what kind of service to provide users, decide whether the management of e-commerce is not effective, decided to e-commerce company can eventually achieve profitability. (Teo, 2005)

(3) Intellectual Property.

In the legal issues caused by e-commerce, the protection of intellectual property issues is bear the brunt. Because the computer is in the form of digital information on the Internet, and in the field of intellectual property rights such as (patents, trademarks, Copyrights and trade secrets, etc.), the copyright protection problem is particularly prominent.( Li, 2001)

(4) The tax

Tax (including duty and tax) is a national important source of finance. Due to the electronic commerce activity is in no fixed place of international information under the network environment, the country is difficult to control and charge electric business tax. (Chaudhury, et al., 2002).

## 2.23 Classification of E-commerce

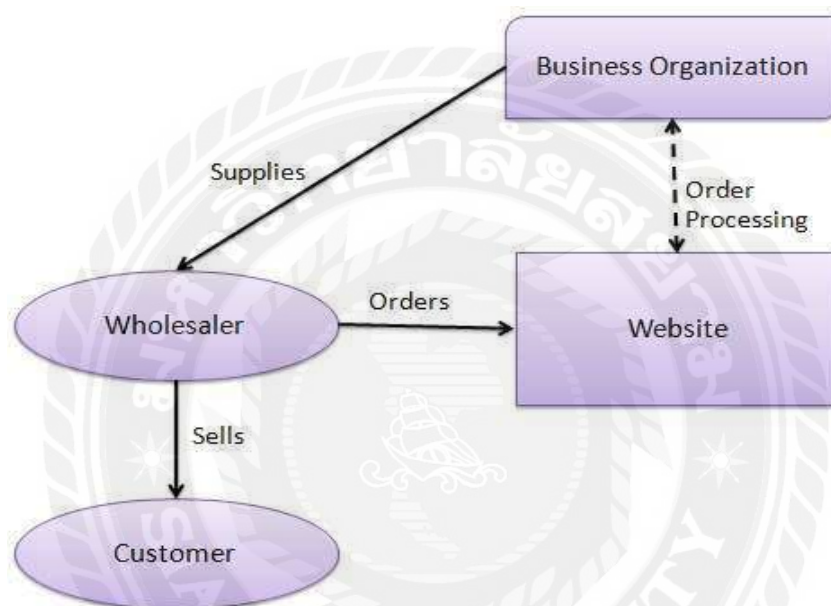
E-commerce covers a wide range, generally in accordance with the type of e-commerce activities, e-commerce can be divided into business-to-business (Business-to-Business), or B2B; business-to-consumer (Business-to-Consumer) or B2C, Consumer-to-Consumer or C2C.( Monsuw, 2004)

**Business to Business (B2B).** refers to an Internet market in the field of marketing relationship between enterprise. E-commerce is a main kind of modern B2B marketing. It will Intranet through B2B website closely combined with the customer, through the network of the rapid response, to provide customers with better service, so as to promote the business development of the enterprise.B2B booming in recent years, tend to be more mature. (Sandhusen & Richard,L, 2008).



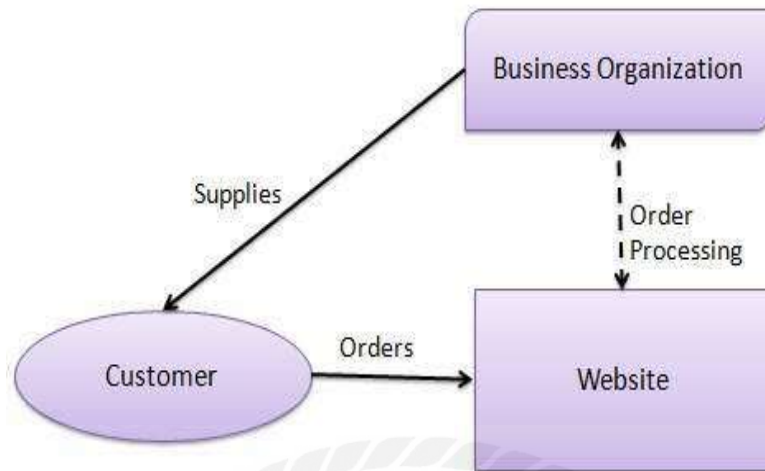
In layman's terms, B2B refers to for e-commerce transactions both the supplier and the demander are businessman (or enterprise, company), they use the Internet technology or a variety of business network platform to complete the business process. These processes include the issuance of supply and demand information, ordering and confirmation of the order, payment process and the issuance, transmission and receipt of the instrument, the determination of the distribution plan and the monitoring of the distribution process. (Rosen, 2000)

**Figure 2** B2B e-commerce business model



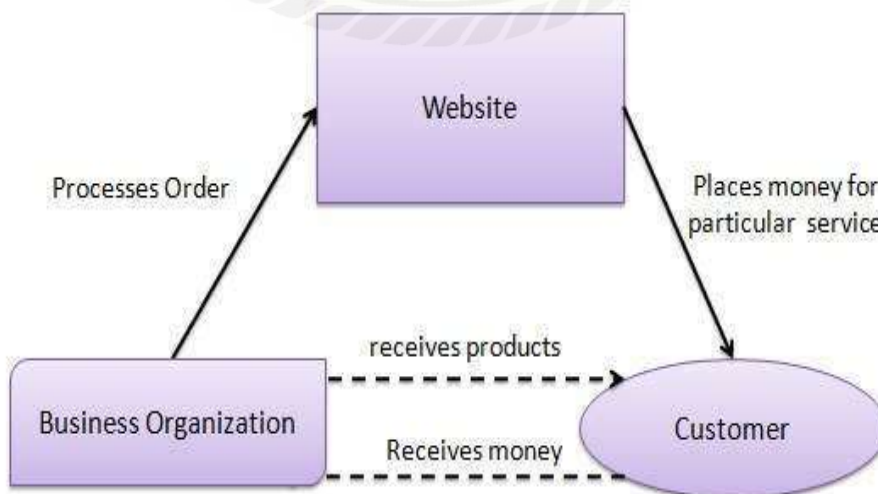
**Business to Consumer (B2C).** Business to consumer (B2C) E-commerce includes retail transactions of products or services from businesses to individual shoppers. Is the enterprise to consumers directly to carry out business activities of an e-commerce model. This form of electronic commerce general with directly to customers in the retail business is given priority to, mainly by using the Internet for online sales, so it is also known as electronic retail or network marketing. (Coleman, 2006)

**Figure 3** B2C business model



**Consumer to Consumer (C2C).** or it can call e-commerce of consumer to consumer or individual to individual , this is a kind of operation mode refers to the c2c e-commerce service provider build network continuously, with the aid of the network platform to trade. Sellers can through the platform shall be built in the c2c e-commerce platform, buyers can browse the website constantly seeking to demand, through the web site provides communication tools to communicate continuously, consensus between the seller and the buyer after payment tool of borrowing, the seller sends the goods to the buyer, after confirmed the product is intact, buyer can transfer money to seller, with the purchase process of c2c e-commerce finally.(Sami, 2002)

**Figure 4** C2C business model



## 2.3 Time Line of Electronic commerce in China

E-commerce refers to use the electronic networks for business activities. E-commerce contains two aspects of meaning: one is "electronic" and the other is "business", the core of e-commerce is "business", "electronic" is "business" tools and means for business purposes. The advanced means. The emergence of e-commerce is the inevitable result of computer technology and Internet technology development and business application demand driven. China's e-commerce has also appeared unprecedented e-commerce hot, in general, China's e-commerce development process can be broadly divided into 6 stages. (Zhao, 2011)

(1) 1990-1993, beginning stage: The era of electronic data exchange.

(2) 1993-1999, primary stage:

At this stage China's e-commerce services business grew only 5.20%, when the introduction of the new concept of the Internet encouraged the first batch of new economic entrepreneurs, they believe that the traditional trade information will be through the Internet to communicate and spread, unlimited business opportunities. So, in December 1997, China's chemical online line, becoming China's first vertical B2B website, followed by the Alibaba group has registered in the Cayman Islands, in May 1999 Wang Juntao founded 8848, means that the first B2C e-commerce site was established, In August the same year the first domestic C2C platform eBay was established. (Zhou, 2012)

(3) 2000-2005, developing stage:

Under the background of the dotcom bubble burst, the development of electronic commerce has also been seriously affected, the confidence of entrepreneurs also challenged, especially those who rely on foreign investment, and its not found its own unique profit pattern of enterprise, experiencing a severe test. Well-known e-commerce sites, including 8848, Alibaba, into the winter period, and rely on the "member + advertising" model of industry cluster, is mostly realized collective profit, get through the Internet is the most difficult period. But it's did not stop the pace of e-commerce, China electronic commerce association was established in June 2000, at

the same time in July 2001, the People's Bank of China issued "interim measures for online banking management", China's e-government application demonstration project in November by reasoning, therefore, the development of e-commerce has been overwhelming.(Bai, 2009)

(4) 2003-2005,recovery:

After 2003 e-commerce appeared rapid recovery, some part of the e-commerce website after the bubble burst, was more cautious and pragmatic to profit model and low cost operation. In May 2003, Alibaba launched Taobao and alipay, 2003 to become "The Year of Revenue Balance" of many e-commerce sites especially B2B website and the "electronic signature law" formally implemented in 2005. (Liu,2013)

(5) 2006-2007,developing stage:

The popularity of Internet environment improvement, idea for the development of e-commerce has brought the huge opportunity, most of the B2B e-commerce business beginning to break even or turn profitable, Alibaba successful floats in Hong Kong at the same time the industry e-commerce of our country has entered A new round of new stage of rapid development and business model innovation, These undoubtedly has given rise to the development of electronic commerce. (Zhao, 2011)

(6) 2008-now, stable stage:

Despite the impact of the international financial crisis, but since 2008 China's e-commerce is still a high rate of growth, in addition to 2009, 2010, the growth rate of other years are more than 30%, this time, China's e-commerce initially formed with the Chinese characteristics of the network transactions, the number of Internet users and logistics express delivery industry are growing rapidly, e-commerce business competition, the initial situation of the formation of the platform. (Li,2016)

During the 11th Five-Year Plan period, electronic commerce of China keeping the good trend of sustained and rapid development, the transaction total amount grew about 2.5 times, in 2010 is about 4.5 trillion Yuan. (Zhao,011)

By the end of June 2015 there were 668 million internet users in China, the internet penetration rate reached at 48.8%.(Li,2016)

The e-commerce market in 2018 is expected to reach US\$1.57 trillion according to

eMarketer. China has become the world's largest e-commerce market. (CIW,2015)

Now it was nearly twenty years ago when e-commerce started in China, people were quite curious about it at the very beginning stage. Growing along with the development of internet, e-commerce has been deeply infiltrated into our work, our life.

## **2.4 Customer Behavior**

Network infrastructure of the continuous development and improvement of the continuous expansion of Internet, network quality of service constantly upgrade, in the aspect of material to the electronic commerce provides a solid foundation, and deepening people's life due to network, online shopping and online activity has become a part of People's Daily life, the concept of e-commerce is more and more accepted by people. The development of Internet and e-commerce, bring convenience and advantage to ordinary Internet users the most substantial is online shopping. Along with our country network shopping environment and improvement of related supporting environment, the network shopping market growth trend is obvious, development potential is enough. (Li, 2001)

Compared with the traditional consumption patterns, the superiority of network consumption environment has a strong and certain particularity, for example, never leave home can buy anywhere in any time, out of the limit of time and space E-business brings great convenience to consumers and allows easier price comparisons, consumer will have comprehensive understanding of the detail information of the goods to buy goods of high quality with low price; no attendant when shopping face to face pressure to consumers, etc. There are still some problems, although the network consumption environment has the advantages that traditional consumption mode items can't parallel, such as when consumers shopping on the Internet can't meet the needs of its touch and try to commodity, hard to effective communication with the salesperson before purchase, consumers are difficult to

eliminate the network shopping goods quality and transaction security concerns, etc., all these hinder the consumer online shopping intention and behavior. (Monsuw et al.,2004)

## **2.5 Customer Satisfaction**

Patrick and Vesna (2010) suggest that efforts to assure personal interaction quality with customers are needed to improve relationship quality as well as customer loyalty. The quality of interaction was an important factor that affected the priority of the relationship and indirectly affected the formation of community loyalty.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. (Poonia & Virender,2010)

## **2.6 Purchase Intention**

Consumer behavior is the behavior of the decision before the results appear, is to explain the process of behavior. Schiffma & Kanuk(2000) pointed out that the purchase intention is to measure the possibility of consumers to purchase a product.

According to Zwass (1998), online trading willingness is defined as the intent of consumers to exchange relationships with online retailers. Such as business information sharing, maintaining business relationships, the occurrence of business transactions. Although internet users continue to grow, a recent study found that more

than 75% of users decided to abandon their online purchases before buying. This is a concern for online retailers because online retailers prefer buyers rather than viewers.

However, as with traditional purchase, even if the consumer finally gave up the purchase, but the initial intention of the consumer to exchange information with the website is to complete the transaction. If during the whole exchange everything is as consumers expect, then the transaction will occur (Nagra, 2013). The willingness to trade is the whole process of exchange between consumers and retailers throughout what is said above.

## **2.7 Trust**

Das and Teng (1998) found that the generation of trust is related to the situation in which the trustor is in a risky or uncertain transaction.

When trust comes into play, the trustor will consider some form of cooperation involving the transfer of resources or control. In the study of Joshi and Stump (1999), the two sides of trust were manufacturer-to-supplier. Online retail is a special trading situation with high risk and uncertainty. It is inevitable to face risks or uncertainties in the relations between people and the virtual organization. Due to different sources of information, content, quantity, search cost and so on, the risks faced by the virtual organization are different from the risks perceived in the face of the interpersonal relationship or the entity trading environment. In the online retail trading environment, the ability to generate trust mechanism is the key to the success of the transaction.

McKnight et al.(1998) have attempted to define trust using a model. Their model posits that trusting intentions will be influenced by disposition to trust, institution-based trust, and trusting beliefs. Disposition to trust is the willingness or tendency to depend on others; it is composed of faith in humanity (the belief that others are dependable and well-meaning and trusting) and trusting stance (the belief that better outcomes result when a person assumes that he or she is dealing with a person who is well meaning and dependable). Interactions with individuals having different dispositions to trust may require different trust-building strategies.

Jarvenpaa and Tractinsky (1999) point out that in online retailing, the characteristics of websites affect consumers' trust: navigation, branding, advice, privacy and security, website errors, order fulfillment and third-party certification. Koufaris and Hampton-Sosa (2004) consider the factors that influence the trust of online retail transactions, including transaction security, website functionality, and consumer satisfaction with site characteristics. Lee and Overby (2004) concluded that online retail enterprises can from the brand, service, technology and transaction security etc. to improve competitiveness and obtain the trust of the consumers. Among them, corporate reputation is the long-term overall evaluation of the enterprise by stakeholders. Flavian, Guinaliu and Torres (2005) found that online retailers' brand image has a greater impact on trust than traditional retailers.

## **2.8 Perceived Usefulness & Perceived Ease of Use**

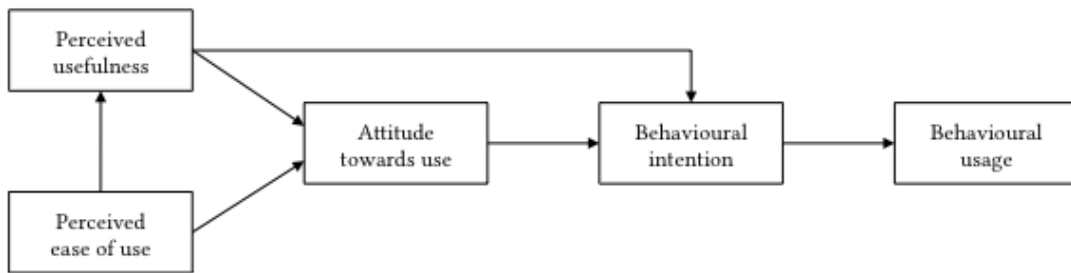
Technology acceptance model (TAM) is an extension to Theory of reasoned action proposed by Davis (1989). TAM is basically information system theory that covers how a user accepts and uses a technology, TAM outlines number of factors that influence a user's decision and at the same time it deals with the how and when users will use it. The model deals with the acceptance of information technology. The external factors that influence users to make a decision are:

1. Perceived Usefulness (PU)
2. Perceived Ease of Use (PEOU)

In Chin (1995) words Perceived Usefulness (PU) is the “the degree to which a person believes that using a particular system would enhance his or her job performance” and Perceived Ease of Use (PEOU) is the “degree to which a person believes that using a particular system would be free from effort”. The main purpose of the TAM is to explain how a user accepts a specific technology.



**Figure 5** Technology Acceptance Model (TAM)



The TAM theoretical model shows that consumers' online shopping intentions determine the behavior of consumers in online shopping. The intention of online shopping is determined by perceived ease of use and perceived usefulness.

## 2.9 Transaction Costs

With the continuous development of e-commerce and online shopping, foreign scholars have gradually begun to analyze the e-commerce and online transactions with the economics paradigm of transaction costs. Wang (2007) conducted a qualitative analysis of online shopping from the perspective of transaction costs. This study shows that the transaction cost of online shopping is lower than that of traditional shopping, and many later scholars agree with this view. On the basis of this, Wen (2008) compared the difference in cost between the traditional market and the online market and found that there is a significant difference in the cost between them, both from the buyer's and the seller's perspective. The results show that with Compared to other trading mechanisms, the online market saves transaction costs in many situations, so online shopping is bound to become popular.

Liang & Huang (1998) found that the higher the transaction costs perceived by consumers during online shopping, the less willing they are to buy. According to transaction cost economics, Teo (2005) constructed a model to understand the behavior of consumers' online purchasing from the perspective of transaction costs. The results show that consumers are willing to make online purchases Is negatively correlated with perceived transaction costs, and perceived transaction costs are related

to uncertainty, the reliability of online stores and the frequency of purchases, and as a result, they come to the conclusion that as consumers perceive more for online stores Reliability, decreased perceived uncertainty about online shopping, and more online shopping experience, they are more likely to shop online.

## **2.10 Word of Mouth**

Through the noncommercial and personal information refers to the Word of Mouth (WOM), Arndt (1967) word of mouth is defined as: between the receiver and transmitter, about the brand, product, or service, person-to-person communication, and recipients recognize that this communicator is non-commercial. Some studies simply define word of mouth as a positive statement telling others about a particular product or service (Swan and Oliver, 1989; File et al., 1992).

The connotation of word of mouth involves the following three aspects, first, word of mouth is informal information from consumers rather than businesses; second, word of mouth information relates to all aspects related to the enterprise; third, word of mouth will affect consumer attitudes and behavior. Engeletal's (1969) study found that 60% of respondents rated word of mouth as the most influential source of information for decision-making. The role of word of mouth has been affirmed the consistency of many researchers will be word of mouth as an important factor in the success of the product.

Kolter (1997) investigated 7,000 consumers in seven European countries and 60% admitted adopting a new brand by their relatives. Word of mouth is so powerful because it is a living, direct, empirical, and face-to-face process that has one basic element: "the credibility of an information source," through friends, colleagues, or renowned experts It is generally easier for people to believe in people who are close to themselves, so it affects people's decision-making process (Assael,2004)

## **2.11 Direct Experience of Use Internet**

Direct experience of the system has been identified as an important factor for a new Technology acceptance model, especially in IT technology.

Fishbein and Aizan (1975) pointed out that previous studies show that repeated contact with the target system can reduce dissatisfaction with the system and increase the recognition of the system. Eagly and Chaiken (1993) point out that people gain information about the target system and therefore form the trust in the target system. Information is obtained through publicity and indirect contact with people.

The role and influence of direct experience is also consistent in many previous empirical studies. Taylor and Todd (1995) extend the technology acceptance model to investigate the impact of prior experience on the acceptance of a system by users. They evaluated the use of the system by technology acceptance models of direct experience users and indirect experience users. However, their research did not deal with direct experience. Clerc (1985) studied the impact of students having a computer background in computer science on computer acceptance and their empirical studies showed that previous.

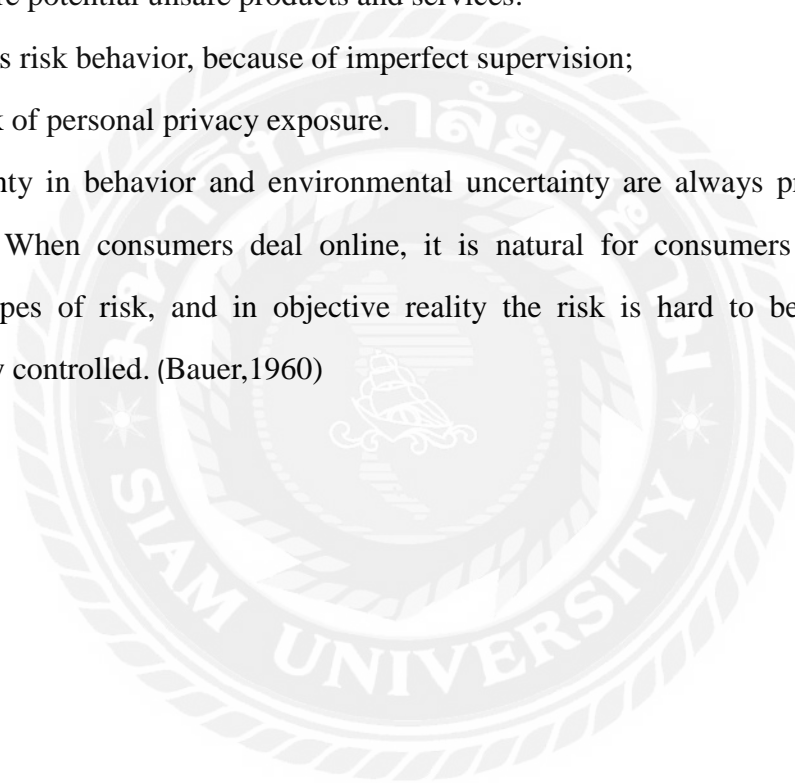
## **2.12 Security**

Consumers choose online shopping, not only depends on the acceptance of Internet technology, but also on consumer awareness of online stores. Due to the constraint of space-time distance, there is uncertainty in the online information exchange. First, consumers are at risk of losing money because consumers have to rely on online information and untruthful information online. Second, consumers have the risk of exposing their privacy. Online stores require consumers to provide personal information, such as personal bank accounts, during the purchase of the consumer, and this information may Intentional or unintentional leakage. In short, the openness and sharing of Internet cause the problems of network security.(Hoffman & Novak,1999)

There are two main types of Internet uncertainty: behavioral uncertainty and environmental uncertainty (Bensaou & Venkmaman,1996). Uncertain behavior mainly refers to the existence of opportunistic online shops using space-time distance and government supervision incompetence. Opportunistic behaviors in online stores include incorrect product information, fake identities, personal privacy holes, misleading advertisements, and more. So behavioral uncertainty has the following consequences:

- ① There are economic risks;
- ② There are potential unsafe products and services:
- ③ Business risk behavior, because of imperfect supervision;
- ④ The risk of personal privacy exposure.

Uncertainty in behavior and environmental uncertainty are always present at the same time. When consumers deal online, it is natural for consumers to think of different types of risk, and in objective reality the risk is hard to be completely subjectively controlled. (Bauer,1960)



# Chapter 3

## Research Methodology

### 3.1 Introduction

This research is quantitatively designed using a survey questionnaire using convenience sampling to collect primary data from college student in GuangXi, China. The research will focus on the influential factor of Chinese college student online shopping behavior. The research will be conducted using survey methodology by operating under procedures as follows:

1. Determining population and sample
2. Research instrument
3. Formulating research instrument
4. Data collection
5. Data analysis
6. Statistics used in data analysis

### 3.2 Scope of Study

The aim of this study was to find out the online shopping motivation of college students in GuangXi, China. This survey was implemented in June 2017 in GuangXi province. The study is descriptive. The study focused on residents in GuangXi province. The survey questionnaires were mainly distributed at GuangXi province. The goal is to offer the researcher a profile or to describe relevant aspects of the phenomenon of interest from customer satisfaction, so the survey outcomes of the research by using the quantitative techniques to analyze the data regarding the influential factor toward customer satisfaction. In this study, the researchers used

questionnaire as a tool to collected data from 400 samples.

### 3.3 Population and Sample Size

The population will be college students who study in Guangxi, China and already have online shopping experience. The population is from various grade groups, major groups, monthly living cost groups, and different buying behaviors.

#### Sample Size

Population for this research is at college students who study in Guangxi, China, which has population figure of 1,035,457(Education Department of GuangXi, 2016). Since the size of the population is large, sample size was calculated using Yamane formula (Yamane, 1967). The significant level is accepted at 95 percent.

$$\text{Yamane } [ n = N / (1+Ne^2) ]$$

N is the population size, e is the level of precision, n is sample of population

$$N = 1,035,457 \quad e = 0.05$$

$$n = 1,035,457 / (1+1,035,457 *0.0025)$$

$$n = 400 \text{ sample}$$

There is a population size in 2015 from Ministry of Education in Guangxi, China. Therefore, the researchers set up sample size of 400 samples for the convenience sampling, ensure the accuracy and reliability of the survey and comply with the requirements of this study, and the data is new, the survey was conducted in mid-2017. This study is quantitative design and data were analyzed by descriptive and inferential statistics methods.

### 3.4 Data collection procedures

Secondary source data were collected from text books, past researches, newspapers, journals, dictionaries, encyclopedias, and world-wide-web pages. Primary source data

were collected from online questionnaire survey. The questionnaire for this study was developed based upon concepts, theories and past research information. The questionnaire consists of 3 parts including.

part 1: questions about demographic data of samples, mainly the personal information of college students.

part 2: questions about behavioral information, Mainly for college students on the use of shopping sites and online shopping.

part 3: questions about consumers' attitude of online shopping, using likert 5 scale to rate the questions one by one.

Researcher has distributed questionnaires to sample group on internet on 10th June– 10th July 2017. The completed questionnaires will be processed for coding and analyzing through SPSS.

### **3.5 Research instrument**

For this study, online questionnaire is used as the research instrument.

The questionnaire is formulated through the following steps:

1. Understanding conceptual framework of the study.
2. Brain storming for questions that will be used in the questionnaire.
3. Selecting the relevant questions and sequencing the questions in order
4. The data of this study will be analyzed by computer through package software
5. Test the reliability of the questionnaire.

# Chapter 4

## Research Finding

### 4.1 Introduction

This part presented the survey outcomes of the research by using the quantitative techniques to analyze the data regarding the influential factor of Chinese college student online shopping behavior in Guangxi, China. In this study, the researchers used questionnaire as a tool to collect data from 400 samples. The content of the research tool was related to customer behaviors, customer satisfaction. The sample profile of the survey was initially demonstrated at the beginning of the chapter. Next session displayed the survey outcomes which related to the Hypothesis study

### 4.2 Sample Profile

The data of 400 samples profile were collected from the informants in Guangxi, China. In order to ensure the validity of the information in hypotheses tested, the researchers have classified and separated the data that came from the informants who has not complete in the given information. Thus the result of this research study would be reliable and valid.

### 4.3 Data analysis

The data of this study will be analyzed by computer through package software (SPSS: Statistical Package for Social Sciences) as follows,

1. The demographic background information of the respondents and the consumers buying decision behaviors will be analyzed and presented using descriptive statistics



in form of Frequency and Percentage.

2. The information of the Influential factor of Chinese college student online shopping behavior will be ranged and presented using descriptive statistics in form of Mean (X) and Standard Deviation (SD).

3. The information the Influential factor of Chinese college student online shopping behavior will be analyzed and presented using compare means statistics in forms of T-test

Symbols used in the analysis of data

n = Number of people in the sample

% = Percent of people in the sample

$\bar{X}$  = Mean

SD = Standard Deviation

T-test

$$t = \frac{\sum D}{\sqrt{\frac{n \sum D^2 - (\sum D)^2}{(n-1)}}} \quad df = n-1$$

Where

D = Difference between each data

n = The total of data

\* = Statistically significant level of 0.05

### 4.3.1 Demographic Factors

Demographic factors were divided into 5 categories which are gender, grade, major, and monthly living cost. Demographic data of the respondents obtained from questionnaires was analyzed and presented in the following tables.

### 4.3.2 Descriptive statistic of the respondents classified

by gender.

**Table 1 Demographic Factor by Gender**

Variable	Variable Value	Quantity	Percent (%)
<b>Gender</b>	<b>Male</b>	<b>168</b>	<b>42.00</b>
	<b>Female</b>	<b>232</b>	<b>58.00</b>
	<b>Total</b>	<b>400</b>	<b>100.00</b>

The majority of respondents in this group are female accounted for 58% of the total respondents. The rest are 168 male respondents accounted for 42% of the total respondents.

### 4.3.3 Descriptive statistic of the respondents classified

by grade.

**Table 2 - Demographic Factor by Grade**

Variable	Variable Value	Quantity	Percent (%)
<b>Grade</b>	<b>Freshmen</b>	<b>81</b>	<b>20.25</b>
	<b>Sophomore</b>	<b>76</b>	<b>19.00</b>
	<b>Junior</b>	<b>99</b>	<b>24.75</b>
	<b>Senior</b>	<b>57</b>	<b>14.25</b>
	<b>Graduate and above</b>	<b>87</b>	<b>21.75</b>
	<b>Total</b>	<b>400</b>	<b>100.00</b>

Grade was divided into 5 ranges which are freshmen, sophomore, junior, senior, graduate and above. The results of Table reveal that the majority of the respondent is freshmen (20.25%) follow by sophomore (19%), junior (24.75%), senior (14.25%), graduate and above (21.75%) respectively.

### 4.3.4 Descriptive statistic of the respondents classified

by major.

Table 3 – Demographic Factors by major

Variable	Variable Value	Quantity	Percent (%)
Major	Finance	159	39.75
	Accounting	122	30.50
	Department of Law	46	11.50
	Other	73	18.25
	Total	400	100.00

Table 3 shows that the majority of the respondents' major are in Finance (39.75%), Accounting (30.5%), Department of Law (11.5%), other (18.25%), In Other majors include IT, Engineer, Art, etc.

### 4.3.5 Descriptive statistic of the respondents classified

by monthly living-cost.

Table 4 — Demographic Factors by monthly living-cost

Variable	Variable Value	Quantity	Percent (%)
Monthly Living-Cost	Less than 1000 RMB	105	26.25
	1001—2000 RMB	189	47.25
	2001—3000 RMB	62	15.50
	More than 3000 RMB	44	11.00
	Total	400	100.00

Table 4 shows that the majority of the respondents monthly living-cost are between 1000 – 2001 RMB (47.25%) , then less than 1000 RMB (26.25%), between 2,001 – 3,000 RMB (15.5%), more than 3,000 RMB ( 11%).

## 4.4 Data Analysis: Behavior information

The results from the analysis conducted on the data collected from college student in GuangXi. The survey questionnaires were delivered to the college student who is study in GuangXi. In this part, the demographic information of 400 respondents are analyzed in terms of platform, payment method and frequency, from Table 5 – Table 8.

### 4.4.1 Descriptive statistic of the respondents classified by frequency of online shopping in the past three months.

**Table 5— Customer behavior about frequency of online shopping**

Variable	Variable Value	Quantity	Percent (%)
Frequency	1-5 Times	121	30.25%
	6-10 Times	190	47.50%
	Over 10 Times	89	22.25
	Total	400	100.00

Table 5 shows that the majority of the frequency of respondents of online shopping in the past three months is in 6-10 times (47.5%), then 1-5 times (30.25%), over 10 times (22.25%).

### 4.4.2 Descriptive statistic of the respondents classified by online shopping platform.

**Table 6 – Customer behavior about use online shopping platform**

Variable	Variable Value	Quantity	Percent (%)
Platform	Taobao	203	50.75
	JD	85	21.25
	DangDang	66	16.50
	Amazon	25	6.25
	Others	21	5.25
	Total	400	100.00

Table 6 shows that the majority of the respondents using online shopping platform. In ranking order, respondents indicated they would mostly in “Taobao” (50.75%), “JD” (21.25%), “DangDang” (16.50%), “Amazon” (6.25%) and other platform (5.25%).

#### 4.4.3 Descriptive statistic of the respondents classified by product purchase behavior.

**Table 7—Purchase behavior of college student**

<b>Variable</b>	<b>Variable Value</b>	<b>Quantity</b>	<b>Percent (%)</b>
<b>Product purchase mostly</b>	<b>Food/Beverage</b>	<b>64</b>	<b>16.00</b>
	<b>Clothing/Shoes</b>	<b>155</b>	<b>38.75</b>
	<b>Book/DVD/CD</b>	<b>130</b>	<b>32.50</b>
	<b>Computer/Electronics/Software</b>	<b>39</b>	<b>9.75</b>
	<b>Others</b>	<b>12</b>	<b>3.00</b>
	<b>Total</b>	<b>400</b>	<b>100.00</b>

Table 7 shows that the majority of the respondents regarding product purchasing. In ranking order, respondents indicated they would mostly like to shop online for “clothing/shoes”(38.75%), “Book/DVD/CD”(32.50%), “food/beverage”(16.00%), “computer/electronics/software” (9.75%), and other purchase (3.00 %).

#### 4.4.4 Descriptive statistic of the respondents classified by payment method.

**Table 8—Customer behavior about use payment method**

<b>Variable</b>	<b>Variable Value</b>	<b>Quantity</b>	<b>Percent (%)</b>
<b>Payment Method</b>	<b>Alipay</b>	<b>178</b>	<b>44.50</b>
	<b>WeChat Pay</b>	<b>156</b>	<b>39.00</b>
	<b>Online Banking</b>	<b>40</b>	<b>10.00</b>
	<b>Cash on Delivery</b>	<b>16</b>	<b>4.00</b>
	<b>Other</b>	<b>10</b>	<b>2.50</b>
	<b>Total</b>	<b>400</b>	<b>100.00</b>

Table 8 shows that the majority of the respondents using payment methods are in

Alipay (44.50%), then WeChat Pay (39.00%), Online Banking (10.00%), then Cash on Delivery (4.00%), and Other payment methods (2.5%).

## 4.5 Conception of Hypothesis

There are 8-part in this hypothesis testing will use the five – point Likert scales, each variables and number of items are as follow:

**Table 9— Hypothesis design items**

Variable	Number of Items
Purchase Intention (PI)	3
Trust(TR)	3
Perceived Usefulness(PU)	3
Perceived Ease of Use(PEOU)	3
Transaction Costs(TC)	3
Word of Mouth(WOM)	3
Direct Experience of Use Internet(DE)	3
Security(SE)	3

### Agree to the factor

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

### 4.5.1 Purchase Intention

Purchase intention is a plan to purchase the particular products or services in the future.(Kasemsap,2017) This study refers to the intensity of the willingness of consumers online shopping.

**Table 10—Hypothesis design items of purchase intention**

Variable	Items
Purchase Intention	If I have the opportunity, I will go to use online shopping.(PI1)
	The preferred way of purchase, I will use online shopping.(PI2)
	I will recommend to my friends and family to shopping online.(PI3)

## 4.5.2 Trust

Trust can describe its meaning in such a way that a person or organization is confident that other organizations will consciously fulfill their actions and meet their expectations (Gefen, 2000). In different studies, the definition of trust is distinguished. It can be said that the definition of trust is more difficult. Predecessors of the definition of trust from the perspective of social psychology, there are sociological and economic point of view, from the definition of personality theory. In this study refers to the consumer confidence in online shopping online store can convince its expected goals.

**Table 11—Hypothesis design items of trust**

Variable	Items
Trust	I do not doubt the honesty of the online merchants.(TR1)
	Online shopping platform is general trustworthy. (TR2)
	Promises made by online merchants are likely to be reliable.(TR3)

**H1: There is a positive correlation between trust and purchase intention to online shopping.**

## 4.5.3 Perceived Usefulness

Perceived usefulness is user's subjective probability that using a specific system will increase his or her performance in a particular activity (Davis,1989). In this study, consumers believe that online shopping can bring benefits or utility.

**Table 12—Hypothesis design items of perceived usefulness**

Variable	Items
Perceived Usefulness	Online shopping sites provide me access to useful purchase information.(PU1)
	Online shopping sites enhance my purchasing effectiveness.(PU2)
	Online shopping is a convenient way to shop.(PU3)

**H2: There is a positive correlation between perceived usefulness and purchase intention to online shopping.**

#### 4.5.4 Perceived Ease of Use

Perceived ease of use is defined as the individual's perception that using the new technology will be free of effort (Davis,1989). Applying this context to that of online shopping, ease of use refers to consumers' perceptions that shopping on the Internet will involve a minimum of effort (Chin,1995).

**Table 13—Hypothesis design items of perceived ease of use**

Variable	Items
Perceived Ease of Use	Online shopping sites are easy to navigate.(PEOU1)
	Online shopping sites are easy to use.(PEOU2)
	On those sites, it was easy to find the information I wanted.(PEOU3)

**H3: There is a positive correlation between perceived ease of use and purchase intention to online shopping.**

**H4: There is a positive correlation between perceived usefulness and perceived ease of use.**

#### 4.5.5 Transaction Costs

Transaction cost is the cost associated with exchange of goods and services. It includes costs of source selection, contract management, performance measurement, and dispute resolution. (Wang, 2016) Transaction costs in this study refers to the consumers when shopping online, it takes time and physical, mental, money, etc.

**Table 14—Hypothesis design items of transaction costs**

Variable	Items
Transaction Costs	Online shopping takes less time to purchase. (TC1)
	I can buy the products anytime 24 hours a day while shopping online.(TC2)



Discounts of products are quite amazing.(TC3)
---

**H5: There is a negative correlation between transaction costs and purchase intention to online shopping.**

#### 4.5.6 Word of Mouth

Reputation is aggregated information reflecting the opinion others have about persons, entities or services (Costante,2012). Moreover, with rapid development of communication capability as well as the mushrooming of smartphone users, sharing opinions and posting comments are getting more easily and quickly. Some related study (Park & Kim, 2008) also shows that consumers used to post their comments and write reviews about products or services in virtual communities or website discussion groups. Word of mouth in the previous studies have both positive and negative word of mouth, the public praise in this study refers to the positive word of mouth influence on consumers' online shopping intention.

**Table 15—Hypothesis design items of word of mouth**

Variable	Items
Word of Mouth	I often consult other people to help choose the best alternative available from a product class.(WOM1)
	I always preferred browsing friend recommended stores.(WOM2)
	I will choose products is praised by customers.(WOM3)

**H6: There is a positive correlation between word of mouth and purchase intention to online shopping.**

**H7: There is a positive correlation between word of mouth and trust.**

#### 4.5.7 Direct Experience of Use Internet

Direct experience of system has proven to be a new technology system accepts the important influencing factors, especially in the IT technology online shopping

motivation of this study was based on the Internet. So it is necessary to consider the user of this research to acceptance of Internet technology.

**Table 16— Hypothesis design items of experience of use internet**

Variable	Items
Experience of Use Internet	I often surf the Internet.(EOUI1)
	I've been surfing the Internet for a long time.(EOUI2)
	I spend a lot of time for surf the Internet every day.(EOUI3)

**H8: There is a positive correlation between experience of use internet and perceived ease of use.**

**H9: There is a positive correlation between experience of use internet and trust.**

#### 4.5.8 Security

Consumers shopping online, not only depend on the technology of the Internet, but also depend on the consumer perception of online store. Due to the distance of time and space constraints, online information exchange uncertainty. First of all, consumers are at risk of losing money, because consumers have to rely on online information, and there is not true for online information. Second, consumers have exposed the risk of personal privacy, online store in the process of consumers to buy, require the consumer to provide personal bank account and other personal information, and this information may intentionally or accidentally leaked. To sum up, due to the openness of the Internet and global, to the Internet as a trading platform, there is uncertainty, integrity and risk became important influence factors of online transactions (Hoffman, 1999). Security in this study refers to consumers possibility loss when they shopping online.

**Table 17 Hypothesis design items of Security**

Variable	Items
	I feel safe and secure while shopping online.(SEC1)
	Online Shopping platform protects my security (SEC2)

<b>Security</b>	In general, the Internet is now a robust and safe environment in which to transact business. (SEC3)
-----------------	---

**H10: There is a positive relationship between security and consumers' purchase intention towards online shopping.**

Questionnaire in this study used the 8 variables, 24 questionnaire variable measurements, it's about the various indicators of maximum, minimum, mean and standard deviation are shown in table 18:

**Table18—The various indicators of maximum, minimum, mean and standard deviation**

Variable	N	Minimum	Maximum	Mean	SD
<b>PI1</b>	400	1	5	4.06	1.03
<b>PI2</b>	400	1	5	3.30	0.91
<b>PI3</b>	400	1	5	3.95	0.91
<b>TR1</b>	400	1	5	3.43	0.81
<b>TR2</b>	400	1	5	3.66	0.87
<b>TR3</b>	400	1	5	3.56	1.01
<b>PU1</b>	400	1	5	3.98	1.05
<b>PU2</b>	400	1	5	4.36	0.86
<b>PU3</b>	400	1	5	4.10	0.95
<b>PEOU2</b>	400	1	5	4.12	1.04
<b>PEOU2</b>	400	1	5	3.94	0.95
<b>PEOU3</b>	400	1	5	4.26	0.96
<b>TC1</b>	400	1	5	4.36	0.86
<b>TC2</b>	400	1	5	3.98	0.99
<b>TC3</b>	400	1	5	4.24	0.88
<b>WOM1</b>	400	1	5	3.66	0.76
<b>WOM2</b>	400	1	5	3.56	1.01
<b>WOM3</b>	400	1	5	4.05	0.91
<b>DE1</b>	400	1	5	4.12	1.06
<b>DE2</b>	400	1	5	4.10	0.98
<b>DE3</b>	400	1	5	3.53	0.95
<b>SE1</b>	400	1	5	3.17	0.97
<b>SE2</b>	400	1	5	3.86	0.95
<b>SE3</b>	400	1	5	3.21	0.87

## 4.6 Data Reliability Analysis

Data reliability refers to a set of metrics if the project is in measuring the same concept, is an important index for measuring data quality. In empirical research, the academic circles generally use internal consistency coefficient (Cronbach's alpha) to check the reliability of the data. In this study will use the SPSS11.0 software, calculate the internal variables and indicators of the overall consistency coefficient, the calculation results such as table 19

Wandersee (1985) proposed Cronbach  $\alpha$  value should be greater than 0.62, show that the data is acceptable. From the table 19, each variable measurement is reliable.

**Table 19— Variable measurement of hypothesis design items**

Variable	Number of Items	Cronbach's $\alpha$ Value
Purchase Intention	3	.789
Trust	3	.612
Perceived Usefulness	3	.773
Perceived Ease of Use	3	.814
Transaction Costs	3	.879
Word of Mouth	3	.883
Direct Experience of Use Internet	3	.723
Security	3	.852

## 4.7 Hypotheses Testing

This research aims to assess factors that influence factor of Chinese college student online shopping behavior in Guangxi. There are 10 hypotheses proposed in this study. All hypotheses were found to be supported except H4 and H9. The results of hypothesis testing are summarized in Table 20.

**Table 20— Results of hypothesis testing**

Hypotheses	Relationship	t-value	Decision
H1	There is a positive correlation between trust and purchase intention to online shopping.	5.230	Supported

H2	There is a positive correlation between perceived usefulness and purchase intention to online shopping.	2.751	Supported
H3	There is a positive correlation between perceived ease of use on the purchase intention to online shopping.	3.220	Supported
H4	There is a positive correlation between perceived usefulness and perceived ease of use.	-0.335	Not Supported
H5	There is a negative correlation between transaction costs and purchase intention to online shopping.	8.649	Supported
H6	There is a positive correlation between word of mouth and purchase intention to online shopping.	4.732	Supported
H7	There is a positive correlation between word of mouth and trust.	5.526	Supported
H8	There is a positive correlation between experience of use internet and perceived ease of use.	1.07	Supported
H9	There is a positive correlation between experience of use internet and trust.	-0.46	Not Supported
H10	There is a positive correlation between security and purchase intention to online shopping.	6.320	Supported

## 4.8 Summary

This chapter presented a detailed analysis and interpretation of the quantitative analysis of the proposed model. The pilot test resulted was accessed to answer the questionnaire was feasible and appropriate for the actual fieldwork. The descriptive analysis was analyzed. For the internal consistency reliability was conducted and the results show that all Cronbach's alpha and composite reliability values are above 0.70 which indicates all scales are reliable. Next, the convergent validity results demonstrated that OLS for each construct exceeded the acceptable level of 0.50. It explained the latent variables explain more than the variance of its indicator variance. After reliability and validity are accepted, the structural equation model was assessed and validated. The results of hypothesis testing concluded that H4 and H9 are not

supported whilst H1, H2, H3, H5, H6, H7, H8 and H10 are supported. Next chapter will discuss the major findings based on this chapter's hypothesis testing result.



# Chapter 5

## Conclusion Discussion & Recommendation

In order to improve and develop the service of C2C E-commerce entrepreneurship in advance, this study is to find the influential factor of college students' online shopping buying decision in Guangxi, China. In this study, total 400 respondents anticipated the survey, and the result can be concluded as follow:

5.1: Conclusion

5.2: Recommendation

5.3: Suggestion for Future Research

### 5.1 Conclusion

#### 5.11 Demographic information

In this study, the majority of respondents are female (58.00%), while the rest is male (42.00%). The majority of the respondents are Junior (24.75%). The majority of the respondents major are in Finance (39.75%). the majority of the respondents monthly living-cost are between 1001-2000 RMB (47.25%).

#### 5.12 Customer buying behaviors

The majority of the respondents using online shopping platform are in Taobao (50.75%). The majority of the respondents using payment methods are Third-party payment platform (like, Alipay) (44.50%). The majority of the respondents are mainly buy clothing/shoes in online shopping (38.75%). The majority of the frequency of

respondents online shopping in pass 3 month is in 6-10 times (47.50%).

### **5.13 Findings on the Hypothesis**

H1: There is a positive correlation between trust and purchase intention to online shopping. This hypothesis is valid.

Trust as a prerequisite variable for perceived usefulness, especially in the context of the Internet. Trust as a prerequisite variable for perceived usefulness, especially in the context of the Internet. The warranty for the usefulness of the user from the Internet is primarily dependent on the site owner. In other words, the user's trust in the online store will affect users' expectations usefulness. If online store cannot get the trust of the user, the user in this online store on the expectation of perceived usefulness would be reduced, thus affect the users of online shopping intention.

China as a developing country, the Internet and e-commerce started late, has not yet formed a perfect technical and institutional conditions. Those users who don't trust online store are unlikely to shopping on the Internet.

H2: There is a positive correlation between perceived usefulness and purchase intention to online shopping. This hypothesis is valid.

H3: There is a positive correlation between perceived ease of use on the purchase intention to online shopping. This hypothesis is valid.

It shows perceived usefulness and perceived ease of use are found to play another key role on the generation of online shopping. When consumers view an Internet shopping mall as a Web site providing quick search, a convenient purchasing process , speedy access and concise payment, they will probably trust this Internet shopping mall and intend to purchase in that Web site.

H4: There is a positive correlation between perceived usefulness and perceived ease of use. This hypothesis is invalid.

H5: There is a negative correlation between transaction costs and purchase intention to online shopping. This hypothesis is valid.

Transaction cost is from the consumer perspective in this research, refers to the



consumers get products from an online store of money that is paid, labor cost and time, etc. The main determined by the product price and the cost of money, and the cost of labor, time, refers to the consumers to pay for products of physical, mental and time, etc. From retailers Angle for reducing transaction costs can lower the product cost, and lower the product cost also is to reduce the transaction costs from a consumer standpoint. All in all, both from the consumer perspective of transaction cost and from retailers Angle for the reduction of transaction costs is beneficial to reduce the transaction costs of consumers.

Online seller can sell in low price because the seller just have computer, and have the network to open a shop with ease, do not consider the expensive house rent like the entity shop. The income of university student is limited, so they choose shopping online to get the cheaper product.

H6: There is a positive correlation between word of mouth and purchase intention to online shopping. And H7: There is a positive correlation between word of mouth and trust. Those two hypotheses are valid.

Modern society is a society of information, consumers to choose their useful information in the ocean of network information is not easy.

Word of mouth is considered to be an informal communication between transactions and purchases that occur between customers. Summary of the previous study on the word of mouth, found that word of mouth can be divided into a positive word of mouth and negative word of mouth. In the consumer value evaluation of target some researchers have found that negative word of mouth has a greater impact on the positive reputation than the positive word of mouth. The most important thing is that word of mouth plays an important role in influencing customer product evaluation and purchase intention

H8: There is a positive correlation between experience of use internet and perceived ease of use. This hypothesis is valid.

Consistent with previous research conclusion is that the consumer is easy to use online store, the more feel online store useful to themselves, also the easier it is to choose online shopping.

H9: There is a positive correlation between experience of use internet and trust. This hypothesis is invalid.

Consistent with previous research that the user experience of system can increase the user's trust for the system. (Chircu, 2000) But in this study this hypothesis is invalid, it is shows that the experience of consumers uses Internet will not be enough to make consumers believe in online shopping, the Internet and online store in consumers' mind is two different things. Even a senior netizen probably won't believe in online shopping.

H10: There is a positive relationship between security and consumers' purchase intention towards online shopping. This hypothesis is invalid.

Consumer to choose online shopping is not only depends on the technology of the Internet, but also depends on the consumer perception of online store. Due to the distance of time and space constraints, online information exchange uncertainty. First of all, consumers are at risk of losing money, because consumers have to rely on online information, and there is not true for online information. Second, consumers have exposed the risk of personal privacy, online store in the process of consumers to buy, require the consumer to provide personal bank account and other personal information, and this information may intentionally or accidentally leaked. To sum up, due to the openness of the Internet and global, to the Internet as a trading platform, there is uncertainty, integrity and risk became the important influence factors of online shopping

To sum up, the several main conclusions in this study as the following:

(1) The main factors influencing college student to online shopping in Guangxi China are lower price and convenience.

(2) The most college student are more likely to believe and buy in online shop is cheaper goods, rather than a precious commodity.

(3) Online shopping convenience and cheap commodities is to make college student feel that the online shopping is very useful.

(4) The word of mouth is an immediate cause of college student shopping online, but not enough to change them awareness of the entire online shopping environment

and acceptance.

(5) The college student experience of using the Internet (not including online shopping) is not significantly influence factors of they choose online shopping.

(6) The high security is the main factor that affects greatly college student purchasing behavior in online shopping.

## **5.2 Recommendation**

This study based on the concept of e-commerce, has analyzes the e-commerce market and the characteristics of the present situation of electronic commerce in China. Along with Internet application democratized, more and more residents choose the shopping online.

In modern market economy, consumer demand and diversification, the growth of website value lies in it can provide a better service for the customer research what is the university students online shopping motivation, understanding of customer need, therefore online sellers can fulfill the needs of customer.

## Reference

### Bibliography

- Abijit,C; Jean-Pierre.K (2002). e-Business and e-Commerce Infrastructure. McGraw-Hill.
- Arndt, Johan A., (1967), “Role of Product-Related Conversations in the Diffusion of a New Product”, *Journal of Marketing Research*, Vol.4, August, pp.291-295.
- Assael, H. (2004), *Consumer Behavior*, Houghton Mifflin Company.
- Bai,S,S. (2009) Inventory of China's online shopping for 10 years of development history, from <http://tech.qq.com/a/20090826/000011.htm>
- Bauer,R.A.(1960)Consumer behavior as risk taking. In D.F Cox(ed.),*Risk Taking and Information Handling in Consumer Behavior*. Cambridge: Harvard University Press
- Bensaou, M. , and Venkataman, N. (1996).Inter—organizational relationships and information teclmolog: A conceptual synthesis and a research framework. *European Journal of Information Systems*
- CECRC,(2015).99.08% of college students has been online shopping. Retrieved September 2015, from <http://www.100ec.cn/detail--6276752.html>
- Cheng,F,K. (2016).Analysis of Taobao Development Status and Future Trends
- Chircu, A. M. ; Davis, G. B. ; and Kanffman, R. J. (2015). Trust, expertise and ecommerce intermediary adoption. In J. DeGross(ed.) *Proceedings of the Sixth Americas*
- Chin, W. W., Todd, P. A. (1995). On the Use, Usefulness, and Ease of Use of Structural Equation Modeling in MIS Research: A Note of Caution. In: *MIS Quarterly*, Vol. 19, No. 2, pp. 237 – 246
- China electronic commerce research center(CECRC, 2012 ) Ten years of online shopping development change people's lives. from:<http://b2b.toocle.com/detail--6066595.html>
- CIW Team, (2016),China to Become Largest E-commerce Market in 2015.

CNNIC,(2012).30th China Internet network development state statistic report (2012), from[http://www.cnnic.net.cn/hlwfzyj/hlwxzbg/hlwtjbg/201207/t20120723\\_32497.htm](http://www.cnnic.net.cn/hlwfzyj/hlwxzbg/hlwtjbg/201207/t20120723_32497.htm)

CNNIC,(2015).The 36th “Statistic Report on Internet Development in China

CNNIC,(2016). 37th"China Internet development report"

Coleman, P.,( 2006) Shopping Environments, Elsevier, Oxford, p. 28

Costante,E.,Petkovic,M. and Hartog J,D. (2012). Trust Management and User’s Trust Perception in e-Business

Douglas, C. (2006).The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works. Prentice Hall.p. 64.ISBN 0-13-233553-0.

Dan,C. (2014). Electronic Commerce: State-of-the-Art, p136

Das,T.K. and Teng,B.(1998). Between Trust and Control: Developing Confidence in Partner Cooperation in Alliances[J]. Academy of Management Review

Davis,F.(1989).Perceived Usefulness, Perceived Ease of Use, and End User Acceptance of Information Technology. In: MIS Quarterly, Vol. 13, No. 3, pp. 318 – 339.

Deaton, A.,Muellbauer, J. (1980). Economics and Consumer Behaviour, Cambridge:Cambridge University Press.

Education department of Guangxi,(2016). from<http://www.gxedu.gov.cn/Government/Letter/LetterView.aspx?LetterId=2424>

Eisingerich, Andreas B.; Kretschmer, Tobias (2008). "In E-Commerce, More is More". Harvard Business Review. 86: 20–21

Engel,J.F.,KegerreisRJ, BlackwellR.D.(1969).Word-of-mouth Communication by TheInnovator [J].Journal of Marketing

Feng,L.(2017).Study on the Influencing Factors of College Students' Online Shopping Features and Online Shopping Satisfaction

File, Karen M., Ben B. Judd, and Russ Alan Prince, (1992), “Interactive Marketing: The Influence of Participation on Word-of-Mouth and Referrals”, Journal of Service Marketing, Vol.6, No.1, pp.5-14.

- Flavian, C. M., Guinaliu, and E. Torres. (2005). The Influence of Corporate Image on Consumer Trust: A Comparative Analysis in Traditional versus Internet Banking [J]. *Internet Research*
- Gefen. D. E. commerce: The role of familiarity and trust. *Omega: The International Journal of Management Science*, 38(6), 702-716.
- Gunasekaran, A. and Maqsood, S. (2010). *Handbook on Business Information Systems*. p. 773
- Haubl, G., & Trifts, V. (2000). Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids. *Marketing Science*, 19(1), 4-21.
- Hoffman, D. L. and Novak, T. P. (1999). "Building Consumer Trust Online," *Communications of the ACM*, 42: 4, pp. 80-85.
- Hoyer, W. D., and MacInnis, D. J. (2001). *Consumer Behavior*, 2d ed. Boston: Houghton—Mifflin
- iResearch (2015) 2014 China online shopping report. Retrieved September 2015, from <https://wenku.baidu.com/view/55ceb8d92e3f5727a4e9628b.html>
- Jarvenpaa, S. L., and Tractinsky, N. (1999). Consumer Trust in an Internet Store: A Cross-Cultural Validation [J]. *Journal of Computer-Mediated Communication*
- Jarvenpaa, S. L., & Todd, P. A. (1997). Consumer reactions to electronic shopping on the world wide web. *International Journal of Electronic Commerce*, 1, 59-88.
- Joshi, A. W. and Stump, R. L. (1999). The Contingent Effect of Specific Asset Investment on Joint Action in Manufacturer-Supplier Relationships: An Empirical Test of the Moderating Role of Reciprocal Asset Investments, Uncertainty, and Trust [J]. *Journal of the Academy of Marketing Science*
- Kasemsap, K. (2017). *Mastering Customer Service, Customer Experience, and Customer Orientation in the Hospitality and Tourism Industry*
- Keith, M. (2015) *Trends and Statistics: Global eCommerce Sales*
- Kenneth, C., Carol, L., Traver, G., (2009); *E-Commerce. Fifth Edition*.
- Kolter, P. and J. Scheff (1997). *Standing Room Only: Strategies for Marketing the Performing Arts*, Boston, MA: Harvard University Press
- Koufaris, M. and W. Hampton-Sosa. (2014). *The Development of Initial Trust in an*

- Online Company by New Customers[J]. Information and Management  
Lallana,E, Quimbo,R.&Andam,Z,R.(2000).ePrimer An Introduction to eCommerce.
- Lee,E.J. and Overby,J.W.(2004),Creating Value for Online Shoppers: Implications for Satisfaction and Loyalty[J].Journal of Consumer Satisfaction
- Liang,T and  
Huang,J.(1998),AnEmpiricalonConsumerAcceptanceofProductsinElectronicMarkets: a Transaction Cost Model [J] .Decision Support Systems
- Li,B. (2001), The characteristics and impact of e-commerce.
- Li,J. and Tu,P.(2005). Study on the Process of College Students Using Online Shopping and Its Influencing Factors
- Li,J,W.(2016).The Current Situation and Future Trend of E - commerce in China
- Liu,J(2013).Online shopping diffusion in China.
- Mass response B2B.(2010).From<http://www.chinaz.com/biz/2010/0824/128446.shtml>
- McKnight D.H., L.L. Cummings, and N.L. Chervany.(1998),Initial Trust Formation in New Organizational Relationships[J]. Academy of Management Review
- MK, Euro Info Correspondence Centre (2002), “E-commerce-Factor of Economic Growth;” available from  
<http://www.eicc.co.yu/newspro/viewnews.cgi?newsstart3end5>.
- Monsuw, T.P, Dellaert,B.G.C and De Ruyter,K. (2004).What drives consumers to shop online?
- NagraG., and Gopal R. (2013).An study of Factors Affecting on Online Shopping Behavior of Consumers
- Palmer, Kimberly.(2007) News & World Report.From  
[https://en.wikipedia.org/wiki/Online\\_shopping#History](https://en.wikipedia.org/wiki/Online_shopping#History)
- Park, D., & Kim, S. (2008).eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. ECRA, 7, 386-398.
- Patil,D.B, and Bhakkad(2014), Redefining Management Practices and Marketing in Modern Age, p139
- Poonia, Virender,S.(2010).Production And Operations Management ,Pages 169

- Rehmeyer, J. (2007). Science News, Vol. 171, No. 25, pp. 387–388, 23 June 2007
- Relationships with consumers, European Journal of Marketing, 44 (9/10), pp.1334-1365.
- Rokeach, S. J. , and. Reardon. (1988). Monologue, dialogue telelogue: Comparing emerging from of communication with traditional forms. In Advancing Communication Science: Merging Mass and Interpersonal Processes, ed. R. Hawkins, J. Wieman, and S. Pingree. Newberry Park, CA: Sage.
- Rosen, A. (2000). The E-commerce Question and Answer Book
- Sami, A. (2002). Consumer Attitudes towards Online Shopping In Jordan: opportunities and challenges.
- Sandhusen, Richard L. (2008). Marketing. Hauppauge, N.Y: Barron's Educational Series. p. 520. ISBN 0-7641-3932-0.
- Scale of Chinese online users reached 413 million in 2015. (n.d.). Retrieved 2016, from <http://www.100ec.cn/detail--6312537.html>
- Schiffman, G., Kanuk, L. F. (2000). Consumer Behavior. NJ: Prentice-Hall,
- Sheth, J. N., (1985) "History of Consumer Behavior: a Marketing Perspective", in Historical Perspective in Consumer Research: National and International Perspectives, Jagdish N. Sheth and Chin Tiong Tan (eds), Singapore, Association for Consumer Research, pp 5-7.
- Solomon, M., Bamossy, G., Askegaard, S., Hogg, M., K. (2006), Consumer Behaviour, A European Perspective, (3rd Edition), Essex: Pearson Education.
- Steven, M. (2016). "Asia's ecommerce spending to hit record \$1 trillion this year – but most of that is China". Tech in Asia. Retrieved August 18, 2016.
- Stokes, D., Wilson, N., Wilson, N., (2010). Small Business Management and Entrepreneurship, p109
- Swan, John E. and Richard L. Oliver, (1989), "Post purchase Communication by Consumers", Journal of Retailing, Vol.65, No.4, pp.473-490
- Teo, T. S. H. (2005), Online Buying Behavior: a Transaction Cost Economics Perspective [J]. International Journal of Management Science
- The number of national college graduation statistical analysis by the year



- 2015.(n.d)from<http://www.sundxs.com/baike/10739.html>
- "The Open Market Internet Index".Treese.org. 1995-11-11. Retrieved 2013-06-15
- Thomson, S. H. T (2006). To buy or not to buy online: adopters and non-adopters of online shopping in Singapore, Behavior & Information Technology, Vol. 25, No. 6, PP. 497 – 509
- Tong,F. (2016).China's online retail sales grow a third to \$589 billion in 2015
- Urban,G.L., F. Sultan, and W.J. Qualls.(2000). Placing Trust at the Center of Your Internet Strategy [J]. Sloan Management Review,
- Vesel,P, and Zabkar,V (2010). Relationship quality evaluation in retailers
- Wandersee,J.H.(1985). Can the history of science help science educator anticipate students, misconception Journal of Research in Science Teaching,23, 581-581.
- Wang,W.J.(2007).Analysis of Ecommerce Modelin Transaction Cost Economics Framework [J] .International Federation for Information Processing
- Wen F.H.(2008).An Empirical Reviewon Transaction Cost Approa ching Make— or— Buy Decision [J] .Advancesin Business Intelligenceand Financial Engineering
- Wilson, Stokes,D. Nicholas (2006).Small business management and entrepreneurship. London: Thomson Learning. p. 107. ISBN 9781844802241
- "World Stats".Internet World Stats.Miniwatts Marketing Group. (2012).
- Wang,X.W. and ,Lincoln C,W. (2016),Handbook of Research on Global Supply Chain Management
- Zegna.V& Mike.(2005). Sonet Digital, November 2005, Pages 1 – 7.
- Zhao,J,Q.(2016) China university undergraduates consumption situation analysis
- Zhao,S.T.(2011),Steal a thief covers.China Competition Information, from <http://www.askci.com>
- Zhou,Y. (2012). China’s Digital Generations 3.0: The Online Empire
- Zwass. V (1998)Structure and macro level impacts of electronic commerce: From technological infrastructure to electronic marketplaces. In K. E. Kendall(ed. )

The logo of Siam University is a circular emblem. It features a central shield with a crown on top, surrounded by a wreath. The shield is set against a background of a sunburst. The emblem is encircled by a rope-like border. The text "SIAM UNIVERSITY" is written in English at the bottom, and Thai script is at the top.

**Questionnaire in Chinese**

# 调查问卷

## 广西在校大学生网上购物影响因素分析

亲爱的同学，您好！

感谢您在百忙之中填写这份问卷。这是一份旨在用于了解我校大学生网上购物影响因素的研究问卷。您所提供的宝贵信息对于我们的调查有重要的作用。本次调查结果不记名，您的回答无对、错之分，请根据您的实际情况填写。我们承诺对您的资料予以保密并妥善管理，衷心感谢您的参与和支持！

### 第一部分：基本信息调查

#### 1. 您的性别

- 男
- 女

#### 2. 您所处的年级

- 大一
- 大二
- 大三
- 大四
- 研究生及以上

#### 3. 您所在的专业

- 金融
- 会计
- 法律
- 其他\_\_\_\_\_

#### 4. 您每个月的生活费

- 1000 元以下
- 1001 - 2,000 元
- 2,001 - 3,000 元
- 3,001 元以上

#### 5. 您最近三个月有多少次网上购物的经历

- 1-5 次
- 6-10 次
- 10 次以上

6. 您最常使用的购物网站是：
- 淘宝
  - 京东
  - 当当
  - 亚马逊
  - 其他
7. 您在网上经常购买的商品是哪些？
- 食品/饮料
  - 衣服/鞋帽
  - 图书/音像制品
  - 电脑/电子产品/软件
  - 其他
8. 您最常使用的支付方式是
- 支付宝
  - 微信支付
  - 网上银行
  - 货到付款
  - 其他

第二部分：网上购物感知调查

请根据你上网购物的经验和感觉，确定下列每一项您同意或反对的程度，并在相应数字上打“√”。其中可选择的各数字含义如下

1	2	3	4	5
完全不同意	不同意	中立	同意	完全同意

序号	问题项	您的态度
1	如果有机会，我会选择网上购物。	1 2 3 4 5
2	网上购物是我首选的购物方式。	1 2 3 4 5
3	我会推荐我的亲戚朋友使用网络购物。	1 2 3 4 5
4	我相信网上卖家是诚实的。	1 2 3 4 5
5	我相信卖家会信守承诺。	1 2 3 4 5
6	网上的是可靠的	1 2 3 4 5
7	购物网站给我提供了实用的采购信息。	1 2 3 4 5
8	网上购物提高了效率。	1 2 3 4 5
9	网上购物非常便利。	1 2 3 4 5
10	购物网站的导购信息清晰明了。	1 2 3 4 5
11	网上购物操作简单。	1 2 3 4 5
12	在购物网站上容易能找到我想要的信息。	1 2 3 4 5
13	网上购物缩短了采购时间。	1 2 3 4 5

<b>14</b>	我可以随时进行网络购物，不受时间限制。	1	2	3	4	5
<b>15</b>	网上折扣力度大。	1	2	3	4	5
<b>16</b>	在网上购物的时候我通常会参考亲朋好友的意见。	1	2	3	4	5
<b>17</b>	我会优先浏览朋友推荐的网店。	1	2	3	4	5
<b>18</b>	我会根据消费者的反馈来选择产品。	1	2	3	4	5
<b>19</b>	我经常使用网络。	1	2	3	4	5
<b>20</b>	我很早就接触互联网。	1	2	3	4	5
<b>21</b>	我每天都会花很多时间来浏览网页。	1	2	3	4	5
<b>22</b>	我觉得网上购物是安全的。	1	2	3	4	5
<b>23</b>	网上购物平台可以保障用户的安全。	1	2	3	4	5
<b>24</b>	总的来说，互联网是一个健全和安全的交易环境。	1	2	3	4	5

感谢您的参与





**Questionnaire in English**

# Questionnaire

## Influential factor of Chinese college student onlineshopping behavior in Guangxi, China

Dear friends:

We are the students of Siam University international business management. In view of present electronic commerce was in vogue us to initiate one about the questionnaire survey that the college student online shopping. This questionnaire for the purpose of through to the investigation of college student, study about what drives Chinese college student buying decision for shopping online. This questionnaire are purely the academic research, the material that you provide is only for this research use, the personal data keeps secret absolutely, please relieved fill to answer the questionnaire.

Thank your understanding and support!

### SECTION A:

**INSTRUCTION:** Please provide the following information about yourself by placing a ( ✓ ) on one of the blank space to assist us in analyzing the responses.

1. Gender:

- Male
- Female

2. Your grade is :

- Freshmen
- Sophomore
- Junior
- Senior
- Graduate and above

3. What is your major?

- Finance
- Accounting
- Department of Law
- Other\_\_\_\_\_

4. How much cost of living for each month?

- Less than 1000 RMB
- 1001 – 2,000 RMB

- 2,001 – 3,000 RMB
- More than 3,000 RMB

5. How many times that you have been shopping online in the past three months ?

- 1-5 times
- 6-10 times
- Over 10 times

6. Which online shopping platform that you like most?

- Taobao
- JD
- DangDang
- Amazon
- Other \_\_\_\_\_

7. What kinds of product that you shop online mostly:

- Food/Beverage
- Clothing/Shoes
- Book/DVD/CD
- Computer/Electronics/Software
- Others \_\_\_\_\_

8. Which payment method would you use when online shopping?

- Alipay
- WeChat Pay
- Online banking
- Cash on delivery
- Other \_\_\_\_\_

**SECTION B:**

**INSTRUCTION:** Listed below are the measurement items about. Please provide the following information about yourself by placing a (✓) on one of the number to assist us in analyzing the responses.

**Agree to the factor**

1	2	3	4	5
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>

Number	Items	Agree to the factor
1	I do not doubt the honesty of the online merchants.	1 2 3 4 5



2	I do not doubt online merchants will keep promises they make.	1	2	3	4	5
3	Promises made by online merchants are likely to be reliable.	1	2	3	4	5
4	I do not doubt the honesty of the online merchants.	1	2	3	4	5
5	Online shopping platform is general trustworthy.	1	2	3	4	5
6	Promises made by online merchants are likely to be reliable.	1	2	3	4	5
7	Online shopping sites provide me access to useful purchase information.	1	2	3	4	5
8	Online shopping sites enhance my purchasing effectiveness.	1	2	3	4	5
9	Online shopping is a convenient way to shop.	1	2	3	4	5
10	Online shopping sites are easy to navigate.	1	2	3	4	5
11	Online shopping sites are easy to use.	1	2	3	4	5
12	On those sites, it was easy to find the information I wanted.	1	2	3	4	5
13	Online shopping takes less time to purchase.					
14	I can buy the products anytime 24 hours a day while shopping online.	1	2	3	4	5
15	Discounts of products are quite amazing.	1	2	3	4	5
16	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5
17	I always preferred browsing friend recommended stores.	1	2	3	4	5
18	I will choose products is praised by customers.	1	2	3	4	5
19	I often surf the Internet.	1	2	3	4	5
20	I've been surfing the Internet for a long time.	1	2	3	4	5
21	I spend a lot of time for surf the Internet every day.	1	2	3	4	5
22	I feel safe and secure while shopping online.	1	2	3	4	5
23	Online Shopping platform protects my security.	1	2	3	4	5
24	In general, the Internet is now a robust and safe environment in which to transact business.	1	2	3	4	5

**Thank You for Your Cooperation**