

The Influence of Online Sales Platforms Effect on Sichuan College Students' Purchase Behaviour on Electronic Product

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Abstract: Internet shopping is a phenomenon that is increasing nowadays. A peep into the exponential growth of the leading players in this industry indicates there is still an extensive reservoir of market potential for e-commerce. The convenience of online shopping renders it an emerging trend among consumers, especially Sichuan college students. The prevalence of online shopping has raised the interest of the retailers to focus on this area. Therefore, this study determined the relationship between secured protection, ease of use level, responding speed, reality, empathy, and fulfillment while mediated by student purchase behavior. The three research objectives are; to explore the purchase behavior in the electronic product of Sichuan students, to evaluate the influencing factors of online sales platforms on student purchase behavior, and to put forward suggestions for better online shopping platform sales policy.

Keywords: Online Sales Platforms; Student's Purchase Behaviour; Electronic Product

1. Introduction

Technology has changed people's production and life to a large extent, bringing earth-shaking changes to human production and energy, and people can experience the new experience brought by technology without knowing it. The 32nd CNNIC Internet Report pointed out that before the middle of 2013, the Internet users in China had reached 591 million, and there were 26.57 million new users in half a year. The Internet has been widely popularized, has entered thousands of households, and has become an information transmission tool and carrier closely related to human beings. Among the netizens, college students are the most critical group, accounting for 28.7% of the total number of young netizens. They often act as online consumers, and online shopping is their primary online behavior, making them an active online group. College students are more familiar with the Internet. With the help of the Internet, they can also sell their products or buy needed items. This habit has been cultivated in their student days, which will benefit the Internet development in our country. For college students, electronic products are the commodities they pay more attention to daily. Therefore, this paper takes Sichuan college students as the survey objects to analyze the influence of online sales platforms on the consumption behavior of Sichuan college students' electronic products to provide opinions and suggestions for the construction and development of online shopping platforms.

2. Theoretical Basis

2.1 Theoretical Significance and Value

With the rapid development of the Internet in my country and the increasingly perfect network environment, the scale of netizens is expanding rapidly. Netizens have gradually become accustomed to obtaining various information from the Internet and conducting online consumption, which has spawned several online shopping platforms that use the Internet as a space for survival and development. These shopping sites provide consumers with a wealth of information, goods, and services to seek their own stories and growth. However, by reviewing relevant literature, it is found that scholars have little research on the impact of online sales platforms on the electronic product consumption behavior of Sichuan college students. Therefore, this

paper explores the construction of an online sales platform and, through data analysis, builds a theoretical model that affects consumers' purchasing behavior and conducts further exploration, which has significant theoretical value.

2.2 Practical meaning and value

This paper adopts correlation analysis, regression analysis, and other methods to analyze the influence of online sales platforms on the consumption behavior of electronic products of Sichuan college students. Path guidance helps to improve consumers' willingness to buy and change consumers' purchasing decisions, which has important practical significance.

3. Understanding the Influence of Online Sales Platforms Effect on Sichuan College Students' Purchase Behaviour on Electronic Product

3.1 Trust Psychology

Xiong; & Zhang. (2021)^[1] proposed that the term trust is derived from different perspectives in fields such as psychology, sociology, and economics. From a psychological perspective, trust refers to the belief that the behavior of members of a community is at an expected level. In the social science literature, trust is considered an essential element of relationship marketing, a prerequisite for building long-term relationships. Consumer trust is the belief, feeling, or expectation of loyalty to a trading partner. From the above definition, trust can be defined from different research perspectives. The perceived trust referred to in this study refers to the trust defined from the perspective of customer perception.

3.2 Purchase Psychology

Wu: et al. (2021)^[2] proposed that trust in the e-commerce environment is the purchasing psychology to believe that online transaction objects and network technology can safeguard their interests. When consumers trust online retailers, perceived trust is defined as consumers' subjective beliefs on shopping websites that they can fulfill their transaction responsibilities. Perceived trust is an emotional state that encourages one person to trust another. To sum up, we can see that trust, whether defined from the perspective of psychology and society or the perspective of customer perception, refers to a person's beliefs or expectations and is integral to maintaining and stabilizing social and economic relationships.

4. The Conceptual Framework for the Research Study

4.1 Online Sales Platform

An online sales platform is an e-commerce website that allows individuals and companies to create information and place their products online through e-commerce platforms. Some of the most common online marketplaces include Amazon, Alibaba, etc. Selling online is more than setting up a website and uploading product images; it requires passion, expertise, and marketing chops to succeed.

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Zhang. (2021)^[3] explained the influencing factors of consumer purchasing behavior. Under the assumption of consumers' bounded rationale, they classified the factors that affect consumers' purchasing behavior into three categories: motivation, available products, and purchasing decision-making factors. Their research on consumer purchasing behavior theory earlier laid the foundation for scholars' follow-up research. Many studies found that perceived value plays an essential role in influencing consumers' purchasing behavior, and a detailed analysis of perceived value is carried out. The influencing factors of consumer purchasing behavior are classified into subjective and objective factors, specifically psychological and material factors. Among

them, psychological factors can be changed or controlled, and the impact on consumers is also subtle, far-reaching, and lasting. Consumer buying behavior is mainly influenced by consumer buying psychology. It is pointed out that the five factors that customers pay most attention to when choosing commodities are utility, quality, price, brand, and service. Li Guoqing pointed out that consumers' brand perception will affect consumers' purchase behavior and divided brand perception into three variables, namely the degree of product involvement, brand difference perception, hedonic or practical consumption pursuit, and differentiated the types of consumers' purchase behavior.

6. Conclusion

In this study, the group of college students in Sichuan Province was used as the research object and the influence of online sales platforms on the consumption behavior of electronic products of Sichuan college students. The research collects and analyzes data through questionnaires and verifies the hypotheses. According to past scholars and literature, it is roughly predicted: that six aspects of online shopping platforms: security protection, ease of use, response speed, authenticity, fulfillment, and empathy. All can stimulate consumers to increase their willingness to buy, thereby changing their consumption behavior. With the rapid development of online sales, there is still much to be explored in the research on college students' online consumption behavior as a consumer group, such as whether there are differences in the impact of different online shopping platforms on online consumption behavior. Are there other influences on college students' online consumption behavior? Will consumption behavior affect the daily consumption patterns and behaviors of college students? Will the consumption behavior of college students with different majors be different? There will be differences in the decision-making process when purchasing various products. These can be used as the direction of future research. With the continuous development of network marketing, it is believed that more scholars and related researchers will join this field.

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