

# A Study on the Influencing Factors of Domestic Consumers' Willingness to Participate in Online Shopping -- A Case Study of Y University Students in Chengdu

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**Abstract:** With the implementation of the National Informatization Development strategy, the development pace of e-commerce has been accelerated. The rise of e-commerce makes enterprises begin to pay attention to the opportunities and challenges brought by the Internet. And e-commerce has gradually changed every one of us, and online shopping has gradually become a mass consumption mode, infiltrating into all social strata. There are many colleges and universities in Chengdu, Sichuan province, and most college students will choose online shopping to meet their daily life needs. Therefore, it is necessary to investigate their willingness to participate in online shopping and the influencing factors, so as to find out the main factors that reduce college students' willingness to participate in online shopping, so as to put forward opinions and suggestions.

**Keywords:** e-Commerce Commerce; Online Shopping; Willingness to Participate; Internet

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## 1. Background

With the continuous expansion of the scale of online shopping users, the online shopping enterprises have expanded significantly in both the number and the scale, and the competition of e-commerce enterprises is also increasingly intensified. In the face of fierce market competition, major e-commerce companies have taken use of major festivals as promotional opportunities to launch different marketing activities. Similar to traditional retailers (such as department stores and shopping malls), online e-commerce companies will make full use of some certain days of the year to promote sales, so online shopping festivals such as "Cyber Monday" and "Singles' Day" have emerged and developed into the largest online shopping festivals in the United States and China, respectively.

## 2. Research objectives

What is the overall situation and characteristics of the research field of consumer online shopping under the background of China's e-commerce, and how is it driving the economy?

What are the main factors affecting the online shopping intention of Chinese consumers? What is the overall relationship between the variables in terms of direction and strength?

What are the influencing factors that cause the heterogeneity of the empirical research results in the field of consumer online shopping in China?

### 3. Range of study

#### 3.1 Theoretical significance and value

Some scholars at home and abroad have tried to explore the research of consumers' willingness to participate in online shopping, but these studies are based on the consumption behavior of foreign consumers, and the conclusions drawn may not be applicable to the situation in China. At present, there are a large number of empirical studies on consumers' online shopping behavior in China, but there are still some differences in the research conclusions. Some scholars have tried to explore the reasons for the inconsistent research results, but a unified conclusion has not yet been formed. On the basis of sorting out and summarizing the existing empirical research of the online shopping behavior of domestic consumers, this paper empirically tests the influencing factors of the consumers' willingness to participate in online shopping in China, so as to enrich the relevant theories, which has important theoretical significance.

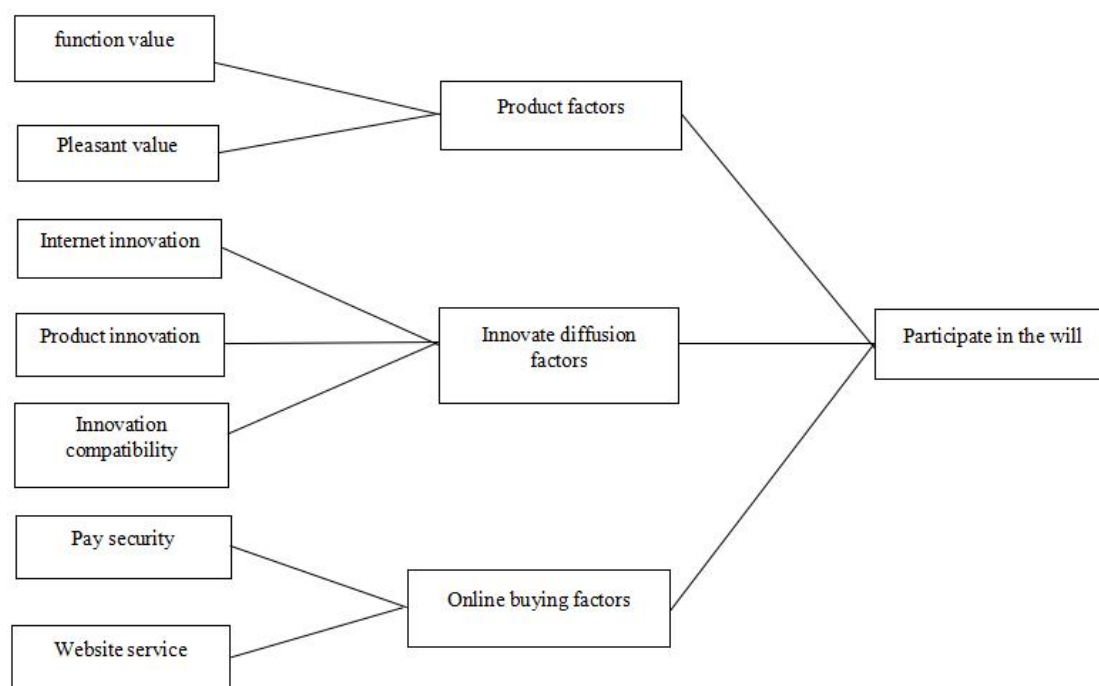
#### 3.2 Practical meaning and value

Through the results of this paper, we can explore the main factors affecting consumers' continuous attention and participation in online shopping, and provide constructive suggestions for the healthy and sustainable development of current online shopping. The research results of this paper will provide theoretical basis and reference for the formulation of e-commerce promotion strategies in online shopping, which will not only enable consumers to obtain practical and satisfactory shopping experience in online shopping, but also improve the sales profit of e-commerce enterprises, and finally achieve the goal of win-win situation.

#### 3.3 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan province, mainly for consumers from college students in Chengdu, Sichuan Province. Based on the area limited by the research topic, the researchers strictly limited the scope of the study, limited the scope of sample collection city to Chengdu, Sichuan Province, and investigated the impact of the purchase intention of consumers in the city.

### 4. The conceptual framework of the study



## 5. Theoretical principle

Scholar Wang Yanyan (2016) put forward a theoretical model of online + offline factors. Davis In 2000, they expanded the technology acceptance model, which explained perceived usefulness with social influence and cognitive cognitive tools, where social influence includes subjective norms and image, and cognitive tools include work relevance, output quality and outcome presentation, and voluntary also has a direct influence on behavioral intention. Scholar Peng Ruqian (2018) put forward the model based on this. Davis On the basis of the original technology to accept model, extract the core factor, and external variables, perception online usefulness, perception online ease of use, behavior intention, use behavior, will perceive online usefulness and perception online ease of use on weakening the influence of use attitude, enhance the perception of online usefulness influence on behavior intention. Scholar Han Yanyan (2016) proposed a theoretical model of consumers' willingness to shop online based on the TAM theory.

## 6. Correlation studies

Swilley (2013) Research found that consumers' motives, attitudes and behavior intentions are different in the two major online and offline shopping festivals. For example, in view of the convenience of online shopping, consumers are more inclined to arrange shopping activities on Cyber Monday. However, in general, there is a relative lack of theoretical research on consumer behavior and decision-making process during the shopping festival. Tero Pikkarainen et al. (2004) studied the use of electronic banking from the aspects of perceived usefulness, perceived ease of use, perceived entertainment, online banking information security and privacy, and the quality of network connection, and found that perceived usefulness is better than perceived ease of use, which is the most important factor, and perceived entertainment is also an important influencing factor.

## Conclusion

In modern society, the pace of life is very fast, and people rarely have enough time to buy the goods that they are satisfied with. Online shopping saves people the time and cost to a large extent. Online consumers are more likely to be attracted by novel things. Facing many group buying websites, they have poor consumption stability and diverse consumption habits, and the complete group buying website services will increase user stickiness. Therefore, the supporting services of group buying websites will affect the willingness of people to participate in catering online group buying. At the same time, online consumption often needs the use of online payment, improving the security of online payment, and also has an important value and significance to improving college students' willingness to participate in online shopping. For the survey group, college students have good consumption power. Although college students do not have a stable working income, with the improvement of social living standards, their parents provide strong economic support to college students, and college students have other sources of income, such as taking part-time jobs in their spare time and obtaining scholarships. Secondly, college students have the conditions to search for information and buy information online. At present, few college students have mobile phones and computers, which provides the equipment basis for college students to collect information online and purchase behaviors. In addition, unlike office workers, who work and live in a fast pace, they have more time to search for relevant product information online and do shopping online.

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