Influence of Chinese Consumers' Behavior toward Fashion Products through Online Shopping Use Students as an Example

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Abstract
The primary objective of this research project was to assess the methodology for investigating the impact of online shopping factors on consumer behavior. The central research question focused on understanding the effects of online shopping on customer behavior. A positivistic research philosophy was adopted to leverage accumulated data in influencing outcomes. The research utilized a survey method to gather primary data from Chinese students.The study included a population of 200 participants. A non-probability sampling method known as volunteer sampling was employed. The research focused on examining variables including Consumer characteristic, Personal characteristic, Cultural characteristics, social characteristics, and factors such as Psychological characteristic. Various variables related to attitude, behavior, and purchase intention were explored through the design of questionnaires. Importantly, the significance of the study was that the influence of online shopping on the purchasing decisions of Chinese consumers (students) was analyzed. The internet has emerged as a platform where active consumers express new demands and needs. so, it is imperative for marketers and retailers to understand the impact of online shopping on consumer behavior. The study revealed that key factors influencing behavior shifts in online shopping among students include "Save time," "Experience," "Influence of classmate," and "cheap prices." Furthermore, the results revealed that online shopping empowers students to explore categories that align with their preferences and facilitates sorting items based on their individual tastes and purchase histories, thereby exerting influence on consumer behavior. Additionally, the research confirmed that security measures, various payment methods, and privacy concerns are factors in online shopping that influence consumption behavior among students.
Keywords: Consumer Behaviour, Online Platforms, Chinese Customer, Purchase Intention, Attitude

Introduction

When defining online shopping, it refers to the process of purchasing products or services over the Internet (Hasan and Rahim, 2004). Online shopping is seen as a growing trend, as the digital retail environment provides a sense of enjoyment to customers, which impacts their behavior (Koo et al., 2008). The influence of online shopping on customer behavior is explained from various perspectives, including purchasing power and consumer preferences. Importantly, the utilization of online services has become the predominant approach in e-commerce. The internet has emerged as a mass medium that allows consumers to interact with purchasing characteristics unlike any other medium. Consumers are no longer constrained by time or location; they can access online platforms anytime and anywhere to make purchasing decisions. The ability to use the internet for online shopping has become a primary reason for internet usage, as it allows individuals to find products and gather information about them. Furthermore, the internet has evolved into an advanced distribution channel, offering reliable online transaction methods that encourage customers to make purchases. This underscores the importance of understanding the impact of online shopping on consumers. The convenience and ease of online shopping have driven its continuous improvement. With the rapid expansion of e-commerce, businesses are increasingly adopting online shopping as a strategic tool to gain a competitive edge. This enables them to enhance customer engagement, strengthen their product image, as demonstrated in the research by (Broderick, 2007). Consumer purchasing decisions are influenced by individual characteristics and the quality of the online environment, including website content, video clips, and images, as noted by (Constantinides, 2004). Therefore, understanding the influence of online shopping is crucial for marketers. Specifically, the impact of online shopping on student consumer behavior is shaped by a combination of personal, economic, and social factors and characteristics.

Online shopping strategies have emerged as highly influential in shaping changes in customer tastes and preferences. While consumer confidence in online shopping has grown, there remains a need for research into its impact on customer behavior, which is where this current study makes a unique contribution (Doolin et al., 2007). This research specifically focuses on student behavior and builds upon findings from Monsuwe et al (2004), suggesting that customer behavior may be influenced by geographic and demographic factors. The findings of this study can be utilized by marketers targeting students to inform their marketing strategies. Furthermore, addressing the gap in research regarding the relationship between online shopping options and consumer behavioral choices is the primary focus of the problem statement (Bilgihan, 2016). The alignment between the research objectives and questions serves as the basis for formulating research hypotheses. Similarly, the observed behavioral changes resulting from online surveys reflect the increasing utilization of the internet. The internet has significantly enhanced business convenience and improved shopping accuracy (Wang, et al., 2015). As a result, consumers can save time that would have been spent on traditional window shopping by quickly finding specific products online (Doolin et al., 2007).

Literature Review
Consumer Behaviour

The confluence of social preferences and individual tastes shapes consumer behavior in diverse ways. Addressing consumer needs has prompted the creation of platforms facilitating product ordering and doorstep delivery, as noted by (Doolin et al., 2007). Understanding consumer behavior towards products, particularly those with green attributes, is crucial for

the success of green product markets (Marcon et al., 2022). Such services are regarded as effective and time-saving in multiple respects. A study conducted by Donal (2007) sheds light on the correlation between marketing strategy and consumer behavior. The study underscores that marketing strategies are geared towards enhancing the frequency, occurrence, and probability of desired consumer behaviors (Bilgihan, 2016). The success of a marketing strategy hinges on understanding the customer segment and meeting their needs and demands (Learn.org, 2018). Human needs are intricately interconnected, making it sometimes challenging to distinguish and characterize them, as noted by (Wang et al., 2015). For instance, individuals may purchase a new stroller primarily for weather protection but may also be influenced by the desire to follow the latest trend. Kotler and Armstrong (2007) highlight consumer characteristics as pivotal theories in marketing, describing how customers perceive advertisements and the inducements they receive from them. Consumer decision-making processes are influenced by various interrelated factors that cater to specific consumer needs (Kotler & Armstrong, 2007). Enhanced convenience is emphasized as a commitment to improving the online shopping experience. Similarly, improved convenience has impacted consumer behavior, particularly from a cost-saving perspective (Wang et al., 2015). Consumers perceive that they are saving on transportation and time costs. Consequently, the increasing adoption of online shopping strategies has become a lifestyle, shaping behavioral trends over time (Anaza, 2014). This behavioral trend is therefore considered a key factor in facilitating consumer behavior and online choices.

Consumer Characteristics

Consumer characteristics play a significant role in shaping the online shopping behavior of students. These characteristics are vital for identifying consumer needs in the context of online purchases. Hsu et al (2012) have outlined four fundamental consumer characteristics: Personal, Cultural, Social, and Psychological. Marketers leverage these characteristics to identify consumers and develop targeted marketing strategies, as highlighted in the research by (Chou, 2014). Therefore, understanding these consumer characteristics enables marketers to effectively target specific consumer groups and market segments. As millennials constitute the initial cohort of digital natives (Bargoni et al., 2023). Blending personal, cultural, social, and psychological perspectives sheds light on how characteristics influence changes in behavior (Bilgihan, 2016). Consumers often prioritize the ease of obtaining goods and services at minimal costs (Thompson & Corner, 2007). The optimization of online shopping benefits and delivery convenience drives the shift of demand and supply to e-commerce (Anaza, 2014). Similarly, economies of scale serve as a prominent strategy in enhancing market effectiveness and influencing customer convenience shifts (Corner, 2007). Consumer characteristics collectively constitute a significant segment of purchasers, influencing both the experiences and operations of online shopping. Further advantages derived from analyzing consumer characteristics encompass recognizing patterns and discerning alterations in behavioral facets like preferences and tastes (Doolin, Dillons). Consumers play a crucial role in the assessment of online shopping, being adaptable and sensitive to prices. This price sensitivity fosters necessary shifts in behavioral prospects and varying preferences for online merchandise and services (Doolin, Dillons).

H1: Consumer characteristics have a positive impact on the choices of behavioral shifts in online shopping among students.

Personal Characteristics

Personal characteristics play a critical role in shaping the behavioral aspects of online shopping choices, particularly among students who prioritize convenience (Doolin et al., 2007). Several researchers have explored the personal characteristics of online consumers and consistently found that income is a major determinant of purchasing behavior (Monsuwé et al., 2004; Smith & Rupp, 2003). It has been observed that consumers with higher incomes tend to exhibit more positive online shopping behavior, as corroborated by Mummalaneni's research (2005). Additionally, the relationship between personal characteristics and the willingness to purchase green food has been illustrated (Qi & Ploeger, 2021). Positive behavior encourages students to engage in online ordering when products are presented attractively and readily available.

It appears clear that individuals with higher incomes tend to exhibit greater familiarity with online access, own computers, and feel confident when making online purchases (Doolin et al., 2007; Bai et al., 2008). Because of the convenience and broader selection, consumers with higher incomes tend to have greater purchasing power. Among students, possessing higher purchasing power correlates with heightened involvement across various online shopping platforms and more frequent shopping endeavors (Wang et al., 2015). In this manner, consumer behavior is influenced by fluctuations in prices and the availability of goods. The increasing trend in online activities reflects a growing market demand that shapes consumer behavior (Anaza, 2014). Over time, this behavior becomes a personal characteristic that drives many consumers to make online purchases in view of the appealing inherent convenience and minimized additional expenses (Doolin et al., 2007). As a result, a consistent pattern of online purchasing and placing future orders is developed by student consumers.

H2: Personal characteristics have a positive impact on the choices of behavioral shifts in online shopping among students.

Cultural Characteristics

Cultural influences encompass social class, cultural traditions, and related customs that shape spending behaviors. Purchase intentions are influenced by cultural characteristics, as highlighted by Peña-García et al (2020), indicating that students tend to adhere to specific spending trends through shopping. These characteristics serve as primary influencers in consumer decision-making and behavior, and are classified into three subcategories: Social Stratum, Cultural Background, and Subcultural Group. Social Stratum: This refers to a hierarchical structure comprising various factors that differentiate one member from another. Some factors identified by Kotler and Armstrong (2007) include age and education. Culture Background: Culture encompasses the foundational elements of individual wants and aspirations. According to Kotler and Armstrong (2007), human conduct is molded by collections of beliefs and cultural principles, which can significantly impact decision-making processes (Bai et al., 2008). Hence, culture serves as a key driver for consumers, providing marketers with valuable insights into consumer perceptions and behaviors. Subculture refers to smaller groups sharing beliefs and values, such as geographic location, religion, and nationality. Identifying subcultures enables marketers to efficiently target distinct market segments (Park and Kim, 2003). Between students, age and education level has an impact factors in online shopping behavior. Older students tend to engage in more frequent online shopping compared to their younger counterparts. Additionally, income level significantly

influences the impact of online shopping on behavior (Anaza, 2014). Online shopping requires readily available funds, allowing consumers to quickly place orders upon identifying desired items before others do.

H3: Cultural characteristics have a positive impact on the choices of behavioral shifts in online shopping among students.

Social Characteristics

Sociological attributes establish a connection between society and the shaping of online shopping and consumption habits, demonstrating how students develop consistent patterns in their online purchases that influence their consumption behavior (Hussain et al., 2021). The emergence of social traits offers a critical foundation for how the accessibility of online products impacts student consumption patterns. These characteristics encompass three key elements: Reference group, Societal Status, and Family Influences (Bilgihan, 2016). Reference group: These are groups individuals aspire to join but are not part of. They directly influence individual behavior by exposing them to new lifestyles, shaping new concepts, and exerting pressure for acceptance (Lian & Lin, 2008). Societal Status: Every member of the society belongs to different groups and plays various roles, each with distinct positions. Societal Status, as discussed by Kotler and Armstrong (2007), reflect the roles individuals are expected to fulfill within their respective groups. Family: Family members significantly influence consumer behavior, although their involvement and impact may vary. Understanding and assessing the impact of family members is crucial for marketers, who should tailor their advertising efforts towards the most influential family member. The consolidation of social prospects demonstrates society's role in shaping consumer choices and preferences. Consequently, society motivates students to engage in online purchases based on the perceptions they hold.

Particularly, students are perceived by society as being tech-savvy and eager to adopt new technologies in commerce and consumption (Bai et al., 2008). This view creates a gap that students fill by participating in online shopping and providing feedback to others in society.

H4: Sociological characteristics have a positive impact on the choices of behavioral shifts in online shopping among students.

Psychological Characteristics

Psychological characteristics play a significant role in influencing students' consumption behavior through online shopping (Song et al., 2022). The determination of psychological elements involves a combination of various factors, including peer expectations. These characteristics are categorized into four concepts: Perception, Attitude, Personality, and Emotions (Demangeot & Broderick, 2007). Perception: Consumers interpret information based on their perception. For example, they may assess the security of a website or the quality of a product before making a purchase decision. Attitude: Consumers make decisions based on their preferences under specific conditions. For instance, they may choose to buy a product online if it appears expensive elsewhere. Personality: Buyers employ cognitive skills to make purchasing decisions, often considering which websites are most secure and suitable for their needs (Anaza, 2014). Emotions: Emotions play a crucial role in purchasing decisions, as consumers base their choices on past experiences and emotional responses. Emotional influences on consumer behavior in online shopping were highlighted by the fusion of students' requirements (Bai et al., 2008). These needs contribute to the formation of

emotional characteristics and influence students' choices and behavioral shifts in online purchases. Attitudes: Attitudes reflect preferences for goods and services presented online for purchase. Peer choices among students also influence attitudes, impacting specific students' decisions (Bilgihan, 2016). This integration illustrates the emotional factors that influence online shopping and consumption behaviors.

H5: Psychological characteristics have a positive impact on the choices of behavioral shifts in online shopping among students.

Theoretical Literature
Theoretical literature examines various factors influencing how online shopping affects consumer behavior among students. Online shopping is influenced by a variety of external factors such as demographic characteristics, socio-economic status, technological advancements, cultural diversity, subcultural influences, social group dynamics, and marketing tactics (Doolin et al., 2007). Population characteristics, particularly age and educational background, play a significant role in this context. Among students, age prospects exhibit considerable variation (Anaza, 2014). Among students, younger individuals tended to make fewer purchases from online platforms, whereas older students engaged in more frequent online shopping activities. Disparities in income levels also impacted online shopping, as it necessitates a higher degree of liquidity. The significance of technology heightened in enabling access to and showcasing options in online markets. Consumers necessitated internet connectivity to utilize services and conduct transactions. Furthermore, the integration of technology into business operations provided opportunities for the perpetuation of online shopping. Thus, technology serves as the primary source of platforms through which consumer behavior is shaped. Cultural alienation plays a significant role in influencing consumers' perceptions of online engagement. Cultural factors exhibit a reverse relationship with the frequency of online shopping and the cultivation of favorable attitudes toward internet purchases (Anaza, 2014). Subcultures and social groups contribute to the formation of behavioral trends through increased online purchases. Many consumers initially make their first online purchase as an experiment, but later embrace the convenience and develop a habitual pattern of online shopping (Demangeot & Broderick, 2007). The combination of external factors, particularly advertising, influences consumer behavior by promoting online purchasing habits.

Factors linking online shopping to the formation of consumer behavior
The empirical literature presents alternative perspectives on the relationship between online shopping and consumer behavior. Students' assessments of the impact of online shopping on consumption behavior include security concerns (Doolin et al., 2007). Security concerns operate in a dual-dimensional manner. Firstly, individuals engaged in online transactions justify their actions by asserting that it is safer. Online shopping is considered safer because it provides detailed information about the business, previous ratings, and comments from other customers who have interacted with the organization (Anaza, 2014). Through this filtering process, online consumers can establish a sociological connection with the business, thereby influencing behavioral outcomes. Furthermore, the absence of physical interaction with sellers until the day of delivery, along with the availability of various payment methods, fosters trust and reduces insecurity. This concern has led to increased reliance on online shopping, with consumers more inclined to place orders online rather than visit physical

stores. Privacy concerns also play a role in influencing online shopping behavior. Some consumers prioritize utmost privacy in their purchases (Bai, Law & Wen, 2008). Consequently, they prefer not to acquire goods and services from local stores. Consequently, consumers develop a relationship with online shopping platforms through which they place their orders. This relationship is also characterized by a mutual trust between consumers and sellers (Demangeot and Broderick, 2007). This dynamic illustrates that online shopping and the provision of goods enhance the potential for the establishment of consumption bonds (Anaza, 2014). Such connections in consumption contribute to the enhancement of social perceptions. Similarly, social perception highlights that the online shopping industry incorporates societal perspectives and influences social constructs.
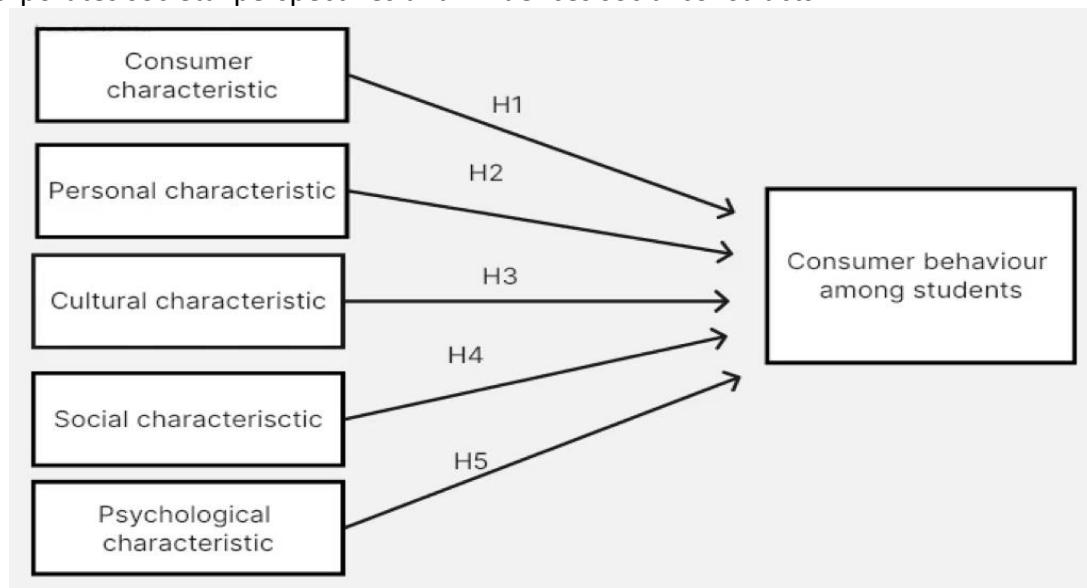
Research Framework of The Study
Research Methodology
Research Strategy
The research strategy employed a blended approach, combining both qualitative and quantitative methods. This approach involved gathering information from the literature review and collecting data to establish a solid foundation for analysis (Pappas et al., 2016). The introduction provided historical background and perspectives for the analysis, along with outlining the variables utilized (Constantinides, 2004). The research followed a deductive nature, focusing on data accumulation for analysis purposes. Surveys were employed as the primary data collection method (Bai et al., 2008). This approach enabled the researcher to collect data on consumer behavior during online shopping and evaluate the importance of predetermined factors like Convenience, Price, and Trustworthiness. To identify customer segments, the research initially examined consumer traits related to online behavior. Subsequently, these customer segments were used to understand how online shopping can influence consumer behavior. The collected data encompassed details regarding the convenience levels provided by various features of online shopping.Employing both qualitative and quantitative approaches in the research was a strategic decision that broadened the research scope (Anaza, 2014). This expansion was effective in mitigating both personal and systematic biases, thereby enhancing the quality and reliability of the findings (Pappas et al., 2016). Data extraction from students was conducted confidentially to ensure

sincere responses. These strategies combined to outline the overarching research approach and the strategic process through which data was gathered, examined, and interpreted.

Sample Selection

A random non-probability sampling technique was employed by the research, chosen to enhance the reliability and accuracy of data while minimizing bias.

Due to constraints in time and resources, the study focused on a specific population: Chinese students with experience in online shopping. The sample size comprised 200 research participants, chosen to ensure sufficient data for meaningful analysis. Confidence intervals were utilized to ensure the adequacy of the sample space and alignment with research objectives (Bai et al., 2008). Integration of these aspects in sample selection enhanced efficiency in distributing research prospects and formulating research hypotheses (Demangeot & Broderick, 2007). These considerations were crucial for gaining a clearer understanding of research perspectives and potential implications.

Non-probability Sampling Technique

he research employed a non-probability sampling technique, chosen for its potential to yield relevant and related data for analysis. This method aligned well with the research's integration of qualitative and quantitative approaches (Doolin, Dillons, Thompson & Corner, 2007). The study focused on the population of China due to logistical convenience in data collection (Doolin et al., 2007). The volunteer sampling method was utilized to gather samples that were readily obtainable until the desired sample size was attained. However, it is important to note the limitation of this method, as highlighted by Saunders (2011), which could hinder generalizability to the broader population. Despite this limitation, efforts were made to gather as many responses as possible to mitigate the impact of variability in the population and enhance the generalizability of the research findings (Monsuwé et al., 2004). The utilization of the volunteer approach is deemed effective as it aligns with research ethical standards while also enhancing the accuracy of results (Anaza, 2014). By prioritizing confidentiality and ethical considerations, the research ensured that respondents participated voluntarily (Bilgihan, 2016). This approach was effective in securing willing participants who were likely to provide genuine responses without feeling coerced (Bai, Law & Wen, 2008). The inclusion of willing participants bolstered the accuracy of results and minimized potential biases (Constantinides, 2004). Moreover, the integration of the random non-probability sampling method facilitated the collection of a substantial amount of data from voluntary participants, further enhancing research accuracy and reliability (Bai et al., 2008). This sampling approach is well-suited for the incorporation of both primary and secondary data and accommodates qualitative and quantitative research methodologies.

Data Collection

The data collection process prioritized the categorization of independent and dependent variables. Social variables were identified as key components for measurement within the research framework. The meticulous measurement of variables played a pivotal role in determining the data collection methodologies and determining which data points were pertinent (Doolin et al., 2007). The development of questionnaires was informed by an extensive review of relevant literature, which served as the foundation for the variables under examination (Constantinides, 2004). These variables encompassed demographic information, online shopping behavior, reference groups, and social characteristics. Self-administered

questionnaires were devised, and the delivery and collection technique was adopted due to constraints in time and resources (Bai, Law & Wen, 2008). The questionnaires were distributed among Chinese students to ensure a sufficient and representative sample size, thereby enhancing the authenticity and reliability of the analysis and conclusions (Koo, Kim & Lee, 2008). Various types of questions were included in the questionnaire to address each variable comprehensively. These questions delved into behavior, opinions, and attributes related to online shopping. The opinion section aimed to gauge the sentiments of the research participants regarding online shopping. The primary focus of the initial questionnaire was to gather demographic information from the research participants, as noted by Bai, Law & Wen (2008). The questionnaire comprised three sections, with the first section dedicated to exploring the key characteristics influencing shifts in online shopping behavior among students.

Furthermore, the second section aimed to investigate the factors influencing consumer behavior in online shopping. Finally, the last section sought to comprehend how various aspects of online shopping contribute to students' purchasing behavior. Gathering data across these three categories provided a comprehensive understanding of the variables determining online shopping dynamics (Anaza, 2014). Questionnaires were selected as the data collection method because they directly engage respondents. This direct engagement was crucial for facilitating data collection and establishing a link between the literature review and research methodology (Doolin et al., 2007). Such integration was essential for enhancing coherence between different components of the research and ensuring the accuracy of collected data for analysis.

Overview of Methodology

The research methodology involved utilizing both primary and secondary data sources. Sample selection was conducted using a random non-probability sampling technique (Bai et al., 2008). This approach helped mitigate potential biases, both personal and systematic. Additionally, ensuring consistency across various research components was achieved by selecting an appropriate confidence level and aligning the literature review with the research hypotheses (Constantinides, 2004). The research adhered to strict ethical standards, ensuring the accurate representation of data, findings, and conclusions without any fabrication or bias. Participants voluntarily chose to participate and were guaranteed confidentiality, with the option to withdraw from the study at any point without repercussions (Bai, Law & Wen, 2008). Furthermore, the researcher complied with institutional, legal, and governmental regulations governing research conduct, underscoring the commitment to ethical research practices (Doolin et al., 2007). Primarily, ethical considerations played a pivotal role in addressing research limitations and discussing various research factors. Moreover, ethical standards were crucial in evaluating social cohesion and cross-cultural aspects of the study. The integration of both primary and secondary data, along with qualitative and quantitative research approaches, was deemed significant (Bilgihan, 2016). The research methodology's importance lay in its impact on different aspects and its contribution to research ethics and accuracy. The quantitative aspect provided a foundation for the research, guiding the direction set by qualitative research.

Research Findings

The questionnaire was developed subsequent to the completion of the research methodology chapter. A total of 200 participants took part in this study and provided their insights to

accomplish the research objectives. This chapter will present the main findings derived from the collected data, accompanied by figures to elucidate its correlation with the literature previously discussed in the literature review chapter.

The demographic composition of research participants
Figure 1 illustrates the gender distribution of participants, comprising 102 males and 98 females who took part in this research.
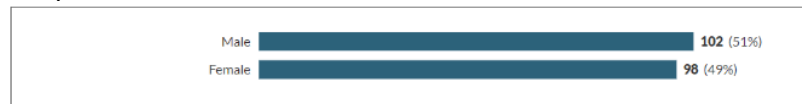

Figure 1: Gender

Figure 2 illustrates the age distribution among participants, showing that the majority (42.5%) were aged between 21 and 23 years old. Additionally, 35% fell within the age bracket of 24 to 26 years old. Participants aged over 27 years old comprised 24% of the sample, while those between 18 and 20 years old accounted for 20%.
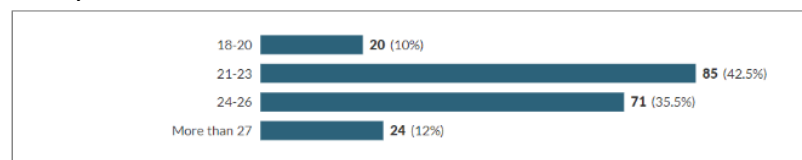

Figure 2: Age

The association of consumer characteristics with the shift in online shopping behavior
Consumer traits play a pivotal role in steering the transition in online shopping behavior among students. Figure 3 delineates the principal consumer attributes underpinning this behavioral shift. The findings reveal that the predominant consumer characteristic influencing students to alter their behavior is the ease of obtaining goods, with 48% of respondents selecting this option. Additionally, 32.5% of participants cited flexibility as a factor contributing to their behavioral shift in online shopping. Conversely, only 19.5% of participants identified price sensitivity as the main consumer characteristic influencing their behavior shift in online shopping. These results underscore the significance of "easy access to goods" as a crucial consumer characteristic for students, serving as a motivating factor that encourages them to engage in online shopping. This finding corroborates the assertions of Tompson and Corner (2007), who argued that consumers prioritize the ease of accessing goods and services at minimal cost. Similarly, Anaza (2014) suggested that the optimization of online shopping benefits and delivery convenience drive the shift towards e-commerce by reallocating demand and supply. Thus, it is evident that economies of scale have been instrumental in boosting online shopping, with "easy access to goods" emerging as a pivotal factor contributing to behavioral shifts among students.
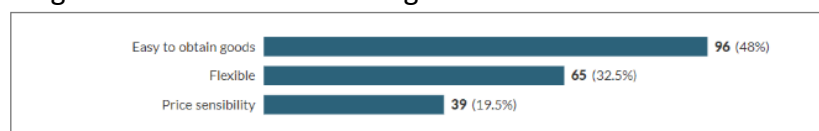

Figure 3: The primary consumer traits contributing to the shift in online shopping behavior

The relationship between personal characteristics and the shift in online shopping behavior
Personal characteristics play a pivotal role in shaping the behavioral dynamics of online shopping choices (Doolin et al., 2007). Figure 4 illustrates the primary personal characteristics contributing to behavioral shifts in online shopping. The data indicates that the predominant personal attribute fueling behavioral shifts is "Convenience experience," chosen by 54% of participants. Furthermore, 32% of respondents cited "High income" as their personal characteristic affecting their shift in online shopping behavior, whereas only 14% selected "High purchasing power."" These findings highlight the importance of "Convenience experience" as a crucial personal trait among students, acting as a driving force that motivates their participation in online shopping. This result aligns with the assertions of Doolin et al. (2007), who emphasized the importance of personal characteristics in determining online shopping behavior, particularly highlighting the convenience experienced by shoppers, especially students. This convenience factor compels most consumers to opt for online purchases due to the appealing nature, presentation, convenience, and reduced additional costs associated with it. Hence, it is evident that convenience experience plays a crucial role in fostering consistent online shopping behavior among student consumers.
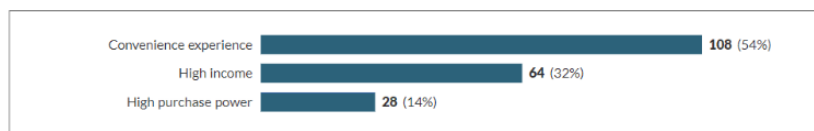

Figure 4: The primary personal traits contributing to the shift in online shopping behavior

The role of cultural traits in influencing the shift in online shopping behavior
Cultural influences, encompassing social class, cultural traditions, and related beliefs, play a significant role in shaping students' expenditure habits, particularly in their shopping behaviors. Figure 5 displays the primary cultural characteristics contributing to behavior shifts in online shopping. The data indicates that "Age and education" emerged as the dominant cultural characteristic influencing behavior shifts, with 40% of participants selecting this option. Furthermore, 34.5% of participants attributed their behavior shift in online shopping to "Beliefs and cultural values," whereas only 25.5% indicated "Geographic area, religion, and nationality" as the primary cultural characteristic influencing their behavior shift. Among these cultural characteristics, which fall under the categories of Social Class, Culture, and Subculture, "Age and education" stands out as a crucial determinant for students, motivating them to engage in online shopping. This finding aligns with Anaza's (2014) assertion that age and education significantly influence online shopping behaviors among students. Furthermore, the pivotal role of technology as the primary platform for shaping behavior is underscored, with students' educational background also exerting considerable influence on their online involvement.

Figure 5: The primary cultural factors contributing to the shift in online shopping behavior

The role of sociological characteristics in influencing behavior changes in online shopping
Sociological characteristics serve as integral links between society and the formulation of online shopping behaviors and consumption patterns among students. Figure 6 illustrates the predominant social characteristic influencing behavior shifts in online shopping: "The influence of status and social role," chosen by 50.5% of participants. Additionally, 36% of respondents selected "The influence of reference group," while only 13.5% opted for "The influence of my family." This underscores the significance of status and social roles in driving behavior shifts in online shopping among students, compared to the influence of reference groups and familial dynamics. Sociological characteristics provide a framework through which the availability of online commodities influences students' consumption behaviors. The influence of status and social roles reflects individuals' affiliations with diverse social groups and their roles within them. This aligns with Anaza's (2014) assertion that societal influences shape consumers' choices and preferences, with society motivating students to engage in online purchases based on perceived societal norms. Moreover, as noted by Bai et al. (2008), society perceives students as knowledgeable and eager to embrace new technologies in business and consumption, thereby creating a space filled by students' online shopping activities and subsequent reviews.
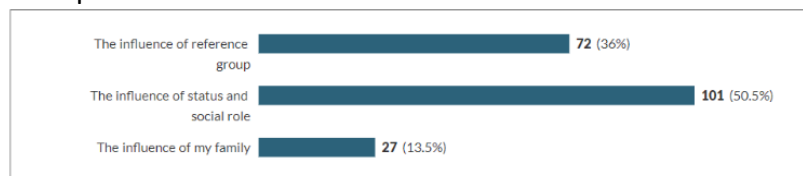

Figure 6: The primary social factors contributing to changes in behavior in online shopping

The main psychological factors influencing behavioral shifts in online shopping
Psychological characteristics play a paramount role in shaping students' consumption behavior in the realm of online shopping. Figure 7 illustrates the primary psychological characteristic contributing to behavior shifts in online shopping about students: "The perception that goods in physical stores are too expensive," chosen by 36.5% of participants. In addition, 33% of the respondents chose "their views on website security", and 24.5% chose "my personal cognitive ability to find the safest and most suitable website". Only 6% of respondents chose "their last experience of purchasing online products" as their answer to this question. Demangeot and Broderick (2007) outline psychological characteristics with four fundamental concepts: Perception, Attitude, Personality, and Emotions.The survey results of this question indicate that "attitude" has become the main characteristic affecting the transformation of students' online shopping behavior. Furthermore, as asserted by Bilgihan (2016), attitudes play a pivotal role in shaping preferences and decisions regarding online purchases. This integration underscores the emotional aspects that influence online shopping and consumption behaviors among students.
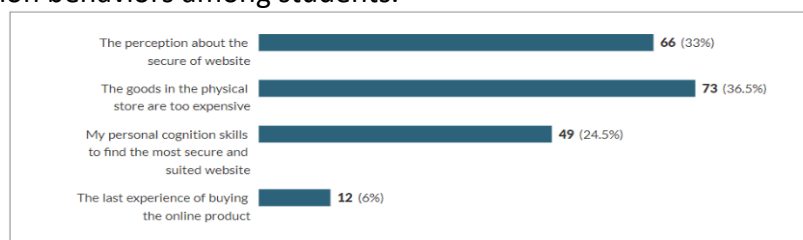

Figure 7: The primary psychological attributes contributing to behavior shifts in online shopping

Elements impacting consumer behavior through online shopping

Question 8 and 9 aim to investigate the factors influencing consumer behavior in online shopping. Figure 8 shows the results of participants agreeing that online shopping enables them to search for the category that best suits their needs. 35.5% of respondents agree with this statement, while 30% of respondents strongly agree. Conversely, 10.5% disagreed, and 6% strongly disagreed. These findings align with Anaza's (2014) assertion that online shopping filters facilitate consumer searches for items that suit their preferences, like size, quantity, color, and price ranges. These features are appealing as they align with consumers' purchasing preferences, allowing for a more streamlined approach to online shopping. Thus, online shopping influences students by assisting them in finding the most suitable items for their needs.
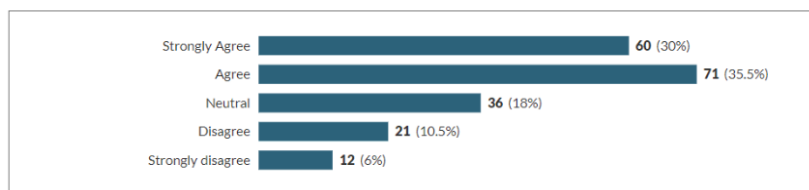

Figure 8: The perspective that online shopping enables users to find categories that best suit their needs

Summary of Research Findings

In this chapter, 200 participants were involved in the study, providing their insights to meet the research objectives. The predominant age group among participants ranged from 21 to 23 years old. In terms of how consumer characteristics influence behavior shifts in online shopping, it was found that "Ease of accessing goods" stood out as a notable consumer trait driving students to alter their online shopping habits.Secondly, "Convenience experience" was identified as a crucial personal characteristic motivating students to initiate online shopping activities. Thirdly, the results highlighted "Age and education" as a pivotal cultural characteristic among students, categorized under the social class domain. Fourthly, from a sociological perspective, compared to the influence of reference groups and families, the influence of status and social roles plays a crucial role in the transformation of student online shopping behavior. Ultimately, the predominant psychological factor driving shifts in online shopping behavior among students was determined to be "Attitude," with a majority of participants citing "The goods in physical stores are too expensive" as their reasoning.

Furthermore, regarding the factors influencing consumer behavior through online shopping, it was evident that the majority of participants acknowledged the impact of online shopping in facilitating their search for categories that best suit their preferences. Additionally, they recognized the ability to sort items based on their preferences and past purchase history as significant influences.

Ultimately, the results indicated that security measures, diverse payment options, and privacy considerations are pivotal in shaping customer purchasing behavior in online shopping. The findings affirm that these three factors positively contribute to the formation of customer purchasing behavior among students.

Conclusion

The internet has emerged as a ubiquitous medium facilitating consumer engagement and purchasing behavior. Today, accessing online products and seeking product information via the internet has become a primary use of online platforms. With the exponential growth of

e-commerce, businesses are increasingly leveraging online shopping as a strategy to gain a competitive edge and enhance customer interaction, thereby bolstering their product image. Consequently, there is a growing need to comprehend the influence of online shopping on consumer behavior. This research aims to address a knowledge deficit by examining the tangible impacts of online shopping on the behavioral patterns of students.

While numerous studies have investigated online shopping, there is a notable scarcity of research focusing specifically on its impact on customer behavior. Consequently, the research aims to address this gap by examining several key objectives: exploring the factors influencing behavioral shifts in online shopping among students, understanding how online shopping influences consumer behavior in this demographic, and elucidating its role in shaping consumption behavior among students.

The current research adopted a positivistic approach as it aimed to objectively gather and analyze data without influencing or interfering with it. Furthermore, the research followed a deductive nature, focusing on accumulating data to analyze predetermined factors. Surveys were utilized as the primary data collection method to gather insights into consumer behavior during online shopping and the significance of established factors. The data extraction process from students was conducted confidentially to ensure sincerity in responses. The study focused on Chinese students with online shopping experience, with a sample size of 200 participants.

In the following chapter, a conclusion will be provided to consolidate the findings in alignment with the research objectives. Moreover, the challenges encountered during the research process and potential avenues for future studies will be discussed.

Contribution

The research contribution of this article can be delineated across various dimensions. Firstly, from a theoretical standpoint, the study delves into the intricate mechanisms through which online shopping shapes the decision-making processes, purchasing behaviors, and consumer attitudes of student consumers. This, in turn, contributes to the enrichment of consumer behavior theory. Secondly, methodologically, the research underscores the adaptability and flexibility of methodologies. It emphasizes the importance of aligning the research question with the appropriate methodology, and advocates for the amalgamation of diverse strategies and philosophies to enhance the research process. Thirdly, empirically, the study elucidates the transformative impact of online shopping on the shopping habits, preferences, and consumer behaviors of student consumers. This empirical exploration provides valuable insights for online businesses and marketers, enabling them to optimize their products and services accordingly.

Limitations and Recommendations

This study designed a self filled questionnaire, which was distributed and collected using techniques due to time and resource constraints. However, the sample size of 200 participants, limited to students in China, may not be sufficiently large. Consequently, the results could be constrained, potentially impacting the overall reliability of the findings. In order to gain a deeper understanding of this phenomenon, future studies are advised to employ qualitative methods such as structured interviews. Additionally, considerations should be given to sampling size, time constraints, and research design for more comprehensive insights.

This study aims to support student marketers in formulating marketing strategies in view of the research findings. Consequently, several recommendations can be delineated from the research outcomes:

Marketers ought to bolster their security measures on online platforms to enhance consumer trust and confidence.

The design of online shopping websites should incorporate a variety of payment options to cater to diverse consumer preferences. This inclusivity can foster Student consumption behavior.

Marketers must prioritize the protection of consumers' privacy, ensuring that personal information is safeguarded and not exploited by third parties.

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