



COLLEGE STUDENTS' PERCEPTIONS ON ONLINE SHOPPING

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Background





DEFINITION OF "ONLINE SHOPPING"

- It refers to the action or activity of buying goods or services over the internet
- "Online" means "on the Internet."
- It does not only include buying things online but also searching for them online

• (Oxford Dictionary)(Online shopping – definition and meaning, Market Business News)



THE HISTORY AND GROWTH OF ONLINE SHOPPING

- It could be traced back to early 1990s, when Internet was invented
- The growth of online shopping is changing traditional retail patterns.
- It allows people to shop anytime anywhere by using phones or computers.

(BBC,
2020)



Online Shopping in Taiwan



IT EMERGED IN
THE EARLY
2000S



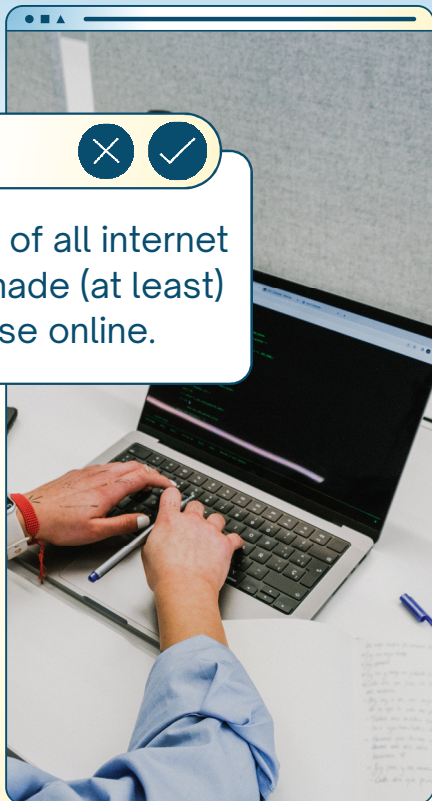
IT WAS FOUNDED BY
TRADITIONAL STORE
RETAILERS AND
INFORMATION TECHNOLOGY
COMPANIES.

(Chen,2015
)





Growth of Online Shopping in Taiwan



In 2005, 26% of all internet users have made (at least) a purchase online.

(Chen,2015
)



In 2005, online shopping market reached NT\$59.6 billion



MOTIVATION



01

Online shopping has become more and more popular among university students.



02

We would like to know about college students' thoughts and habits on online shopping



REVIEW

Behavior

(Chang & Juan,
2012)



MALE STUDENTS LIKE
TO USE ONLINE
SHOPPING THAN
FEMALES.



MALE STUDENTS LIKE TO
PURCHASE LOW-PRICE
PRODUCTS AND PAY
WHEN THEY RECEIVE THE
PACKAGE.



Behavíor

- There is a negative correlation between the risk of online shopping and shopping intention.
- There is a positive correlation between online shopping motivation and intentions.
- Setting online stores can increase consumers' intentions of purchasing.

(Chang & Juan,
2012)

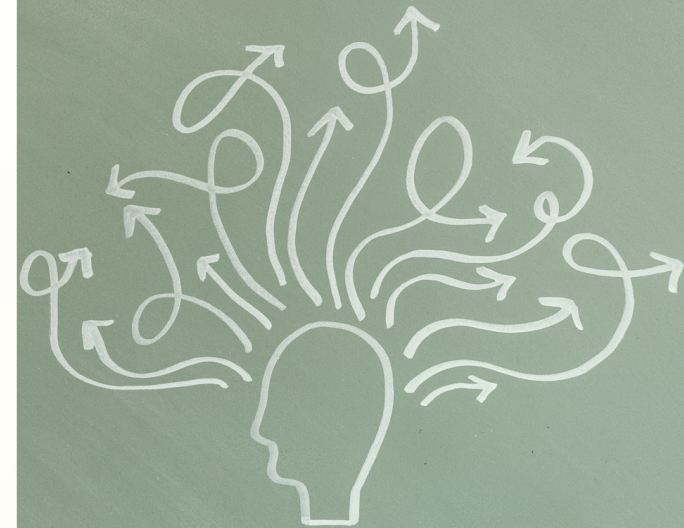




Behavior

- Females have a higher interest towards online shopping than males.
- Females tend to pay more attention to pursuing brand names in their lives, while males mainly pursue leisure and enjoyment.

(Lee, 2008)





INTENTION



Higher the proportion and quality of negative reviews, the lower the consumer intention.



More proactive the merchant's feedback on reviews, the more likely it is to influence consumer intention.



The impact of product involvement on purchase intention is not significant.

(Liu,
2017)



INTENTION



Customer trust has an obvious influence on the purchase intention of college students, and the increasing trust in the reviews themselves will enhance the purchase intention of a certain product on the Internet.



The credibility and quality of reviews on shopping platforms will directly affect shopping intentions

(Zhao, 2018)

Intention

CONSUMERS TEND TO CHOOSE SHOPPING PLATFORMS WITH CHEAPER PRICES.



Consumers will be worried about the inability to try the goods purchased online first and the quality of the goods.

(Zhao, 2018)



Intention

01 The products' price are cheap

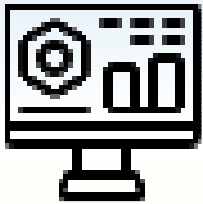
02 Making a purchase is convenient

03 Variety of brands

04 Can pay by many methods

(Gupta & Bhatnagar, 2017)

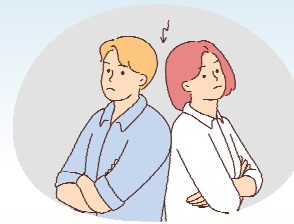
Concern



PERSONAL DATA BREACHES



PRODUCT QUALITY



**POTENTIAL DISPUTES AFTER
TRANSACTIONS**



DELIVERY TIME

(Zhou and Tong, 2022; Nguyen et al., 2022; Chang and Juan, 2012; Lin, Wang and Chin, 2017)

Concern



PAYMENT SECURITY



CUSTOMER SERVICE



NEGATIVE COMMENTS

(Zhou and Tong, 2022; Nguyen et al., 2022; Chang and Juan, 2012; Lin, Wang and Chin, 2017)

Research Method



QUESTIONNAIRE

01 **Online Questionnaire**

02 **Distribution**
30 October 2023 to 6 November 2023.

03 **Platforms**
Facebook, Instagram,
Discord, Line, Dcard

04 **Sampling**
non-probability sampling

PARTICIPANTS

Number:111

**All participants have used
online shopping at least once**

About the participants

	Number	Precentage
Freshman	17	15.3%
Sophomore	20	18%
Junior	25	22.5%
Senior	41	36.9%
Delay graduation	8	7.2%

About the participants

	Number	Percentage
Day school Full-time Students	62	55.9%
Day school students with a part-time job	40	36%
Day school students with full-time jobs	4	3.6%
Night school Full-time Students	0	0%
Night school students with part-time jobs	2	1.8%
Night school students with full-time jobs	3	2.7%

Distribution of participants by their monthly disposable income(NTD)

	Number	Percentage
under 5000	22	19.8%
5001~10000	42	37.8%
10001~15000	26	23.4%
15001~20000	11	9.9%
20001~25000	4	3.6%
Above 25001	6	5.4%

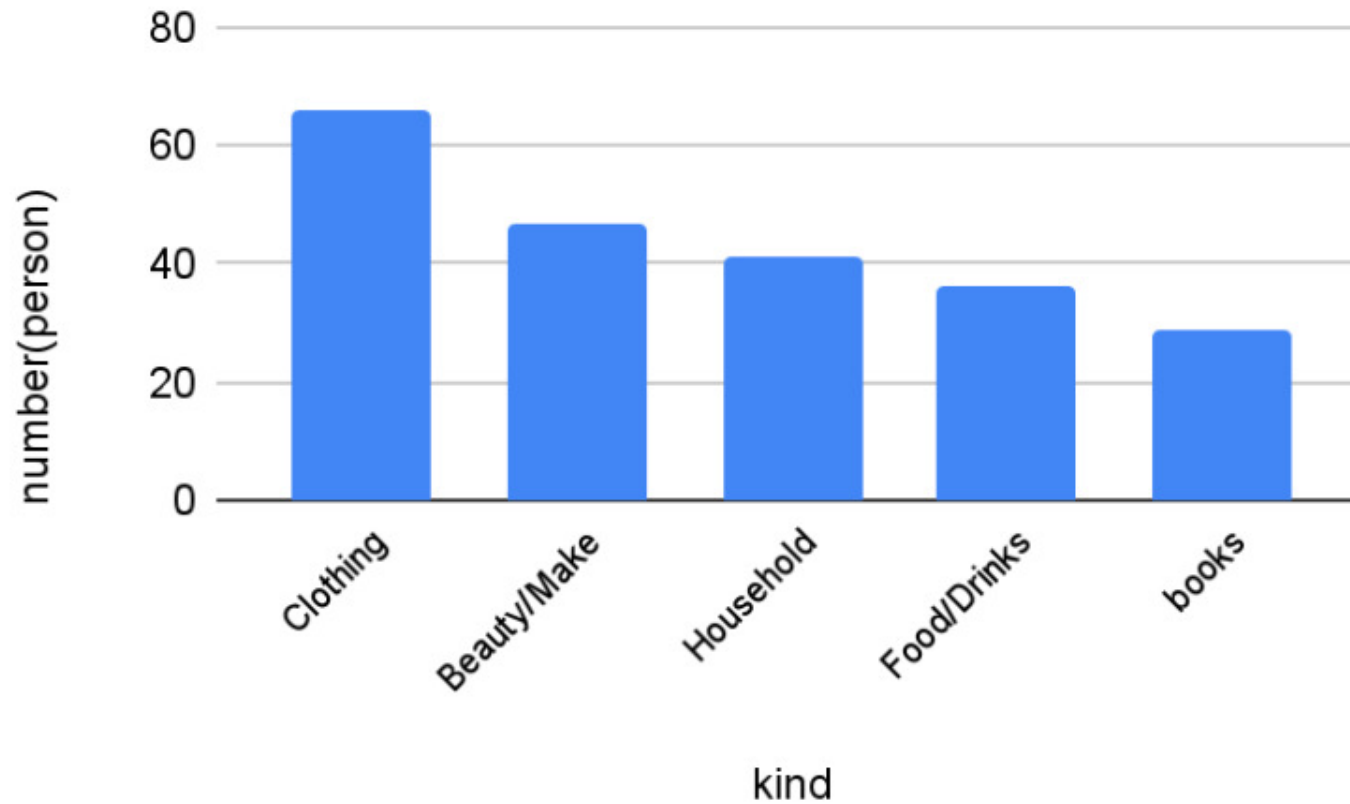
Result



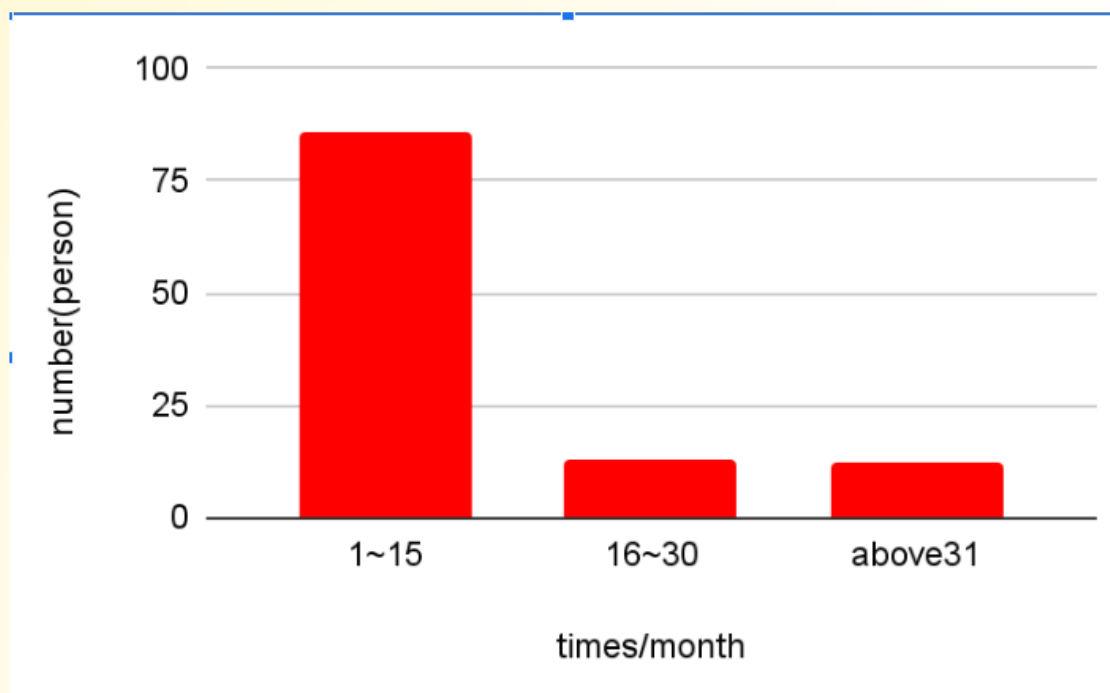
Participants' online shopping behaviors



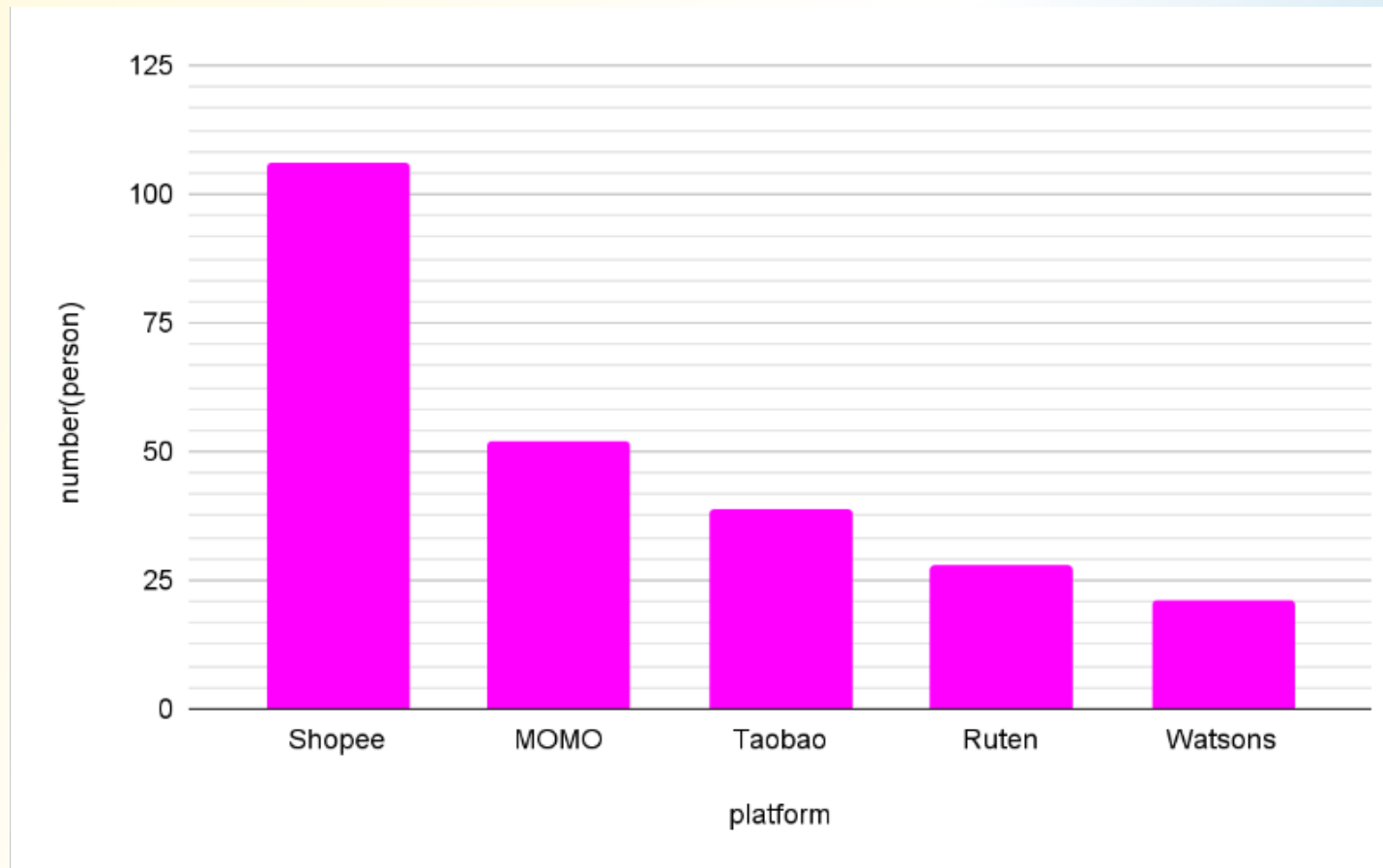
The types of products people purchase online



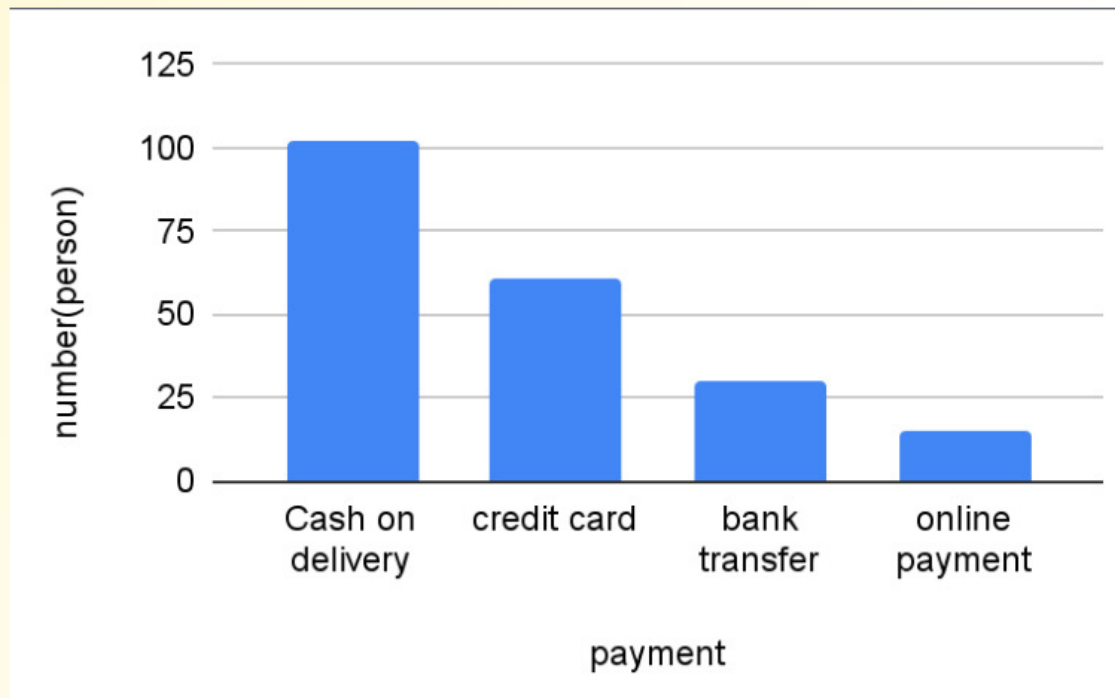
FREQUENCY OF USING ONLINE SHOPPING PLATFORMS



THE MOST COMMONLY USED ONLINE SHOPPING PLATFORM BY CONSUMERS



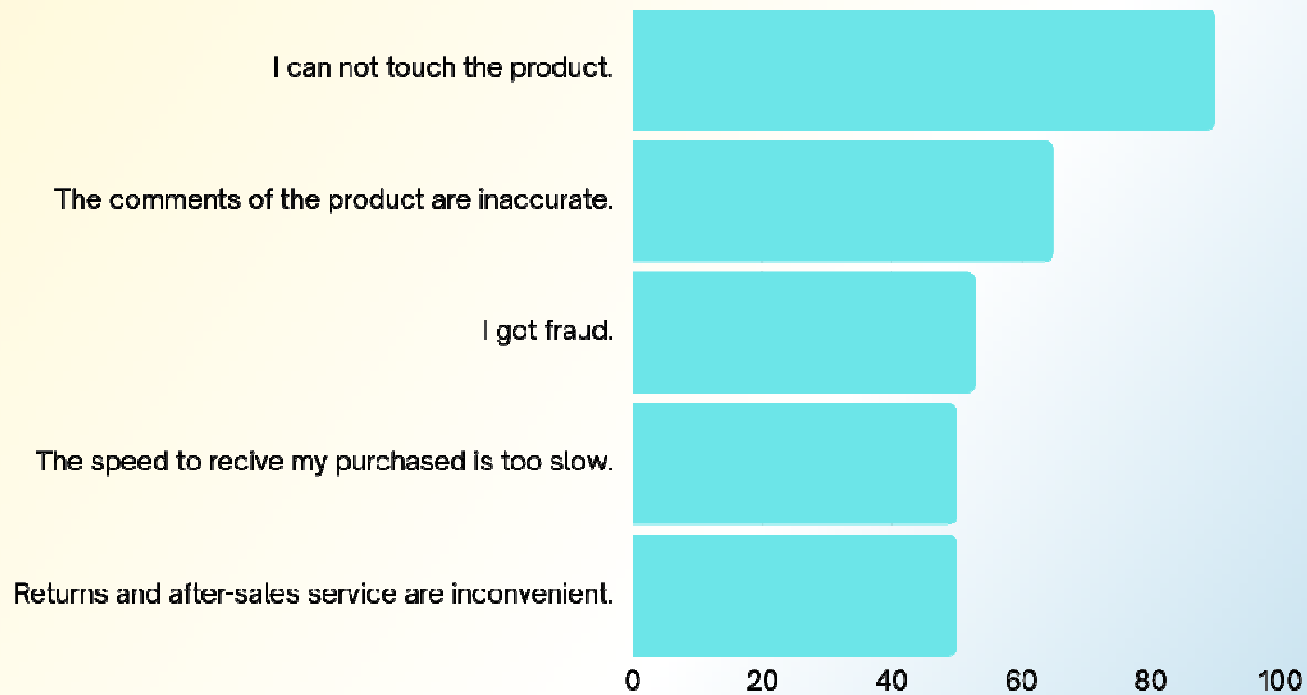
The payment methods people use when shopping online



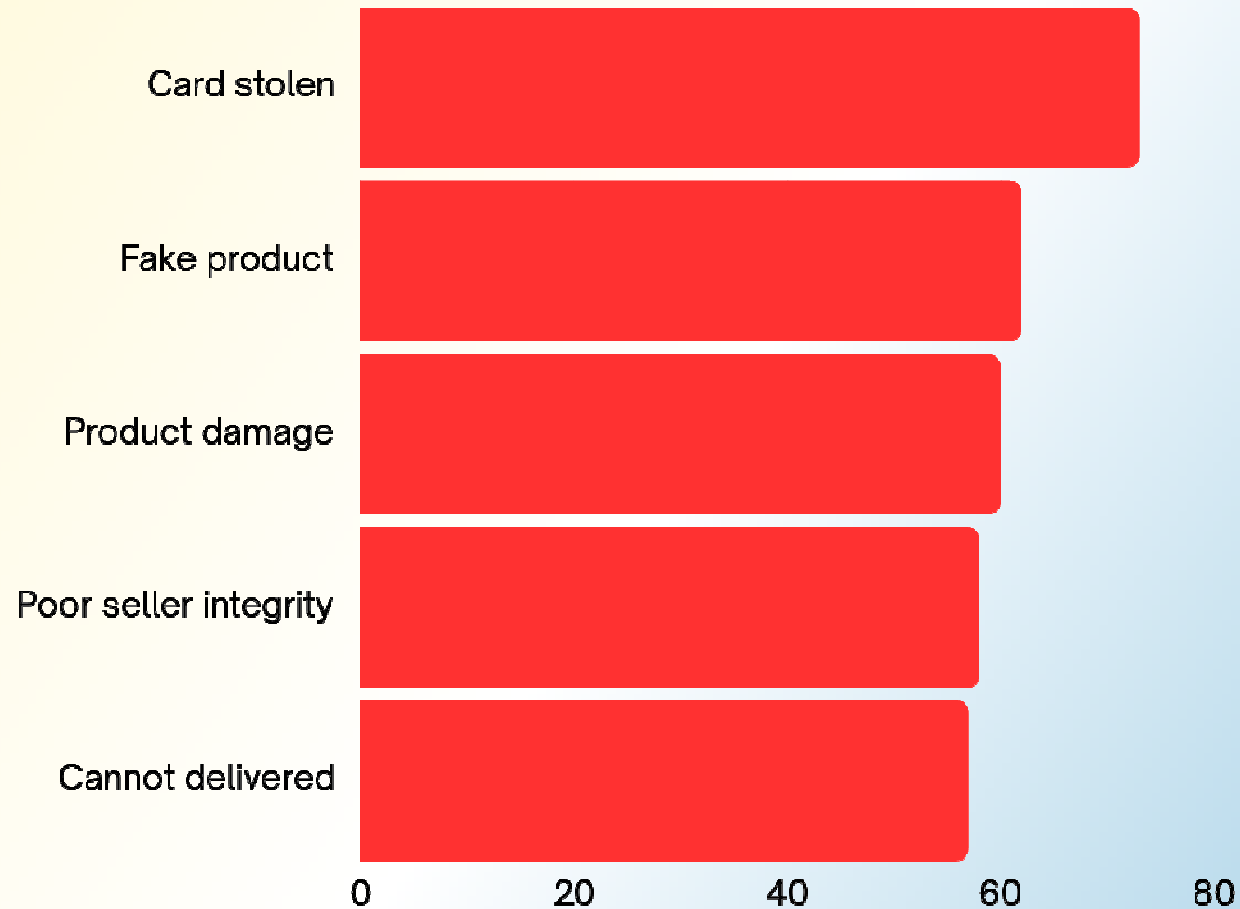
PARTICIPANTS' PERCEPTIONS ON ADVANTAGES OF ONLINE SHOPPING



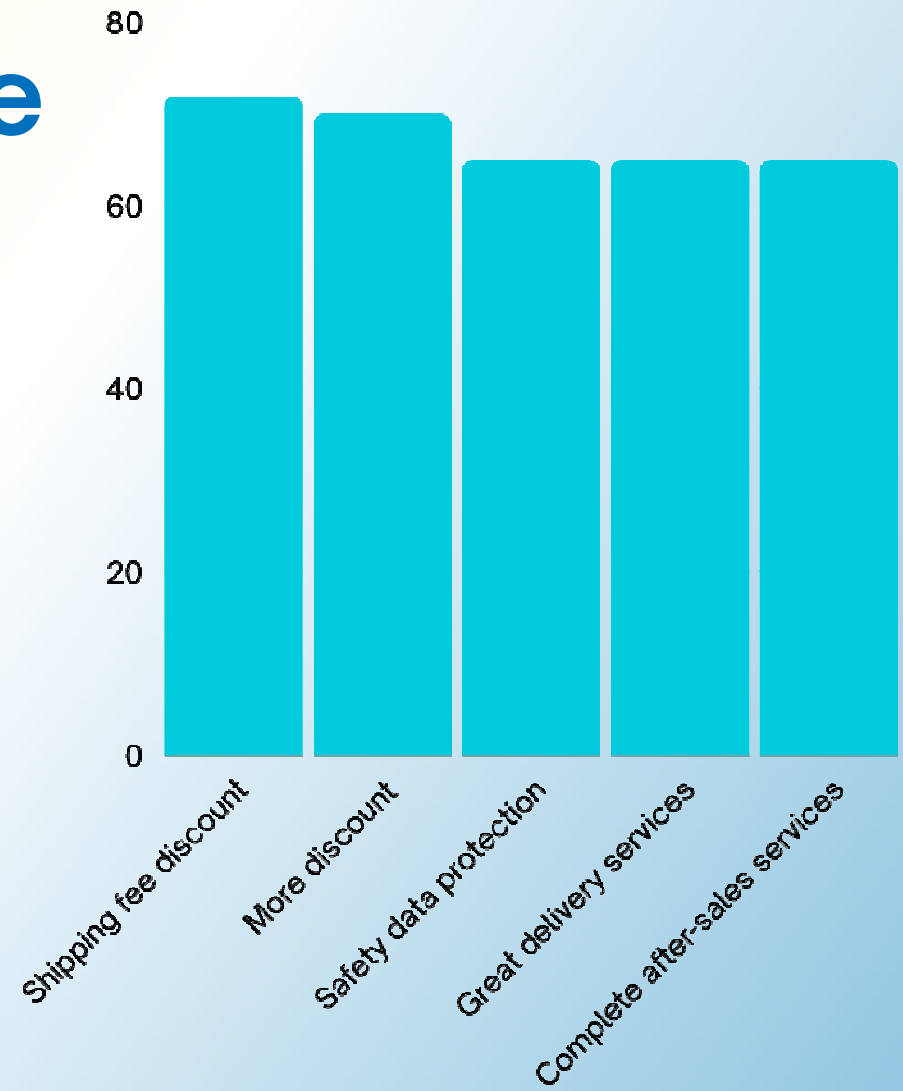
Participants' perceptions on disadvantages of online shopping



FACTORS THAT REDUCE CONSUMERS' WILLINGNESS TO SHOP ONLINE



Factors that increase consumers' willingness to shop online



Conclusion



Conclusion

- Basically, college students in Taiwan have used online shopping at least once.
- Most customers will compare price when they're shopping online.
- Most consumers spend about the same amount of time browsing online while shopping as they do in physical stores.
- The most popular payment method when shopping online is cash on delivery.

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Thank you!

