

A Study on the Preferences and Behaviors of College Students Who Shop Online for Clothes

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Abstract. In today's society, e-commerce is becoming more and more popular, ushering in a new era of online shopping. As an emerging mode of consumption, online consumption has brought great convenience to college students' daily life, but also has a serious impact on the consumption concept of college students whose psychological development is not yet mature, among which the negative impact is undeniable and needs to be taught and corrected in time. As a group with distinctive characteristics among many online consumers, college students can grasp the changing ways of the Internet as quickly as possible and skillfully use online channels to shop. Irrational consumption behaviors such as blind following, excessive, comparison, and impulsiveness are common among college students. In the case of insufficient funds from their families, some college students will even choose to borrow online. How to correctly guide college students to establish a rational outlook on consumption is the biggest problem facing the whole society. Based on the questionnaire survey method and the characteristics of college students' online clothing consumption behavior in Jiangxi Province, this paper analyzes the main influencing factors of college students' online consumption behavior by stating the sources of living expenses, consumption platforms, clothing types, and purchase mentality, summarizes their consumption psychological characteristics, and puts forward scientific guidance countermeasures and programs for college students to establish a correct online consumption concept from five levels: government, society, universities, families and individuals.

Keywords: College students; Network consumption; Consumer behavior; Influencing factors; Clothing.

1. Introduction

1.1. Research Background

In today's world, as the economy has expanded, businesses are using an increasing number of marketing strategies, and the competition continues to grow more and more intense. After the Internet was developed in 1983, people have unknowingly incorporated online consumption into their daily lives. This has improved people's quality of life and eased daily living, but it has also subtly altered people's perceptions of consumption, raised their level of consumption, and altered their consumption patterns. College students are among those whose lives have been negatively influenced by the customer market.

The 52nd Statistical Report on China's Internet Development was published in Beijing on August 28, 2023, by the China Internet Network Information Center (CNNIC). The report states that as of June 2023, there were 1.079 billion Internet users in China, rising 11.09 million from December 2022, and that the nation's Internet penetration rate reached 76.4% [1]. As of the appropriate time, 16% of the country's population-230 million college students- attend college. The five primary items that college students consume are more than their daily meals and educational resources altogether. In addition, because they are the most responsive to the Internet, college students are likely to get used to their online shopping routine quickly. Their consumption patterns have a significant impact on society as a whole, and they may even serve as a model for how consumers should behave in general. College students, who stand out among other online users, are the driving force behind China's peak usage of the Internet and are also the major consumers of online content [2].

College students make up a sizable and homophilous consumer base that favors rapid and pleasurable buying. The author can offer more insightful comments when businesses examine the college student target market by researching the aspects that influence the amount of apparel that college students consume. College students are interested in fashion, distinctive characteristics, and consumer diversification. They may additionally act as a style guide for businesses creating teen-oriented goods.

As the builders and successors of China's socialist cause in the future, the problem of blind consumption by college students is not only not conducive to the healthy development and success of college students themselves but also to the development of families, schools, society, and ecology. Therefore, in this era of extremely diverse consumption content and methods, it is very necessary and important to guide the consumption of college students. Through the discussion of the characteristics of college students' clothing consumption, the author can understand the ideological concepts, value orientations, and behavioral norms of college students reflected in them and then take targeted measures to guide the consumption culture of college students so as to achieve a positive impact on their consumption outlook, values, ideological concepts, and behavioral habits [3].

1.2. Literature Review

Through the collation and classification of the existing literature, the author finds that scholars at home and abroad have mainly studied the consumption of college students from the aspects of consumption structure, consumption concept, consumption mode, and family background.

Zhao selected college students as the research object, investigated their B2C clothing consumption, and comprehensively used the Howard-Xie Si model theory to analyze the basic situation and characteristics of college students' clothing consumption under B2C conditions on the basis of SPSS data analysis. It is concluded that college students are positively correlated with personal factors, i.e., disposable income, family conflicts, time spent online, education level, psychological factors, and purchase intention [4]. Zou developed a questionnaire by consulting the relevant literature on college students' online consumption behavior and clothing consumption, formulated a questionnaire with the help of the Questionnaire Star network, and took college students from five colleges and universities in Jiangxi Province as the survey object to investigate the attitude, demand, and motivation decision-making of college students' online clothing shopping, and concluded that quality and experience are the most important points affecting the online consumption behavior of college students' clothing [5]. Roger D. Blackwell believes that consumer behavior refers to the consumption needs of people as consumers from the perspective of market circulation and the activities that transfer goods or services from the market to consumers [6]. Eroglu and Machleit used the stimulus-psycho-response model (S-O-R) to analyze the influence of the online consumption environment on consumer behavior and consumption amount and proposed two new variables on the basis of S-O-R theory: user participation and environmental response and believed that these two variables would affect consumption behavior [7].

According to the above literature, there are many factors that influence college students' clothing consumption, including personal factors, the influence of others, and the influence of the social environment.

1.3. Research Framework

Therefore, whether it is domestic research or foreign research, the consumption behavior of college students is affected in many aspects, which provides a broader idea for the research in the following paper. Most scholars mainly collect data through questionnaires and then use software to analyze the influencing factors of college students' clothing consumption behavior, how much they account for, and whether they are positively correlated or negatively correlated with the influencing factors, and finally, conclude which influencing factor is the most important. Very few scholars focus on consumption and study the clothing consumption behavior of college students as related to other factors, such as what software is used and the attitude of sellers.

On the basis of economics, sociology, statistics, traditional consumer behavior, network marketing, and other related theories, this paper combs the relevant knowledge points by reading the relevant literature on online clothing consumption, summarizing and analyzing the research results of predecessors, extracts the main factors affecting consumer purchase behavior, and preliminarily constructs a model based on the unique characteristics of college students' online consumption. Secondly, the degree of influence of each factor on the final purchase decision must be analyzed. Finally, the full text is summarized, and suggestions are provided for contemporary college students according to the influencing factors obtained from the research.

2. Method

Online consumption realizes the whole shopping process through the online platform, and therefore, in the whole process of college students' online clothing purchases, many internal and external factors will affect their shopping behavior. After the purchase demand is generated, first, the consumer enters the keyword and selects certain filter conditions, such as clothing style, price, elements, quality, etc., screens the target goods, and then clicks on the product links of interest in order, combined with the introduction of clothing products by retailers, the reputation rating of the online store, the evaluation of the goods by the purchasers and other aspects of the information to make a preliminary assessment of the goods, experienced buyers can make more accurate judgments, independent shopping; After placing an order, consumers can choose different payment methods, through online banking, Alipay, WeChat, others pay on behalf of others, etc. Finally, after the consumer receives the goods, they check the quality of the goods and evaluate the goods, such as product quality, service quality, express delivery service, and so on. Each step of this series of purchase decisions can show the consumer's consumption behavior and preferences, involving many factors, such as consumer psychological changes, product recommendations in online stores, image evaluations of other buyers, models displaying clothing, body descriptions, and so on. Any one of these points may influence consumers' clothing purchasing decisions and purchasing behaviors [2].

College students, who compose one of the most unusual categories in the online clothes consumer market, exhibit typical consumption traits as well as individual homogeneity due to their distinctive way of life. When combined with the author's daily observations and interviews with certain consumers, the research questionnaire on the online consumption habits of college students in Jiangxi Province is consulted by the authors to enhance and adjust, and the study outcomes become more relevant [5].

3. Result

3.1. Survey Respondents

A total of 333 questionnaires were collected in this questionnaire survey, of which the questionnaire was mainly distributed through the teachers and class leaders of major colleges and universities in a small part of the class group, and the questionnaire was linked to the campus WeChat group through the students, and the questionnaire was filled in immediately by scanning the QR code of the circle of friends. If there is any confusion, the teacher and students will answer in a timely manner. The use of this method to conduct questionnaire surveys can ensure that the data obtained are from university students in various universities, and in order to avoid single and common data, the number of questionnaires issued by each school and each grade level is also controlled.

3.1.1 Grade

According to the final statistics of the collected valid questionnaires, the data obtained by the authors are as follows: a total of 333 respondents were involved in this survey, of which 199 were male students, accounting for 59.76% of the total sample, and 134 were female students, accounting for 40.24%. The grade distribution of the survey respondents was as follows: 149 first-year students,

accounting for 44.74% of the total sample; 152 sophomores, accounting for 45.65%; 28 juniors, accounting for 8.41%; and 4 seniors, accounting for 1.2%. It can be seen that junior students are the main force of online clothing consumption, as shown in Table 1.

Table 1. Grade distribution of survey respondents

Grade	Total	Ratio
Freshman	149	44.74%
Sophomore	152	45.65%
Junior	28	8.41%
Senior	4	1.20%

3.1.2 Major

In terms of majors, there were 163 liberal arts students, accounting for 48.95% of the total sample, 145 science and engineering students, accounting for 43.54%, and 25 art students, accounting for 7.51%, as shown in Table 2. This questionnaire survey aims to understand the current situation and characteristics of online consumption of college students' clothing products in Jiangxi Province, the factors affecting college students' online consumption, and tries to put forward plans and implementation measures to improve the rational online consumption of college students.

Table 2. Professional distribution table of survey respondents

Major	Total	Ratio
Literature	163	48.95%
Science and Technology	145	43.54%
Arts	25	7.51%

3.1.3 Living expenses

From the cross-comparison Table 3 of the number of online clothing purchased and the monthly living expenses of the survey subjects, it can be concluded that 185 students from 1000 to 1500 accounted for 55.56% of the total number of students, accounting for the highest proportion, followed by 116 college students with monthly living expenses of less than 1000 yuan, accounting for 34.83% of the total number of students. This shows that the monthly living expenses of most college students are concentrated between 1000-1500 yuan, and the monthly living expenses of individual college students are higher or lower due to the additional income of their family economic status and personal part-time jobs.

Table 3. Cross-analysis table of the number of clothes purchased online and monthly living expenses

X\Y	0	1~5	6~10	10+	Total
1000-	10(8.62%)	69(59.48%)	27(23.28%)	10(8.62%)	116
1000~1500	9(4.86%)	92(49.73%)	42(22.70%)	42(22.70%)	185
1500~2000	1(4.76%)	10(47.62%)	3(14.29%)	7(33.33%)	21
2000+	0(0.00%)	1(9.09%)	3(27.27%)	7(63.64%)	11

The authors used SPSS software to perform descriptive statistical analysis of the collected questionnaires. Reliability and validity are important steps in the analysis process. Validity is divided into content validity and result validity, and reliability is an important indicator to measure the quality of questionnaires.

In general, the higher the coefficient, the higher the reliability. It is generally believed that $\alpha > 0.8$ indicates high reliability; If the value is between 0.7 and 0.8, reliability is better; If the value is between 0.6 and 0.7, the reliability is acceptable; If $\alpha < 0.6$, the reliability is not good.

In this study, the value of the first clone Bach was 0.897, which was greater than 0.8, which indicated that the reliability test of the questionnaire had achieved high confidence that each item

could be retained. From the above, it can be seen that the reliability level of the questionnaire designed in this paper for the research on online consumption behavior of college students' clothing in Jiangxi Province is within the acceptable range, and the reliability is high.

3.2. Analysis of Characteristics and Problems of Consumption Behavior

3.2.1 Analysis of the characteristics of consumer behavior

In the step of browsing past buyer feedback reviews, it can be seen from the number of questionnaires that most college students will choose to browse the reviews left by previous buyers. After college students buy clothing online, it can be seen from the number of questionnaires that nearly half of college students will leave text reviews and photos, and nearly half will not.

3.2.2 Analysis of the buying process

The purchase decision-making process of college students can be divided into the following five stages: generating the desire to buy (need & beauty), collecting the desired clothing characteristics, selecting the purchased product, making purchase actions, and feedback and evaluation after receipt.

According to the number of questionnaires, the reasons for the motivation of college students in the process of online shopping are complex. The main reason for choosing online shopping is the pursuit of speed and a variety of products. More than 80% of college students say they follow the advice or advice of others when buying clothing online, and the proportion of male and female students is relatively equal. It can be seen that the small social groups on campus have a great influence on the information collection and sorting stage.

3.2.3 Analysis of the main problems affecting network consumption

(1) Price & Quantity

The questionnaire retrieved six months of data, and it can be seen that college students buy about 5 pieces of clothing per month. The proportion is the highest, and the proportion buying 51-100 yuan is the highest, followed by 101-300 yuan. It can be seen that college students are accustomed to buying clothing on the Internet and have a certain purchasing power and judgment.

(2) Source of living expenses

As can be seen from Figure 1, the main source of living expenses for college students is provided by their parents, accounting for 73.8%, and there are very few people who live by their own part-time jobs or internships.

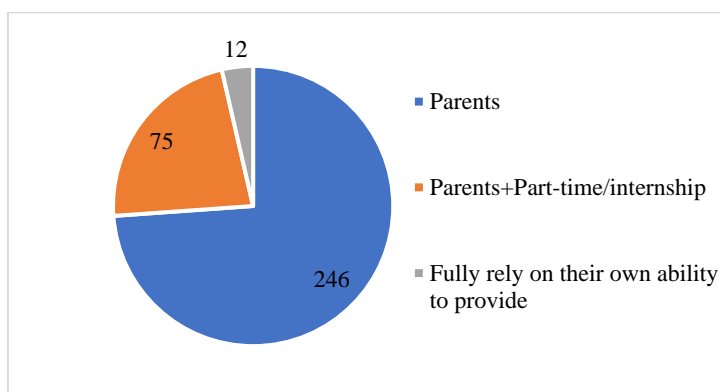


Fig. 1 College students' monthly living expenses source table [5]

(3) Payment methods

The author counted five payment methods, including Alipay, online banking, credit card payment, payment by others, Huabei, and other microcredit payments. According to the survey, 90.99% of the students pay with Alipay, and the proportion of students who pay with loans also accounts for a very small part, which is a bad phenomenon, and the author hopes that parents and teachers can give the right guidance to prevent students from going astray.

(4) Clothing quality

The author believes that in the study of college students' clothing online shopping behavior, clothing quality will play a very important factor. The survey shows that about 80% of consumers pay the most attention to the factors of clothing quality, style, and price, of which quality accounts for 83.48%, as the author sees, is the most important factor.

(5) Reason of purchase

It can be seen from the data that the main reason why most college students choose to buy clothing through the Internet is that it is convenient and fast, and then there are rich and diverse products and information on the Internet.

3.3. Analysis of the Main Reasons for the Existing Problems

3.3.1 Consumer loyalty

Through the survey and statistical results (Figure 2), it can be seen that college students in Jiangxi Province believe that the most important thing is the quality of clothing when shopping online. It can be seen that the means of online sales and the style and style of clothing are more attractive to consumers, and have nothing to do with the quality of the brand. Therefore, college educators and families should correctly guide students to choose what they need to buy and avoid impulsive consumption.

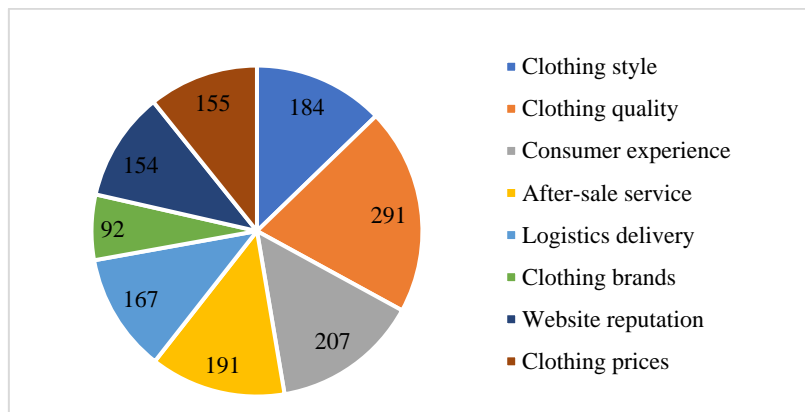


Fig. 2 Influencing college students online shopping clothing Loyalty analysis statistical data [5]

3.3.2 Problems encountered in consumption

According to the survey statistics (Figure 3), 80.48% of the total college students encounter the problem of poor clothing quality when shopping for clothing online, which shows that the government should pay attention to whether the processing plant is standardized. The second most important issue is the risk of online shopping, and the government should strengthen its online regulatory functions and improve relevant laws and regulations to ensure the safety of consumers' online transactions.

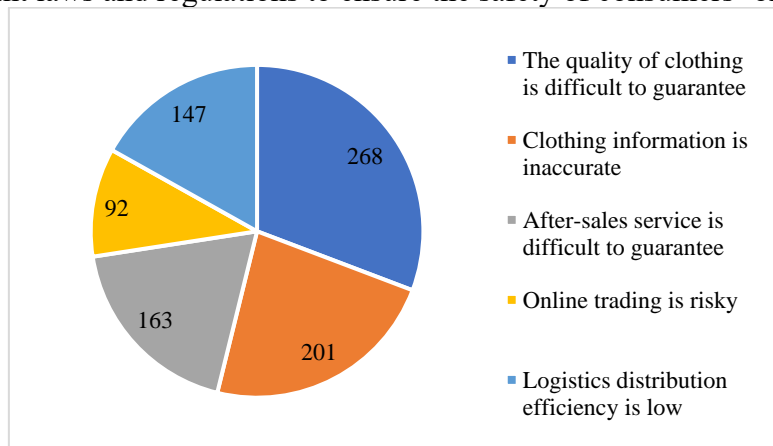


Fig. 3 Problems encountered by college students when shopping networks for clothing products [5]

3.3.3 Reason of choosing a consumer website

Through the survey statistics (Figure 4), it can be seen that college students pay the most attention to clothing types, clothing styles, and reasonable prices when shopping for clothing online. Therefore, when the consumer object of the enterprise is teenagers, the website can set up a rich category and appropriate prices according to the standard of college students, which will attract many consumers and create a green shopping environment for college students.

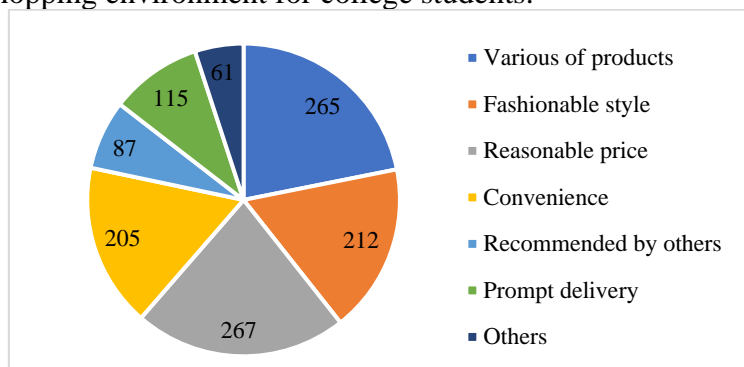


Fig. 4 Statistical table of reasons why college students choose clothing shopping websites [5]

4. Discussion

4.1. Government Factors

Driven by profits, some media cooperate with businesses to promote bad consumption ideas and stimulate students' desire to consume. Therefore, to build a healthy and harmonious online consumption environment, the government, as the national public administration, should strengthen the government's network supervision function and strive to create fair, rational, green, and healthy online consumer market measures.

First of all, the government should formulate and improve the laws and regulations of online sales platforms, including all aspects of online consumption, and the relevant government regulatory authorities should strengthen the supervision of online consumer platforms and websites. Second, the government should strengthen regulatory measures, use various means and policies to regulate market entities, severely crack down on businesses that infringe on consumer rights and interests, promote college students and online sellers to reach a consensus of trust, and provide protection for college students' online consumption. Finally, the government has standardized the online consumer market, optimized the online consumption environment, popularized the knowledge of online consumption and the publicity of common sense, such as consumption traps, to college students, and guided college students to consume healthily and rationally.

4.2. Social Network Factors

The social environment is an important influencing factor in the cultivation of college students' consumption outlook. In recent years, the idea of "money first" has prevailed within a certain range of society, and the waste of food resources, false propaganda on social media, and the dissemination of information that "the meaning of life lies in consumption and enjoyment" have invisibly stimulated students' desire to consume [8].

In order to create a good social exchange for scientific consumption, merchants and businesses need to properly use online promotions such as advertising or discounts to increase the positive promotion of advertising. Merchants need to understand the preferences of specific groups in order to meet their needs better [9]. Provide customers with a safe shopping environment and reduce cyber risks. Establish customer files, do a good job of one-to-one information exchange, use a good reputation, win trust, and eliminate the insecurity of college students [10].

4.3. University Factors

In the current process of university education, professional skills and theoretical knowledge are still the focus of training, and the improvement of ideological and political levels is limited to ideological and political course education [11,12].

To ensure that students are able to use the Internet in a healthy way, universities also need to provide support services, such as setting up a cyber literacy hotline to provide students with advice and assistance on how to use the Internet or holding regular lectures and trainings to help students improve their ability to use the Internet [13].

Carrying out a variety of campus cultural activities related to conservation, advocating the rejection of waste, etc., can not only create a strong campus cultural atmosphere but also optimize the campus consumption environment [14].

4.4. Family Factors

The family is the first “school” of students’ education, and the words and deeds of parents play an important role in the concept of children’s consumption. At present, parents tend to pay more attention to students’ learning, ignoring the cultivation of emotional intelligence and financial business. Therefore, parents’ intemperate spending will make children develop bad habits; the lack of family consumption education is that parents do not pay attention to their children’s consumption status; parents spoil their children too much, which will make children lack exercise in the growth stage, resulting in a lack of self-management ability after independence [3].

First of all, parents should change their consumption concepts according to social development and the renewal of consumption patterns. Secondly, parents should take the initiative to grasp their children’s consumption trends so as to correct and educate them in a targeted manner. Finally, parents should form a reasonable, scientific, harmonious, and green concept of consumption and lead by example in the practice of online consumption and rational consumption, which has a significant impact on college students’ online consumption.

4.5. Personal Factors

There is a mediating effect of money attitude on the relationship between the influence of value expression and various consumption behaviors. It will make college students express their love for the reference group. They will not consider whether they need it when consuming, but only because the product is fresh and curious. They can make themselves buy it in the group to gain the favor of others, and there will be more serious impulsive consumption [15]. Nowadays, college students’ attitudes toward money exist in realistic consumption, comparative consumption, advanced consumption, impulsive consumption, emotionality, blindness, and conformity [16,17].

College students can actively participate in financial education and training activities to improve their money management skills. College students must strengthen their own money management and consumption concepts, ensure that they do not lose control of money while enjoying the convenience of modern life, and move towards a rational and healthy consumption path [13].

5. Conclusion

The cultivation of reasonable consumption behavior of college students has always been the goal we pursue. Based on the relevant theories of online consumption behavior and consumer behavior, this paper analyzes the current situation and characteristics of online consumption behavior of college students’ clothing products in Jiangxi Province and the influencing factors of college students’ online consumption through the analysis of questionnaire data and the collation of interview data. Based on the relevant data of the survey, this paper analyzes the online consumption demand, monthly living expenses, the proportion of clothing in living expenses, the influencing factors of loyalty, the form of promotion, and the websites that college students follow in Jiangxi Province. The conclusion shows that college students pay more attention to quality and experience in clothing consumption, have weak

safety awareness and rights protection in the consumption process, and have the phenomena of impulsive consumption, emotional consumption, and super consumption in online consumption. Through the analysis of the survey results, the plans and measures to guide college students' rational online consumption are put forward by the five levels of government, society, universities, families, and individuals. At the same time, it also provides new design directions for merchants and enterprises through data and brings new characteristics to sell products. It also serves as a warning to some illegal social advertising.

The shortcomings of this study are in terms of the selection of research samples, as this paper selects some universities in Jiangxi Province. Due to the differences in the economic level of various regions in China, there are certain limitations in the generalization and applicability of some of the conclusions of this study; in terms of research content, the author's research on the problems existing in college students' consumption behavior is not comprehensive enough, and the solution strategy for college students' consumption behavior problems is not thorough enough and needs to be further improved; with the development of social economy, especially the widespread use of mobile Internet networks, the thinking and behavior patterns of the new generation of college students are also gradually changing, and the online consumption behavior of college students is bound to show new characteristics and produce new problems. In the follow-up study, the authors will expand the scope of the sample and use the sample of colleges and universities across the country to propose further solutions to the problems existing in college students' consumption.

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