

# Research on the Influencing Factors of College Students' Online and Offline Shopping based on the omni-channel Retailing Background

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**Abstract:** Today, with the continuous development of the economy and the continuous advancement of information technology, the information age has enriched our lives in many aspects, and the people's lives have also been improved in all aspects. People's demand for products is not limited to the products themselves, but constantly pursues the shopping experience and constantly pays attention to the enjoyment of the spiritual level, thus promoting the progress of China's retail industry. This paper will study the factors affecting the shopping experience of college students based on the omni-channel retail background, and propose relevant strategies to help enterprises to improve the shopping experience of college students and help the market to promote the development of omni-channel retail.

**Keywords:** Omni-channel retail; College students; Shopping experience; Influencing factors; Marketing strategy

## 1. Introduction

With the development and continuous improvement of the market economy, the retail industry has experienced four stages of the single-channel retail era, the multi-channel retail era, the cross-channel retail era and the current omni-channel era since 1990. Every major change marks the major changes. The decline of the old era and the rise of the power of the new era. Omni-channel retail is committed to adopting as many channel types as possible to combine and organize. With the help of Internet technology under information technology, according to target customers and marketing positioning, to better provide customers with consumer experience, it is a full, comprehensive, full line A new retail approach with three features. As one of the largest target groups in the contemporary era, college students provide tremendous power to stimulate the production and consumption of society. Based on the background of omni-channel retailing, this paper will study the factors affecting college students' shopping experience, and then propose related marketing strategies to enhance the shopping experience of college students in the context of promoting omni-channel retail development.

## 2. The Development of Omni-channel and Literature Review

From the initial single-channel retail to the dominant omni-channel retail market, it is the inevitable conse-

quence of the continuous advancement of science and technology and the constant pursuit of consumer experience. Many scholars at home and abroad have published relevant articles and established relevant models to conduct a comprehensive study on omni-channel retail. The term omni-channel retail was first proposed by Rigby in his article "The future of shopping". Li Fei systematically and comprehensively expounded the concept of full retail, the reasons for the three major changes in the retail era, and the contents of omni-channel retail and related countermeasures; Zheng Guohong and Dai Zhenwei in "Comprehensive omni-channel retail development types and their advantages" In this paper, the model description and data comparison of three omni-channel retail models of omni-channel retailing are carried out. Ji Fang also clarified the characteristics of omni-channel retailing through the question of "retail-based online and offline omni-channel retail integration research", development status, development trends and opportunities and challenges.

## 3. Related Research on Consumer Experience

Since the reform and opening up, the social economy has continued to flourish and develop, and the collision of Chinese and Western cultures has gradually improved the people's living standards and aesthetic standards, and constantly paid attention to the enjoyment of spiritual level. The main contradiction in our society since the

19th National Congress has also changed from "the contradiction between the growing material and cultural needs of the people and the backward social production" to "the growing needs of the people for a better life and the development of inadequate imbalances." contradiction". Many scholars at home and abroad have conducted research on consumer experience. Li Bo's article on "Influence Factors of Consumer Experience Based on Omni-Channel Retailing" is based on three aspects: functional dimension, emotional dimension and social dimension. The customer experience under the channel retailing research; Gao Yang and Shi Yan in the article "Empirical research on the influencing factors of college students' online shopping intention" based on the factor analysis method to empirically study the influencing factors of college students' online shopping intention.

#### **4. Factors Affecting College Students' Shopping Experience under Omni-channel Retail**

According to national statistics, in 2018, the per capita consumption expenditure of the national residents was 19,853 yuan, an increase of 8.4% over the previous year. After deducting the price factor, the actual increase was 6.2%. The number of college students who are growing every year is undoubtedly a part of the consumption of residents. Omni-channel retail is mainly divided into three types: physical channels, e-commerce channels and mobile commerce channels. The following will study the influencing factors of the shopping experience of college students from three channels.

##### **4.1. Factors affecting college students' shopping experience under entity channels**

The types of physical channels include: physical self-operated stores, physical franchise stores, electronic shelves, multi-distribution alliances, etc. The physical channels are similar to traditional sales channels, and the shopping experience affecting customers mainly includes the location of the store, decoration style, shopping background, Product quality, product price, service attitude and other factors. As a new age youth, college students are younger and more energetic. The background factors such as the style of decoration, the music during shopping and the setting of lighting are an important factor in choosing shopping places when college students are shopping. In addition, the variety of products in the store is diversified. The degree will also affect the shopping experience of college students. Compared with online shopping, physical store shopping is already a relatively stubborn way of shopping for college students. If the products in the store are not rich enough, students need to look for it in other stores. To a large extent affect the shopping experience of college students. Moreover, most of the contemporary college students are only children.

They are more picky and paying attention to the service of clerk from the small Jiaosheng. At present, most of the service staff in the physical stores are mostly young people, and there will be contradictions when they are slightly careless. In addition, most college students are non-income sources, so on the basis of the strict quality of the products, the price of the goods is also very cautious, and that "good quality and low price" is the best choice, so a product Whether it is considered by college students to be cost-effective has become an important factor affecting their shopping experience.

##### **4.2. Factors affecting college students' shopping experience under e-commerce channels**

The types of e-commerce channels include: self-built official B2C mall, e-commerce platforms such as Taobao, Tmall, Jingdong, Suning, Amazon, etc. Shopping under e-commerce channels has become more and more live in recent years, regardless of Whether it is daily necessities, fresh food, clothing accessories, online services, its diversity has exceeded our expectations. Compared with offline shopping, shopping under the e-commerce channel is linked to the price level, the satisfaction of customer service quality, the security of payment, and the convenience of logistics. At the same time, the shopping under the e-commerce channel can only pass. The pictures, videos and other resources provided on the Internet are selected, and the intuitive feeling of the products cannot be obtained. The way of offline physical shopping allows the customers to truly feel the quality of the products. Under the condition of using the Internet, shopping is not restricted by time and space, and there is no geographical obstacle. It can conduct business all the time, all time and space, and continuously, and can quickly collect customers' purchase intentions, and the information communication is also convenient. Currently, almost all companies have their own websites and engage in e-commerce activities around the world. Therefore, platforms with rich and diverse products, inexpensive products, and perfect logistics systems are often more popular with contemporary college students, and can better enhance the shopping experience of college students and increase customer loyalty.

##### **4.3. Factors affecting university students' shopping experience under mobile commerce channel**

The types of mobile commerce channels include: self-built official mobile phone mall, self-built APP mall, micro mall, and mobile commerce platform such as micro-Amoy store. With the development of economy and the advancement of technology, mobile phones are no longer a luxury, almost With a large number of people, the Internet has also been widely popularized and covered, and the 5G era is about to expand and cover, the society has become more and more scientific, informa-

tive and intelligent, and to some extent, promote the development and improvement of mobile commerce sales channels. Mobile business sales channels are simply based on the fact that enterprises have a certain customer base, in order to reduce their own operating costs, increase business profits, and establish a good image of the company, through cooperation between enterprises and mobile operators, to customers Provide more convenient shopping methods to enhance the customer's shopping experience. The customer only needs to visit the relevant website on the basis of the operator. The network can provide relevant product information to the customer according to the preferences of the customer, which can make the customer more convenient and quicker to shop and improve the customer satisfaction. This method is similar to the e-commerce sales channel. Most of the college students are young people with culture and thought in the new era. The requirements for all aspects are relatively high, so the presentation of products, the value of products, the payment method, and the major festivals. The promotion of merchandise under the merchandise is more important. In addition, in contrast, college students are in a young and prosperous era, and the fluency of the network also greatly affects the shopping experience of college students.

## **5. Suggestions on Improving College Students' Shopping Experience under Omnichannel Retail**

### **5.1. Strategies for improving college students' shopping experience under physical channels**

First, increase product categories, innovative product forms, provide more youthful products for college students, continue to innovate rare and unknown product forms, and provide a wider choice for college students. Second, create a good shopping environment. Including the style of decoration and the background music and lighting of shopping, we must cater to the preferences of college students, create a young and energetic shopping atmosphere, and increase the visual and auditory feelings of college students. Third, choose the right and effective geographical location. Most of the sites are more luxurious and richly located, so that college students can "shop" instead of "specialized" shopping, while at the same time choosing a location in a rich area, which can increase potential sales opportunities. Fourth, enhance physical stores. Service quality is neither an indifferent service attitude nor an excessively enthusiastic service attitude, which enables college students to get a basic shopping experience. Fifth, improve the shopping environment, a good shopping environment can make shoppers have a happy mood to purchase To increase the goodwill of the shopping experience; sixth, increase Experience, such as providing customers with the rest of the

seats, free internet, free mobile device charging zones and other services, can increase customer satisfaction to a large extent.

### **5.2. Strategies for improving college students' shopping experience under e-commerce channels**

The shopping method for college students to choose e-commerce channels must have the advantages that offline off line shopping does not have, such as price concessions and diverse categories. Therefore, it is necessary to strengthen the advantages and make up for the disadvantages in order to get the favor of customers. First of all, the price of the product should be balanced. Compared with the offline entity, the cost of rent for the storefront, the cost of daily operation and the cost of the interior decoration are reduced. Therefore, in the case of ensuring the product type, quality and materials, To a certain extent, the price of the product is reduced. Secondly, the most unreliable customer is the quality of the online shopping. Therefore, the enterprise should guarantee the quality of the product, so that the customer does not feel deceived, and can provide freight insurance, seven days no reason to return and other service methods. In addition, the quality of service of enterprises should also be guaranteed. In recent years, with the development of e-commerce, many companies do not pay attention to the quality of customer service, and have repeatedly complained from customers to reduce the customer's shopping experience. At the same time, the company has lost many loyal and potential customers; finally, the logistics service will also affect the customer's shopping experience, so enterprises should use the "big data", "cloud computing" and "Internet of Things" under the Internet to optimize the logistics system. Improve the quality of logistics services and bring quality customers to customers.

### **5.3. Strategies for improving college students' shopping experience under mobile commerce channels**

The shopping influences under the mobile commerce channel are almost the same as those under the e-commerce channel. Therefore, the following suggestions are proposed for shopping under the mobile commerce channel to improve the shopping experience of college students. First, to improve the quality of products and services, general companies have their own brands, to do a good brand effect, to provide customers with quality pre-sales solutions and after-sales service, so that customers fully understand the products, while optimizing the quality of products, check all levels, Strict control, let customers buy comfortable, buy the rest assured; Second, optimize the price and balance the discount, the mobile business channel customers are more concerned about the price and discount of the product. Compared with the offline entity, the use fee of the store and the related payment in the store are reduced, and the cost of the e-

commerce payment is reduced compared with the e-commerce channel, so the mobile commerce channel has a more obvious price advantage. In particular, when companies make discounts on major festivals, they can maximize the desire of customers to purchase. Therefore, companies should increase discounts during this period to increase customer shopping experience and loyalty. Third, constantly optimize website web design from visual To attract customers' attention, to enhance the visual shopping experience for customers, for young college students, should design more energetic and energetic pages; Fourth, increase technical input, in response to network card, website crash, etc., to comply with 5G To develop the trend, we must increase our investment in technology, and continuously recruit talented technical professionals to provide technical support for improving the shopping experience of college students.

As an inevitable social and economic sales development industry, omni-channel retailing, with the continuous advancement of science and technology and the arrival of the 5G era, China's retail industry should continue to adapt to the development trend of science and technology, catering to the development trend of omni-channel, enterprises want to break through the In the fierce competition, we should continue to seize the opportunities provided by society and technology, and overcome difficulties. We will work hard to solve the stumbling blocks in the development process, combine various online and offline channels, and work hard for customers. Provide better ways to shop and improve your shopping experience. On the whole, in order to improve the online and offline shopping experience of college students, we can start from the following three aspects: First, science and technology are the primary productive forces, and enterprises should constantly innovate product forms, service methods and marketing strategies to create personalized and private The whole process of service experience, secondly, starting from the three types of physical channels, e-commerce channels and mobile commerce chan-

nels, strengthen their strength, optimize their inferiority, and create a higher "wooden barrel"; third, the physical channels, The three types of e-commerce channels and mobile commerce channels are comprehensively considered, "taking the essence and discarding them" to achieve the complementary advantages of all parties.

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