

Research on College Students' Online Groupon Behavior and Repurchase Intention in Dalian

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Abstract. Nowadays, China's groupon market showed a surge trend. However, due to too many businesses irrational to enter, resulting in fierce competition to buy the industry. College students, as the majority of Groupon, are well educated, willing to try and accept fangle. In this paper, college students in Dalian as the research object, through the questionnaire survey, first of all, the present situation of College Students' network groupon is described by statistical analysis, Secondly, the regression analysis method is used to analyze the factors that influence the college students' willingness to buy again in Dalian. Finally, the group buys the website and the merchant provides the countermeasure, enables it to have the target in the intense competition. Some suggestions are put forward for college students in Dalian, urging them to form a rational and rational consumption concept.

Introduction

With the development of logistics industry and the maturity of the online shopping system, people are more likely to depend on e-commercial. The research on online groupon behavior has become a hot research topic. Scholar Payne (1988) believes that the length of effective consumer decision-making time, will affect the purchase behavior. For consumers with sufficient time to consider, when making a decision to consider the performance of the product in a short period of time to make consumer decisions, easy to impulse consumption [1].Kauffman et al. (2009) study found that when consumers buy, the user evaluation of the business will affect the consumer's perceived trust and perceived risk, evaluation scores, reputation and consumer behavior is positively related to consumer behavior[2]. Ning Lianju and Zhang Yingying (2011) for catering to group purchase as an example, using conjoint analysis to explore the factors affecting consumers' choice of network group purchase in group purchase price, in order to reach the required time, food types, period of validity[3]. Zheng Songyue (2013), effect of meituan food products were found between the discount rate and purchase behavior are negatively correlated, expiration date and number of comments will promote the purchase behavior, use restrictions and purchase behavior of negative correlation.

To sum up, many scholars from the impact of consumer online shopping behavior and consumer willingness to buy online shopping perspective, there is a lack of specific groups of online shopping research. It is crucial for Groupon sellers to know the characteristics, structure and categories of consumption for college students, who are an important group for Groupon .In addition, it is of great value to analyze the re purchase intention of college students to develop targeted marketing strategies for groupon websites.

College Students in Dalian Network Groupon Situation

The college students in Dalian issued a total of 247 questionnaires, recycling of 239 copies. There were 223 valid questionnaires, the effective rate was 93.31%.

According to the feedback of the survey, Dalian college students to buy site more understanding of the news to buy a higher degree of attention, access to information to buy the main channel network. Most of college students in Dalian show a great interest in Groupon, majority of which are for daily using, physical commodities and cosmetics products. Means of payment to Alipay,

WeChat and online banking. There are about 2 times the experiences of students who have no experience of Groupon. Nearly 1/4 of respondents have unpleasant Groupon experience, mostly due to slow delivery and other unpleasant experience led to buy. The factors that influence the repurchase are as follows: commodity price, quality, user evaluation, payment security, after-sales service. Groupon platform cannot satisfy college students in these five areas. The living costs range for college students in Dalian is between 1k to 1.5k, and for most students, the Groupon amount is less than 50CNY each time. There are differences in the way of publicity for the purchase of men and women, for the sake of what kind of activities to buy in the campus, there are significant differences between male and female college students: Female students tend to organize their partners, while boys prefer school forums, which account for 3 times the number of girls. In general, the proportion of the student organization partner accounted for the largest proportion.

An Empirical Study on the Repurchase Intention of College Students in Dalian

Research Hypothesis

Based on the results obtained from the preliminary questionnaire, the factors that influence the repurchase intention are: commodity prices, quality, users' comments, payment security, after sales service. This paper presents the following five hypotheses:

H1: the lower the price of the commodity, the easier it is for college students to purchase.

H2: the higher the quality of the merchandise, the easier it is for college students to purchase.

H3: the safer of the way to purchase good is, the easier it is for college students to buy.

H4: the better after-sales service is, the easier it is for college students to buy.

H5: the better the comments of the users, the easier it is for college students to buy.

Reliability Analysis

When alpha is greater than or equal to 0.8, it implies that the intrinsic reliability can be accepted in accordance with Cronbach α , which is less than 0.9.

In the questionnaire, the price, quality, payment security, after-sales service and Internet users are five sub items to analyze the purchase of college students in Dalian. In order to analyze the consistency of each sub problem, the Cronbach α coefficients were calculated. Findings: as shown in Table 1, the reliability of the questionnaire is acceptable.

Table 1. Reliability analysis.

Cronbach's Alpha	N of Items
0.817	5

Correlation Analysis

Spearman correlation analysis was used to investigate the relationship among the group buying price, the quality of the group purchase, the payment security and the after-sale service, the user's evaluation and the repurchase behavior of College students.

Data analysis shows that the correlation coefficient between the purchase price and the repurchase behavior is 0.517, this shows that the lower the price of goods, it is more likely for customers to buy, the original assumption that H1 was established. Goods' quality and repurchase behavior of the correlation coefficient is 0.524, which shows that the higher the quality of the goods, the easier for customers to buy. Original hypothesis H2 is set up. Payment security and repurchase behavior of the correlation coefficient of 0.342, which means that the safer payment security, the more customers would like to repurchase. Original hypothesis H3 is set up. The correlation coefficient of after-sales service and repurchase behavior is 0.367, which shows the better after-sales service is, the more customers would purchase. Original hypothesis H4 is set up. The correlation coefficient of users' comments and the behavior of repurchase is 0.439, which means that the better the comments customers have, the more customers would repurchase. Original hypothesis H5 is set up.

Regression Analysis

Variables Selection. In this paper, the basic characteristics of college students in Dalian and the behavior of the group buying are determined three variables, which are showed in table 2.

Table 2. Variables and definitions of the impact of consumer purchase and repurchase intention.

variable	Value	Definition
Gender	1~2	1= male 2= female
grade	1~6	1= Freshman 2= Sophomore 3= Junior 4= Senior 5= Graduate student 6=Doctoral student
major	1~5	1=science 2=Liberal arts 3= Engineering Course 4= vocational school of agriculture 5= Arts
Current monthly living expenses	1~4	1= Below 300 yuan 2= 300 - 600 yuan 3= 600 - 900 yuan 4=More than 900
Internet frequency	1~7	1= Every day 2= Two days at a time 3=Three days at a time 4=Once a week 5= Once a month 6= More than one month 7=never
Whether to buy site	1~5	1= Very understanding 2=Better understanding 3=Uncertain 4=General understanding 5=Do not understand
Whether you are willing to participate in groupon activities	1~4	1=Be willing 2=More willing 3=General willing 4=Unwilling
Focus on the purchase of the site information	1~4	1=Daily attention 2=Once a week 3=Pay attention once a month 4=Never concerned
Where to get information	1~6	1=online 2=Auto body advertisement 3=Radio broadcast 4=television 5=Newspaper magazine 6=Listen to people
If there is a groupon experience	1~2	1=Yes 2=No
Participate in the main buy goods	1~6	1=Learning supplies 2=food 3=Cosmetics 4=Electronic product 5=clothes 6=Other
Buy commodity factors	1~6	1=commodity price 2=Commodity quality 3=Payment security 4=After-sale service 5=User evaluation 6=Other
Buy goods, whether there have been unpleasant experience	1~2	1=Yes 2=No
Cause of unhappiness	1~4	1=The goods are not advertised 2=Slow delivery 3=Merchants pay poor security 4=Other
The amount of consumption per buy	1~4	1= Below 50 yuan 2=51 - 100 yuan 3=101 - 150 yuan 4=More than 150 yuan
Group payment method	1~4	1=Alipay 2=Online banking 3=Mobile payment 4=Cash on Delivery
What kind of activities to buy in the campus	1~5	1=Campus promotion (sponsorship)2=Student organization (partner model) 3=Campus advertising (posters) 4=School BBS 5= Other
Whether you are willing to continue to buy on the site	1~5	1=Be willing 2=More willing 3=Uncertain 4=General willing 5=Unwilling
Repurchase factors	1~6	1=commodity price 2=Commodity quality 3=Payment security 4=After-sale service 5=Netizen evaluation 6=Other

Model Construction. SPSS 20.0 statistical software and Logistic model are used to analyze the college students' willingness to repurchase. According to the purpose of the study, the repurchase intention of college students is the explanatory variable. The factors that affect the college students' willingness to purchase will be the independent variable. On this basis, the establishment of two Logistic regression model, $y=1$ when college students are willing to purchase, while $y=0$ if they are not.

$$P(y=1) = \frac{e^z}{1+e^z}, \quad z = \beta + \sum_{i=1}^n a_i + x_i \quad (1)$$

$P(y=1)$ The probability of college students to repurchase; Z represents that the probability of college students to buy again; X_i is the impact of college students to buy a variety of factors.

Regression Results. Questionnaire: are you willing to participate in the group? Under what

circumstances do you think you will be able to be attracted the most to continue to buy on the site? Therefore, in this paper, the dependent variable is set as the repurchase behavior, and the independent variable is set as the group purchase price, product quality, payment security and after-sales service. We use SPSS 20 to carry out multiple regression analysis, the results of the above five variables are entered into the regression equation, as shown in table 3.

Table 3. Regression results.

	Re-purchase behavior		
	B	T	p
Buy commodity price	0.392	2.523*	(0.009)
Buy product quality	0.223	2.739*	(0.004)
Payment security	0.109	4.433*	(0.000)
After-sale service	0.187	2.562*	(0.007)
Netizen evaluation	0.206	2.3474*	(0.011)

As it can be seen from the table, the regression equation can be expressed as:

$$R = -0.048 + 0.392P + 0.223Q + 0.109S + 0.187H + 0.206C \quad (2)$$

R= repurchase, P= buy commodity prices, Q= product quality, S= payment security H= service, C= users evaluation

Among them, the significance of regression coefficient suggested that P (Sig) were less than 0.05. It shows that the 5 independent variables have significant influence on repurchase.

Conclusion

To sum up, the factors that affect the willingness to purchase: commodity prices, quality, user's comments, payment security, after-sales service. The following assumptions are established.

H1: the lower the price of the commodity, the easier it is for college students to purchase.

H2: the higher the quality of the merchandise, the easier it is for college students to purchase.

H3: the safer of the way to purchase good is, the easier it is for college students to buy.

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Countermeasures and Suggestions

Recommendations for Groupon Websites

Low Price Strategy. The survey shows that: most of the college students in Dalian to buy the amount of 50 yuan each, the total number of people accounted for less than 66.8%. The cumulative percentage of 50-100 yuan reached 96.8%. More than 50 yuan, only the respondents in the 0.9%. Therefore, it is recommended to buy the site will buy goods or services priced at 100 yuan or less, mainly to buy goods or services priced at less than \$50. At the same time, can also be through discounts, coupons or other forms of bonus points, reducing the group purchase of goods or services from the essence of the price, in order to attract more college students in Dalian area.

Improve the Quality of Goods or Services. That group purchase site before and business cooperation, strict inspection and check the goods or service quality, to fully understand whether the quality of group purchase of goods or services can reach the standard, which can cause the Dalian area college students buy again. In the Group sales platform, the origin of the product, production time, ingredients and other related information to be clearly marked, so that consumers fully understand the commodity information, the right to choose the right products.

Improve the Payment Security of Goods or Services. Hypothesis analysis found that: the safer the way of payment is, the easier it is to allow customers to buy. Therefore externally, it is recommended to buy site to strengthen the security of the site network security. Inside, buy site can pay for security issues to develop internal regulations.

Strengthen the confidentiality of personal information for the group of users. For the disclosure of customer information staff should be strictly punished.

Propaganda Channel Strategy. The use of WeChat and other Internet marketing tools. Today's WeChat, Weibo and various social networking sites have been a part of College Students' daily lives. Dalian college students through the network to buy the majority of the proportion of information, television and car advertising. And through the radio and newspapers and magazines to get a small proportion of the purchase information. Therefore, the application of publicity channels can be based on the network, supplemented by television and car advertising. The use of campus publicity. Recommend buy site into the school, for different gender students, develop different marketing programs.

Suggestions for College Students

Establish a Correct View of Consumption. Through the analysis of their own consumer psychology and consumer demand, according to their own needs to make a purchase decision, to avoid the temptation to blindly induce consumers to consume or adversely affect the herd. To establish a sustainable consumption concept, to be ashamed of extravagance and waste. Although the group purchase category involves many aspects, can bring a lot of leisure and entertainment etc. for daily life, don't pay attention to group purchase pleasure while ignoring their own economic strength, increase the burden of learning.

Attention to the Protection of Personal Information Security. College students in Dalian are recommended to strengthen self-protection awareness, pay attention to the protection of personal information security, as far as possible in public places such as Internet cafes and other places to enter personal information to buy. At the same time, in the face of unfair events to calm, reasonable rights, and effectively protect their own interests.

Strengthen Legal Awareness, Reasonable Rights. It can be said that almost all college students have had the experience of online shopping, but the relevant laws and regulations in the field of understanding of the network is very few people, The legal consciousness of college students have a great impact on self protection. Therefore, college students are supposed to improve their awareness of the law, to understand the basic laws and regulations of the network, when the problem occurs, they can pick up the legal weapons and maintain reasonable rights.

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