Demands Analysis of Campus O2O E-Commerce

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ABSTRACT: As a specific area of the market, e-commerce in university has great development potential. Situational e-commerce, internet finance, social contact, information intermediary, and logistics are active fields of current campus e-commerce. But whether they will be hot in the future depends on the students' demands. In this paper, we have investigated and analyzed the recognition, service condition, and expectation of the campus e-commerce. And we think social contact, food and shopping, encyclopedias Q&A, part-time job information are the general needs in campus community circle, which are also hot points of the industry. Deepening or comprehensive development is trend of campus O2O e-commerce in the future.

KEYWORDS: Campus Life; O2O; Demands; Prospect

1 INTRODUCTION

O2O, online to offline, is a kind of regional e-commerce which combines the opportunity of offline business with the internet. Campus O2O e-commerce usually offers life services to the consumers living in college or university, who make reservations online and get related services offline. It promotes the high-efficiency integration of students' demands and commercial tenants’ supply. Currently, campus O2O e-commerce mainly enters on industries such as catering, door-to-door, recruitment, logistics and some other subsections. In the long run, to enter deeply into student market can help cultivate potential consumer groups, which is more beneficial to the construction of industry chain and promotion of the brand awareness.

2 CURRENT CAMPUS O2O SUBSECTIONS

2.1 Situational e-commercial O2O mode

The predecessor of the situational e-commerce O2O mode refers to various physical shops existing in universities, and it gradually evolved into the mode that students orders their requirements online and physical shopkeepers provide delivery service offline. The situational e-commerce O2O is the most popular mode among universities at present, which is characterized by rigid demands, high-frequency use, abundant cash flow and strong expandability. The typical companies of this kind include iyegou.com, 59store.com and m. zhai. me.

2.2 Internet Financing O2O mode

Payment by installment is a key branch for internet finance in campus, which mainly confronts college market. Through cooperation with merchants which offer electronic products, tourism service, trainings service, and so on, the e-commerce platform can provide material objects and service products with installment. Taking Qufenqi.com as an example, which mainly offers electronic products, tourism and training services to students in colleges and universities and young white-collars. Accept from payment by installment, Qufenqi.com also provides cash lending service. The debts of installment and cash lending are packed, then sold to companies providing P2P and small-loan services so that they can achieve backflow of cash in advance.

2.3 Social platform O2O mode

Currently, there still has not a very strong product which is devoted to students’ social contact in the campus social O2O area. Most of them are transformed from applied tools, such as super.cn and kechengezi.com. In social field, Wechat and QQ are the most popular social-contact products in campus. Super.cn hopes to transform through social contact after it has entered into college market and acquired a lot of users. However, the benefit modes as tools and in social contact area remain unclear, and it still has not found any effective way to turn visitor volumes into cashes. Although it has got millions of users, Super.cn still depends on ads, guiding customer flows for some other websites and games to receive income.
2.4 Information Intermediary O2O mode

Part-time job information is the typical example in information Intermediary O2O mode. The nature of part-time job is the “enterprises purchase the spare time of workers”. The major responsibility of such platform is to collect part-time jobs information from different kinds of platforms and then filter the false out, or to contact directly with employment manufacturers and enterprises and provide student users with true and effective part-time job information. In order to ensure users' interests safe, they have to establish a set of evaluation and safe payment system. Currently, there are some platforms offering part-time job information with certain reputations, such as Xiaolianbang.com, Tanlu.cc and Jianzhimao.com. The campus part-time jobs target at university students, including family educations, IT and customer service consulting, etc.

2.5 Logistics distribution O2O mode

The logistics business develops well with the rise of online shopping. However, the large quantity of delivery persons is stumbled upon the last mile. Logistics distribution O2O is aimed at solving “the last mile” problem in logistics distribution in universities. Imxiaomai.com is a typical O2O platform of this kind. Imxiaomai.com has formed the campus O2O industrial chain through establishing logistics business hall, integrating mainstreaming e-commerce websites and express logistics companies to set up a unified operating management platform. The last mile delivery is just a process accumulating users and this original user accumulation is helpful to promote and operate other O2O projects in campus.

3 DEMAND ANALYSIS OF CAMPUS O2O E-COMMERCE

In order to preferably understand demand conditions of campus O2O e-commerce mode, our team has made a market investigation in spare time. The 255 questionnaires, 155 distributed online and 100 distributed offline have been finished within 14 days from Oct. 25 to Nov. 7, 2015. The respondents are all university students, boys accounting for 53% and girls accounting for 47%. They are divided into 19% of freshmen, 32% of sophomore, 37% of junior students and 12% of college senior. As a general rule, students from sophomore and junior are the major forces to participate in campus e-commerce, and the samples distributions are almost consistent with actual conditions.

3.1 Cognitions related to campus e-commerce

Only 46% of respondents showed that they understand campus e-commerce, and over half stated that they don’t know about it. When referring to the usage of various mobile APPs, social software is used by respondents with highest rate, which accounting for 75.7%, followed by catering and shopping APPs accounting for 56.1%, and encyclopedia Q&A ranking the third and accounting for 44.3%. It is showed as Figure 1.

The above figures show that the cognition of campus e-commerce by university students needed to be deepen. Since it is a new emerging area, enterprises engaged in campus e-commerce should cultivate their target customers about cognitive depth of campus e-commerce through various ways. Considering conditions that students are familiar with various APPs, enterprises are suggested to try social contact, catering and shopping, encyclopedia Q&A.

3.2 Using conditions of various campus O2O service

Firstly, using conditions of catering O2O service. The catering O2O also can be called as “catering take-out”, which means that meals are ordered by buyers online and distributed by sellers or take-out platform delivers.

As for the reasons to choose catering O2O consumption, the respondents accounting for 60.8% think that it can save time and is very convenient, then followed by weather effect and too many people in restaurants, both about 47% or so. It is showed as Figure 2.

When asked “if there has no discount, do you still choose O2O mode to spend on catering”, the respondents gave the answer of Yes and No account for 50% respectively, the No option 0.4% higher. It shows that the convenience of catering O2O has deepen into people’s minds, and university students would like to choose it no matter whether there is discount.
Secondly, situation of receiving express bought online by university students.

The 42.4% of respondents held that “having difficulty in receiving express for the inconsistent time between getting express and having classes”, which accounting for the most. About 24% of respondents considered having difficulty in receiving express which results from “there has not a specified express depository in school and they are in a mess”. About 21% of respondents believed that it has bad management in express depository, only 34.5% deemed that school express depository is well managed so it is convenient to receive express. It is showed as Figure 3.

The above figures show that difficulty in receiving express is the current situation most students have to face. Developing campus e-commerce should take the specificity of students’ study and life time into consideration. And also it is necessary to set the specialized express depository in campus and be managed properly. The students’ demands should be considered in items deposited and staff arrangement.

Thirdly, development forms of part-time job/internship.

The respectively 65.5% of respondents who are inclined to internship plan and special job fair are in a majority; with 53.7% of respondents accept internet applications.

With respect of figures from our investigation and current situation of campus part-time job O2O service, the student users have huge demands on employments; therefore, they can accept the type of online applications. While the traditional recruitment methods are still valued by most students because of face-to-face reality. For e-commerce platform, it is necessary to have a set of specified system to investigate job information enterprises posted online. It also can be accepted to organize job demander and supplier to meet in a proper manner for purpose of cancelling doubts.

3.3 Expectations of student users on campus e-commerce

Currently, the general opinions of student users are that the campus e-commerce is not widely opened and has insufficient propaganda dynamics. Various problems existing in delivery also are the important factors to bother student users.

Expectation of student users on e-commerce: 60.4% of respondents hope that the security of payment shall be the top one, followed by 49.8% being into convenience in receiving goods, 47.1% with the hope of “delivering quickly”. And 42% of respondents wish that the limitation of commodity classification can be broken. It is showed as Figure 4.

4 TYPICAL CAMPUS O2O E-COMMERCE CASE

BANGKE is an e-commerce platform providing campus-life services mainly for college students including online ordering, group buying, making an appointment for laundry, querying campus activities, etc. Our team did marketing research on the use of BANGKE app in Canvard college, Beijing technology and business university. It lasted a month from October 19 to November 19 in 2015. There were totally 1440 orders in the month, about
48 orders per day. The total consumption of 31,613 Yuan included services charge of 5930 Yuan.

By analyzing consumption types on BANGKE, it can be found that the number of people who use BANGKE for running errands services (e.g., help to take delivery, and take clothes from laundry, take foods from dining-room, etc.) accounts for 44% of the total, getting takeout service (especially buying foods outside campus) accounts for 38% of the total number, helping do some shopping accounts for 18%. By comparing running errands service and takeout service, we can find more students tend to choose running errands service inside campus, that is to say, the campus O2O services are mainly limited within the campus. So we can say providing perfect services within the scope of campus could be more popular with the students. It is showed as Figure 5.

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5 THE PROSPECT OF CAMPUS O2O SERVICE IN VIEW OF MARKET DEMANDS

Firstly, the consumption potential is huge, the fields university students familiar with, such as social, catering and shopping, wiki, are still suggested to get in.

University students are the main target groups of campus O2O service, university faculty is another group can be considered. According to the national statistics, the number of university students in 2015 is close to 30 million, so campus O2O services have huge potential market demand. University students mainly aged between 18 to 27 years old, are willing to learning something new and can accept new things easily, therefore the campus O2O project promotion is relatively easy. Since university students live collective lives, information communication among them could be very fast, which helps to highly-centralized promotions. At present, the campus O2O services are in large groups demand and insufficient supply platform stage, therefore there exist chances to develop. The enterprise engaged in the campus e-commerce should cultivate university students' cognitive depth of campus e-commerce through various ways, especially from social, eating and shopping, wiki, etc.

Secondly, social contact, catering and shopping, encyclopedias Q&A, part-time job information are always demands of campus community.

The campus market with the characteristics of diverse demands but relatively closed environment is a special kind of community life. In this relatively closed environment, university student users’ demands for social desire are very strong.

As for catering and shopping, safety pay is the most important influence factors, followed by the requirements of convenience and fast delivery speed. To catering O2O within campus, convenience is the primary, discount is not as important as before. About online shopping, difficulties mainly exist in receiving aspect. Receiving time for students is relatively concentrated, so any well-managed place responsible for receiving and keeping courier parcels is necessary. And an extra charge can also be accepted.

The students’ demand for part-time job is huge. For e-commerce platform, providing reliable and true recruitment information is one of the most important things. If there exists some reasonable mechanism of credit evaluation of supplier and demander, or some appropriate form supply side and demand sides could meet with, doubts on both sides would be dispelled.

Thirdly, Two trends of campus O2O e-commerce: deepening service or comprehensive service

The emergence of campus O2O e-commerce has broken the traditional campus market which failed to establish some close ecological scene. In the future, its developing direction is to develop in depth which could connect different universities platform; Or increase the new service type, expand the market and obtain more profits space.

REFERENCES