Research on College Students' Online Innovative Shopping Platform

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Abstract: Based on the survey results and the comparison with the current shopping platforms, this paper puts forward how to creatively construct an online shopping platform for college students, and puts forward relevant suggestions on the content, form innovation and platform promotion strategy of the platform.

1. Introduction

1.1 Research Background

With the birth of computers and the Internet, and the continuous development of science and technology, the Internet has penetrated into daily life. Both study, entertainment and work communication can be accomplished through the Internet. Nowadays, the development of Internet marketing provides consumers with a new purchasing channel, making online shopping a trading method.

In recent years, online shopping has become more and more popular with consumers. The commercial application of Internet by Chinese netizens has been continuously improving, and the entertainment trend is obvious. Among various applications, due to the popularity and development of online payment and online banking, online shopping far exceeds other applications.

1.2 Research Significance

According to the data obtained from CNNIC's fourth statistics on China's Internet network development in 2019-the attribute structure of netizens, in the age structure, as of June 2019, the 10-39 year-old netizen group accounted for 65.1% of the total netizen group, of which the 20-29 year-old group accounted for 24.6%. Secondly, in the occupational structure, as of June 2019, the number of students in China's netizen population is the largest, accounting for 26.0%. From this, we can draw a conclusion that among the netizens who shop online, it is meaningful for college students who have relatively independent economic expenditure. However, this article aims at understanding the consumption preferences of college students through the analysis of their basic consumption, thus creating an online shopping and living service platform that meets their consumption needs.

2. Analysis of the Current Situation and Problems of Shopping Platforms

2.1 The Development Status of Shopping Platforms

Online shopping refers to retrieving commodity information through the Internet, sending a shopping request through an electronic purchase order, and then filling in the number of a personal checking account or credit card. The manufacturer delivers the goods by mail order or delivers the goods to the door through a courier company. In recent years, with the rapid development of the Internet, online shopping is becoming a popular way of shopping. The development of online shopping has also promoted the development of online shopping platforms, with different shopping platforms emerging one after another.

At present, we are most familiar with Taobao, Jingdong, Pin Duoduo, etc. Taobao is the earliest

online shopping platform in China. It is also the development of Taobao that has opened up a new road for online shopping in China. Taobao is the current online retail platform in the Asia Pacific region, with nearly 500 million registered users, more than 60 million regular visitors every day, and more than 800 million online goods every day, with an average of 48000 goods sold per minute. In addition to Taobao, the development of JD as the largest self-supporting e-commerce platform in China has also played a role in promoting the development of online shopping platforms.

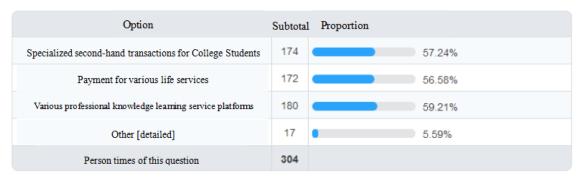## 2.2 Analysis on the Problems of Shopping Platform

13. How do you usually shop? [multiple choice questions]

Option	Subtot	Proportion	
Offline	167		54.93%
TaoBao	278		91.45%
Pinduoduo	55		18.09%
Vipshop	53		17.43%
JD.COM	74		24.34%
Other [detailed]	15		4.93%

According to the analysis of questionnaire data designed by us, it is concluded that Taobao is the main online shopping method for college students. Therefore, we combine Taobao, a shopping platform, to analyze some existing problems.

Taobao is the largest retail platform. The whole platform contains different kinds of commodities and faces the whole market. The information content of the whole platform is too large. Users need to input keywords for many times or lengthen browsing time to find suitable commodities. Users cannot obtain valuable information in time, which partially reduces users' satisfaction. Moreover, Taobao is open to all Internet users and has no pertinence to consumer groups, thus it cannot provide specific and effective targeted services. At the same time, Taobao's industrial chain is huge, the operating cost of each industry is very high, and the cost of maintaining users in the industrial chain is relatively high. Each platform uses increased investment in advertising to increase profits. As a result, the falseness of advertising cannot be effectively controlled, and some merchants conduct false advertising, which damages the interests of users and further affects the loyalty of users.

18. In addition to the known online shopping services, what other services would you like to get online? [multiple choice questions]

Option	Subtotal	Proportion	
Specialized second-hand transactions for College Students	174		57.24%
Payment for various life services	172		56.58%
Various professional knowledge learning service platforms	180		59.21%
Other [detailed]	17		5.59%
Person times of this question	304		

According to the last question in our questionnaire, we found that the current college students tend to specialize in secondhand transactions of college students. At present, second-hand platforms of shopping platforms such as Taobao's idle fish and Jingdong's pat second-hand are aimed at all audience groups, and there is no special plate for college students' second-hand transactions. Secondly, at present there is no professional knowledge service platform for college students. Most

online learning platforms are in the form of massive open online course and mainly teach basic knowledge. At the same time, there is currently no centralized living service payment platform for college students, and different services need to enter different official websites to make payment.

At present, the audience groups of shopping platforms are not targeted. Each platform is aimed at all netizens, and there are few online shopping platforms targeted at a specific group. Online shopping is an industry with a relatively short development period. Currently, most shopping platforms are responsible for pre-sale and in-sale service. After-sale service is relatively weak, supervision is ineffective and industry self-discipline has not been formed.

3. Content Innovation of Online Service Platform

Our team conducted a survey of college students' online shopping and consumption from January to February 2020. The survey is mainly based on visiting some universities and issuing online questionnaires. The team innovated on the survey data and other public data combined with the actual situation of the research work.

3.1 Audience Diversity

As the main audience group of college students' online service platform, we divide a single college student group into major groups and minor groups according to survey data analysis. Due to different groups, the services we take are also different. The main and secondary groups are divided according to the consumption level, shopping tendency and living expenses of college students. Major groups, in addition to basic living expenses, have more expenses in other areas, and we will provide specialized services in their hobbies and do a good job in guiding the work. For the minor groups, our service focus will be on the low side, but we will also provide welfare and guidance in areas of concern to them.

3.2 Diversification of Services

College students are active users of the Internet and are also the targets of competition among major online services and shopping websites. In the past two years, a number of college students' shopping platforms and a number of large campus shopping websites have been developed one after another. There are also B2C and O2O platforms around the campus. Of course, there are professional learning, entertainment and shopping malls, which greatly enrich everyone's material life on campus. According to the questionnaire survey, the daily expenses of college students vary from person to person. The major expenses of college students are food, clothing, transportation and communication, daily necessities, daily communication, school supplies, entertainment and tourism, and electronic products. The platform services can be diversified according to the different spending priorities of college students.

3.3 Diversification of Consumption Guidelines

College students have different consumption habits and priorities, which can be divided into online and offline consumption. According to our survey, college students' shopping and consumption tendency gradually turned to online consumption, with offline consumption being the majority. But at the same time, there are also some consumption problems: first, herd consumption and blind consumption. Conformity and blindness are common problems in college students' consumption. The second is to compare consumption with emotional consumption. Due to the herd mentality in college students' consumption, vanity is often easily formed in the pursuit of pleasure. Third, enjoy consumption and high consumption. Influenced by the wave of western consumerism in recent years, hedonism among college students is very serious, enjoying life has become a new concept guiding consumption. Fourth, consumption ahead of schedule and debt consumption. In recent years, debt consumption and ahead-of-time consumption have become popular in the society, spending money today and tomorrow. We will set up special departments to collect college students' information and provide corresponding services to optimize wrong consumption habits.

3.4 Diversification of Other Businesses

There are many ways to spend money among college students. Our platform will reach cooperation with major payment organizations, such as Alipay and WeChat, to make reasonable purchases on our online service platform. We will also provide financial assistants and welfare reminders to college students. For other services that college students are concerned about, such as specialized secondhand transactions for college students, payment for various living services, and various professional knowledge learning service platforms, we will also reach business cooperation on other platforms to push the latest news to college students.

3.5 Information Pluralism and Data Sharing

As for college students' online service platform, we will set up a data center at the later stage of the platform's growth, and turn the online service platform into a new comprehensive network service platform. By establishing a public network virtual sharing database and using the local local local internet to realize online resource sharing, information browsing and downloading, we will realize localized resource sharing, information sharing and reference guide. The online service platform and data center for college students is a comprehensive online service platform with the Hubei Institute of Science and Technology as the center and Xianan District as the scope, which integrates the functions of online shopping and consumption, second-hand commodity trading, learning materials downloading, tutoring and part-time job recruitment. The practice of other city universities on the Internet proves that in the localized areas where college students are of similar age and are relatively concentrated, in order to improve the level of consumer services, the establishment of network service platforms and data centers will become the general trend.

4. Form Innovation of Online Service Platform

4.1 Wechat Public Accounts

The WeChat public number is based on WeChat and was born in the mobile Internet application with the largest user group in the country. The user scale is far ahead. The user experience has been very good. Moreover, WeChat has launched an open platform at an extremely fast speed. On the one hand, WeChat has attracted a large number of grassroots entrepreneurs and professional company teams to participate, and on the other hand, WeChat has provided powerful functional applications for the development of public platforms.

At the same time of constructing the applet, the WeChat public number of the platform is launched. One is to link the applet in the public number, which can drain the applet. The other is to establish the WeChat public number of the platform, which can establish the image of the platform.

In the public number, the platform science popularization, function optimization, activity notification and other tweets are regularly pushed to enable users to grasp the platform information at the first time, and welfare is not regularly distributed to platform users. There are three sub-columns. In the "My" sub-column, there are user's personal center, welfare information, question feedback, etc. so that users can query information and feedback questions. Set up the "Resource Center" column to enable users to quickly download and query the required learning resources. Set up a "business cooperation" column to provide a way for businesses wishing to cooperate with the platform.

4.2 Small Program

With the continuous development of mobile Internet, network applications and mobile Internet products are increasingly moving towards the direction of "micro, small and light". Small programs are an important embodiment. The characteristics of small programs are that they need not be downloaded, are within easy reach, walk away when they are used up, do not occupy the memory of the mobile phone, and have low development cost, which is undoubtedly a good choice for the initial construction of online service platform.

At present, the number of small programs online has reached one million, and more than 95% of

e-commerce platforms have already launched small programs. This shows that in the face of an increasing number of APP, the form of small programs is favored by most people. Moreover, small programs can reach a more comprehensive life map of users with small size and broad scope. Through online and offline integration, they can open up channels for the industry to sink and interact with super APP to achieve mutual benefits and progress.

Therefore, in the initial stage, the platform was launched in the form of small programs in order to save costs and gradually improve the popularity of the platform among college students. And the applet can basically meet the functions of APP, but considering the technical background reasons, the applet will be simplified and mainly divided into three functional areas: learning, shopping and living.

In the learning section, students are provided with more accurate learning assistance according to their specialties. In addition to sharing learning resources, each professional column also has a discussion area for professional students to exchange learning experiences. At the same time, to all kinds of certificates, professional skills certificate, provide advice.

In the shopping section, select high-quality merchants to settle down and provide college students with high-quality shopping experience, complete with clothing, beauty makeup, daily necessities and school supplies, and set up a second-hand trading entrance. In the clothing section, stylized screening is specially set up to recommend clothing types that meet users' preferences.

In the life section, the platform features cooperation with various life payment merchants, opening online entrance, providing one-stop service for college students, and no need to look everywhere for payment channels. At the same time, according to the student characteristics of college students, provide guaranteed and appropriate part-time information online and offline.

After entering the applet, it will request WeChat authorization, bind WeChat directly, and add functions such as user consumption habits and guidance guides to the user's personal center to optimize and guide college students' consumption concepts.

4.3 Professional App

APP application integrates the latest information, communication, computing, intelligence and sensing technologies, accurately reflects the adaptability of hardware or terminals to user needs, and effectively reflects the technology and product performance. Building professional service APP can obtain better user experience. APP software meets the requirement of achieving the purpose with one click. It provides more accurate and professional services according to user needs and interacts with small programs. In addition, APP software can reduce advertising costs and achieve better publicity effect. Compared with traditional advertising methods, APP advertising does not need to pay per click and number of times it is broadcasted. Its vivid and vivid advertising forms are better than traditional advertising in terms of both cost and effect. At the same time, APP software is easier to increase the viscosity of customers. In order to retain loyal users, a bridge and link are needed. Both parties need a smooth channel of information. At this time, APP can act as a bridge and link to improve the public praise transmission of consumers.

In the later period, as the audience of the platform among college students continues to expand, we also continue to optimize the service of the platform, and carry out APP development to correct the problems in the operation of small programs and form a joint force with the early small programs. The establishment of a data center will transform the online service platform into a new type of comprehensive network service platform for college students. Through the establishment of a public network virtual shared database, local local Internet will be used to realize online resource sharing, information browsing and downloading, thus realizing localized resource and information sharing and reference guide. Join the leisure section, optimize and deepen the previous functions, and join the application of AR technology.

4.4 Build a Website

By setting up professional service websites, more services can be provided to users online. To build a service platform in the form of a website, users can access it as long as they have a network, do not stick to application forms such as applets and APP, and as a traditional online service form, it

has long existed and has its audience base, so it is also very important to build a platform official website.

Building a platform official website can interact with small programs, public numbers and APP to create an all-round online shopping platform for college students. In official website, it can not only basically include the functions of applets and APP, but also make further extension. Can advertise for rent, obtain advertising revenue for the platform, and obtain funds for further optimizing platform services.

5. Promotion Strategy Analysis

5.1 Public Number Promotion

5.1.1 Active on Various Platforms

At present, the mainstream platforms include station B, Xiao Hongshu, Zhihu, Tremolo, etc. We can select the corresponding platform for drainage according to our public number positioning. According to our public number positioning, we chose Zhihu, Xiao Hongshu, Station B and trembles for drainage.

(1) Zhihu

For our platform is a platform integrating beauty makeup, clothing and learning for college students, while Zhihu is an online question-and-answer community, connecting users from all walks of life. Users share their knowledge, experience and opinions with each other, providing a steady stream of diverse information for the Chinese Internet. Accurately speaking, Zhihu is more like a forum: users hold relevant discussions around a topic of interest, and at the same time they can pay attention to people with the same interests. For conceptual explanation, online encyclopedia covers almost all your questions. However, the integration of divergent thinking is a major feature of Zhihu. When answering questions in Zhihu, Zhihu will take care of the newcomers. If the content is very careful and can really help everyone, Zhihu will give a lot of flow support. Through these, users in Zhihu will be diverted to our public number.

(2) Xiao Hongshu

In fact, relatively speaking, Xiao Hongshu does not require as much quality as Zhihu. According to our platform positioning, the update in Xiao Hongshu can also attract traffic for our public number, and of course synchronization can also be done in Zhihu. Xiao Hongshu cannot obviously introduce its public number on the homepage. We can use homophonic methods, such as Princess number and so on. Xiaohongshu can also refer to the direction of excellent appreciation. Can I write this direction, and then can I optimize it on this basis. After basically revising it in this way, the chances of our content getting high praise are still very high.

(3) Station B, Trembling

It is also a good channel to use trembles to promote public numbers. Trembling has 250 million daily activities, the traffic is very huge, and young people are also much more special, and young people now want to buy products that are social recommendations. Moreover, it is easy to form a personal brand net red effect on trembles. Taking some high-quality and characteristic videos will bring a lot of traffic to our public number.

Station B goes back to the public number. We can put a two-dimensional code of the public number at the beginning or end of the video, or in the comment area, so that everyone can go to our public number and get better content. Dithering also does not allow obvious reverse flow to public numbers, so we can still use homophonic methods.

5.1.2 Fission Growth

When we go shopping, we can often see the scan code collar paper, scan code weight and scan code to print photos. The scan code here is the two-dimensional code of the public number. After paying attention to the public number, we will give you paper or weight and print photos. This is also a cost, but you don't need to buy your own machines. These machines have contact numbers on them. We can contact them and give them some money directly. They will set them up and then you

can scan the codes and pay attention to our public number when users use them.

5.1.3 Public Numbers Push Each Other

Push each other is when you have a little reading, find the public number of the same rank as you, that is, the number with the same reading amount, and then push and introduce each other's number on the front page of your public number, and push and introduce us on the front page of each other's number. The essence is the exchange of headline values. About how to find a number about the same size as yourself, go to various platforms. If the size is large, you can find it in Zhihu or Xiao Hongshu. If the size is small, you can look for it in a simple book. Because if the simplified books are relatively small, there are more numbers, and you can know many, many authors. Or, go to the public number we pay attention to, see if they have any records of pushing each other, and then follow through to find all kinds of numbers. After finding the number, contact them directly in the background contact information. As long as the body size is similar, many people are willing, especially when reading is not yet thousands.

5.2 Promotion of Small Programs

5.2.1 Keyword Ranking of Small Programs

The ranking of applets is related to the name, description, launch time, user visits and the overall quality of the applets, and the name of the applets is unique. According to the user's search habits and product characteristics, register as many applet names as possible so that applets can be ranked higher and more likely to be searched by users. What we have to do is to optimize the introduction and content of small programs. If there is a lack of big data to assist analysis and selection of precise keywords, it is better to try to collect big data yourself. It is to do more small programs (each enterprise can apply for 50 small programs) to form a screen, to use some keywords that can be thought of at present, and to use the actual online effect to build its own keyword big data.

5.2.2 Share with Friends

At present, small programs only support sharing to friends and groups. We can forward the completed small programs to friends around us. This method can be relatively stupid, but it must have some effects.

5.2.3 Associated Public Number

Associate the applet to the service number or the subscription number, insert the two-dimensional code of the applet or the form of the applet card into the public number article, the user can directly enter the applet by scanning the code or clicking, and the public number custom menu and data page can be associated with the applet at the same time. This not only increases the entry of the applet and improves the usage rate of the applet, but also can select to send mass notifications to all fans to activate the first wave of experience users of the applet.

5.3 App Promotion

5.3.1 Set Up an Encyclopedia Entry

For the new APP, there is no information about the new APP on the network. To establish an encyclopedia about the APP, users can learn more about us from the encyclopedia if they search, and at the same time they can attract more customers for better marketing in the later period. In order to enable users to better understand our APP, the language should be easy to understand when building an encyclopedia, and clear screenshots can also be attached, so that users can understand and understand it faster.

5.3.2 Build Microblog

Microblog is a popular product. Many people may have it on their mobile phones. When users learn about our APP from the entry, they can easily follow us through microblog and interact with us, including information feedback. Through microblog, users can know us in real time. Good

microblog content can also cause users to forward and spread, which can expand our popularity.

5.3.3 Expand Channels

Upload the new APP to various APP stores and software download stations, and expand 200 channels. Channels are defined as network media that can display and download the APP. Talking about channels is not only referring to those APP stores, such as free wifi on some buses, which also provides APP download, but also a channel. Other WeChat fans use self-media and often recommend some APPs, which can also provide some downloads for our APPs.

5.4 Website Promotion

5.4.1 Seo Optimization

Website optimization refers to using the standard of Baidu search engine to improve the keyword ranking of websites in Baidu search engine, thus obtaining a large amount of free traffic, which is the key promotion method in recent years. With the prevalence of Internet media, the emergence of new marketing promotion methods has also given us a lot of purpose. However, website optimization is still a promotion method that Internet marketing practitioners are unwilling to give up. Due to its accurate customers, low cost and slow timeliness, the actual effect is still shocking if only the right way is found.

5.4.2 Sem Bidding

SEM is search engine marketing, a paid promotion method. When people search for information content in Baidu search or other Baidu search engines, they will find that the tail end of some information content is marked with the personalized font of "advertisement words". If we say that according to the information content of bank account opening and marketing promotion on Baidu search and other service platforms, this method fills the threshold of long timeliness and high technical threshold of website optimization, which can exceed the actual effect of optimizing ranking and revealing the top. The disadvantage is that it requires a certain amount of capital and is more suitable for industries with higher profits.

5.4.3 B2b Promotion

People only have to apply for registration of VIP accounts and release product information to various B2B service platforms. The advantages are that B2B service platforms are numerous and have good weight values. Publishing Baidu's information is easy to use. People only have to endure temper and persistently release information content tightly surrounding commodities. Special attention must be paid to the title format and include retrieving long tail words to prevent Baidu from searching for "drizzle algorithm" and "cool breeze algorithm".

5.4.4 Weibo Promotion

The key is to use microblog, a promotion method developed by blogs. As of September 2019, the number of active users of microblog is 497 million per month. Using microblog, the information content that must be published will be published on the service platform in soft text to attract more users to pay attention to our website.

6. Conclusion

This paper analyzes the basic consumption situation of college students and online shopping behavior, and compares it with the existing shopping platforms to understand the choice tendency of contemporary college students to online platforms, thus constructing an online life service shopping platform more suitable for college students' consumption habits. At the same time, as the most sensitive group to the Internet, universities are potential users of the future shopping market and an important force to promote the development of online shopping. Setting up a special online shopping platform for college students is conducive to the better and more comprehensive development of the industry.

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