Research on the Particularity of Online Shopping of College Students and Its Guiding Work

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Abstract

In the 21st century, with the rapid development of network economy, logistics service and mobile phone application, online shopping has become a popular way for consumers to shop. Almost all college students have joined the army of online shopping and mobile payment, and become the main force of online shopping. Compared with the consumer groups engaged in social work, the consumer groups of college students have the characteristics of blind self-confidence, lack of experience and inability to defend their rights and so on, which reflects the particularity of the consumer groups of college students. With the rapid development of the Internet economy, the relevant state authorities, relevant social public welfare organizations, online shopping platforms and other entities are also actively responding to consumers' demand for safeguarding their rights. Therefore, college students have the same opportunity and ability to safeguard their legitimate rights and interests as other consumer groups. The focal point of the reality is to arouse the consciousness of safeguarding rights of college students and enhance the confidence of safeguarding rights of them.

Keywords

Online shopping; Particularity of Consumption Group of college students; Confidence in safeguarding rights and interests; Ways to safeguard rights.

1. Introduction

As the main force group of online shopping, college students show over-confident psychological characteristics in the process of online shopping with their own environment and skilled application skills. However, the phenomenon of “self-admission of misfortune” and passive right-defending has become the norm after the occurrence of infringement, which shows the particularity of college students. Due to the misunderstanding of the high cost of rights protection, the passive acceptance of rights protection information acquisition, as well as various kinds of information such as news media reports, etc., which strengthen the strong image of the businessmen, etc., it reduces the enthusiasm of college students to defend their rights in online shopping. Starting from the psychological characteristics and behavioral characteristics, this paper analyzes the present situation of protecting the rights of college students in online shopping, and practically grasps the problem of blocking the neck in the process of protecting the rights of college students, and then probes into how to enhance the self-confidence of protecting the rights of college students' consumer groups from the perspective of problem-oriented, so as to seek advice from experts.
2. Organization of the Text

2.1. An Analysis of the Current Situation of Safeguarding the Rights of College Students in Online Shopping

Compared with the consumer groups engaged in social work, college students have their own characteristics. It is reflected in the great contrast between the maturity and self-confidence of college students in online shopping and the extreme lack of self-confidence in safeguarding rights after the occurrence of infringement problems, and the negative and passive aspects of rights protection. This paper analyzes the current situation of the protection of the right to online shopping of the college students from the perspectives of psychology and behavior, and fully proves the particularity of the college students.

2.1.1. The Psychological Characteristics of College Students Shopping on the Internet

In the online shopping, college students have a very bold consumer psychology, showing a self-confidence and mature psychological state. There are three reasons for the blind self-confidence of the college students' consumption group: confidence in their high education background, confidence in their computer and mobile phone application highly skilled skills, and their high confidence in getting information from their surrounding classmates. The Group of college students is in a transitional stage from the pure study career to the society. On the one hand, the college students come out of the pure study period, and when they enter the campus, they will have a psychological hint that “I have become an adult who is affirmed in both law and life”. With the deep study of various theoretical knowledge and the contact of rich social information in university campus, the psychology of them will become more mature. The increasing number of online shopping experiences has also become a source of experience and confidence for college students. In contrast, there are still some groups among the parents of college students who have no online shopping experience at this stage. College students play the role of “recommenders and educators” in front of their parents, which will undoubtedly increase the self-confidence of college students. In terms of the operation of computer and mobile applications, based on the knowledge learned and the rapidity of young people contacting new things, the process of registering, placing orders, paying for and receiving express mail accounts on online shopping platforms is not challenging for college students. The college students who can be called “technical school” have the psychology that “I can get more information by my own technology than others”. Secondly, the campus life of college students has the characteristic of “gregariousness”, which facilitates the sharing of shopping experience and commodity information among college students. In addition, the university student community will also pay attention to the recommend of many bloggers, wechat public accounts. In online shopping, college students ignore the information of goods and merchants, based on the sharing of their classmates and the recommend information. But after the real infringement, the university student consumer group considers themselves unlucky. This performance has demonstrated the university student group real maturity. Compared with the consumer groups that have entered the society, the college students lack the life experience and social experience. After the infringement, in front of the business, the university student consumer group will still have a kind of psychological state “Business is strong, I am weak”, there will be a kind of timid “I can not fight against it”. Of course, this is also related to the numerous news reports of “××Platform Merchants Viciously Retaliating Against Consumers”. News reports and misinformation among students strengthen the image of the strong business, increase the right of college students to defend the timid consumer groups. This also leads to after the occurrence infringement question, the university student consumer group often admits to be unlucky, the matter which defends the rights also does not have an end.
This extreme lack of self-confidence in their ability to defend their rights, and in online shopping for their own information to form a sharp contrast to the extreme self-confidence, it is worth thinking and attention.

2.1.2. The Characteristics of Online Shopping Behavior of College Students

2.1.2.1 The high cost of protecting rights reduces the enthusiasm of protecting rights of college students consumers

College Students’ strong preference for online shopping is partly due to the variety of online shopping and the variety of choices available. On the other hand, it is because online shopping saves the time and energy needed by shopping in physical stores, you can buy what you need without leaving your home; and most importantly, online shopping is cheap. College students tend to find exactly the same products in online flagship stores with discounts and discounts on prices; for those who don’t pursue a brand, the niche brands in the online shopping platform can satisfy the consumer groups in the price and appearance. For the college students who depend on their parents for living expenses, the low price has become an important reason for online shopping to be the first choice. After the infringement, the cost of safeguarding rights is in sharp contrast with the price of the goods purchased. In this case, the college students’ consumption group is based on the reasons to save money and choose to buy goods on the Internet, how can they choose to pay more than goods to protect their legitimate rights and interests in low-priced goods?

2.1.2.2 The Consumer Group of university students passively obtains the information of protecting rights and interests

The university student consumer group has the passivity in the aspect of obtaining the information of the social and the network shopping platform. Reflected in more than half of the university students don’t know the State Administration for Industry and Commerce opened a complaint hotline 12315, Consumer Associations Online shopping rights “Green Channel”, online shopping platform as a third party to intervene in disputes and other rights protection channels. The thought and action of protecting rights of college students’ consumer groups stop at talking with merchants to get compensation, and they don’t pay attention to the ways of protecting rights and using social resources. There are two main reasons for this negative effect: One is the limitation of students’ majors. Compared with science and engineering majors, social science related majors have higher enthusiasm to obtain the information of rights protection and assistance in many aspects, which has a great relationship with the professional knowledge they contact. The relevant information learned in professional knowledge stimulates this part. The enthusiasm of college students consumer groups; The second is the lack of education such as the expansion of online shopping safety knowledge and the guidance of rights protection information, which is greatly related to the former reason. If you want to break the limitation of professional knowledge, the public education in this respect is very important. Practical public education can attract the majority of college students, and can also indirectly Stimulate the enthusiasm of College Students’ consumer groups.

2.2. The Origin of the Confidence of the University Students’ Consumer Groups in Safeguarding Their Rights

Although the university student consumer group manifests certain particularity in the network shopping, but it enjoys the right which the law entrusts with with other consumer, equally can solve the dispute question through the multiplex way. The rights given to consumers by law are the source of consumers’ confidence in safeguarding their rights, and the diversified ways of safeguarding their rights are the guarantee of consumers’ confidence in safeguarding their rights.
2.2.1. The Rights Conferred on Consumers by Laws and Regulations

The university student consumer group obtains the same protection as other consumer groups in the law, has the right which the law confers on the consumer, the concrete embodiment is “Consumer Rights Protection Law” (hereinafter referred to as “Consumer Law”). In summary, there are nine rights granted to consumers by the consumer law, which are personal security right, property security right, informed right, independent choice right, fair transaction right, compensation right, intellectual right, personal information protection right and supervision right. In the process of online shopping, these nine rights are reflected in the registration of the purchase platform account personal information to be protected; In the online shopping can be detailed understanding of the commodity price, origin, producer, use, performance, specifications, grade, main ingredients, production date, expiry date, inspection certificate, use method statement, after-sales service and other information, can independently choose the goods to be traded. After submitting the online purchase order, can realize the consumer’s expectation for the safe delivery of goods; after receiving the goods, can obtain the reasonable compensation if the infringement occurs. In the whole process of online shopping, consumers also play the role of overseers. For example, if the goods they buy are fake and shoddy, consumers can lodge complaints with relevant departments such as online shopping platforms or the Bureau of Industry and Commerce, to realize their own right of supervision. “Consumer Law” to the rights of consumers is the basis of consumer protection, consumer protection is an important source of confidence. The university student consumer group also has the right which the Law bestows, equally obtains the legal protection, should raise oneself to safeguard the legitimate rights and interests the confidence.

2.2.2. Diversified Channels for Safeguarding Rights and Interests

2.2.2.1 Ways to safeguard rights of merchants

The way to safeguard the rights of the merchants is to solve the infringement disputes through negotiation with the merchants, which is also a way to safeguard the rights of the college students. The key to the success of this approach is the initiative and self-awareness of the business. Of course, this approach has the advantages of less time consumption, less expenditure on rights. When infringement occurs, this approach may be preferred, in consultation with the business process at all times with the exchange of information submitted. If the merchant deals with the dispute passively, the Consumer Group of university students will choose the ways mentioned below as a transitional stage, which can enrich the evidence of the consumer group of university students, increase the likelihood of a smooth resolution of disputes.

In online shopping, the reputation of merchants and the after-sale evaluation of consumers become important factors affecting other consumers’ choice. This affects whether this business can stand out in the online shopping platform, more directly affects the business orders and interests. Therefore, the majority of businesses facing the consumer infringement, are able to proactively negotiate with consumers to resolve countermeasures and compensation methods.

2.2.2.2 Online shopping platform for intervention, mediation of infringement issues

The online shopping platform intervenes, mediates the dispute is the online shopping platform as the third party to intervene between the merchant and the consumer one way. In the different network shopping platform, this kind of dispute resolution way also manifests the diversity. Take the Internet shopping platform in JD.com as an example, JD.com’s after-sales service has six features: Home Replacement, lightning refund, 7-day return without reason, after-sales pick-up, after-sales home, after-sales 100 points and other services. In addition, JD.com has set up an arbitration mechanism, with JD.com staff acting as arbitrators for disputes between businesses and consumers. Of course, this arbitration award is not mandatory performance, but to a certain extent, it can balance the equal subject status of consumers and
merchants, and urge merchants to fulfill their obligations, improve the efficiency of dispute resolution.

With the development of Internet shopping economy, the number of online shopping platforms is increasing rapidly, and the competition among online shopping platforms is more intense. The online shopping platform is the main body for merchants to audit their access platforms, supervise their daily operations, stop their infringement intentions and urge them to resolve disputes; the online shopping platform is the service provider for consumers, therefore, in the triangular relationship among online shopping platforms, merchants and consumers, online shopping platforms, to a certain extent, are biased towards consumers and can effectively intervene and reasonably safeguard the rights and interests of consumers, is the network shopping platform can obtain the consumer to favor the important premise.

2.2.2.3 The right-defending assistance of the Consumer Association
As a National Social Organization for the protection of the legitimate rights and interests of consumers, consumer associations have the function of accepting complaints. Consumer Associations located in counties and cities can help consumers to safeguard their legitimate rights and interests. Not only can you go to the Office of the Consumer Association to make a complaint, the consumer association has also opened an online complaint channel, consumers can download the complaint form on the Internet, fill in the form and then release your complaint to the Consumer Association for Assistance Based on further complaint guidance.

In 2016, the China Consumers Association launched the Green Channel (through train) platform for e-commerce on 17 e-commerce platforms such as JD.com and Taobao, a complaint can be lodged with a competent consumer association. Local Consumer Association after receiving complaints, if found that the complaint involves these 17 e-commerce, you can directly transfer the complaint to the e-commerce after-sales service system. After receiving the complaint, the e-commerce department will raise the level of the complaint and focus on handling it.

2.2.2.4 Industrial and Commercial Department 12315 Internet Rights Protection Complaint Platform

On March 14, 2017, the launching ceremony of the National 12315 Internet platform was held in Beijing. The 12315 Internet rights protection complaint platform set up by the State Administration for Industry and Commerce has not yet realized consumers' right of supervision while realizing consumers' right to complain. On this platform, consumers can not only complain about consumer disputes, but also report violations of consumers' legitimate rights and interests, manufacture and sale of fake and inferior commodities, and other violations of laws and regulations on industrial and commercial administration.

2.3. The Countermeasures of Improving the Self-Confidence of the Consumer Group of College Students

Based on the analysis of the possibility of protecting the rights of college students, we can see that college students have the same possibility of protecting the rights as other consumer groups. Based on the particularity of college students’ psychology and behavior in the online shopping center, we can see that the main reason for the negative psychology and behavior is the college students’ confidence in safeguarding their rights. To enhance the confidence of consumer groups of university students in safeguarding their rights can be achieved from the following four main aspects.

2.3.1. The School Main Body Increases the University Student Network Shopping Security Knowledge as Well as the Right Protection Knowledge Education
Schools can realize the publicity and transmission of online shopping safety knowledge and rights protection knowledge by campus publicity, campus lectures, public elective courses and other ways. College students can break through the limitation of professional knowledge and
accept the guidance of safety knowledge related to online shopping. On this basis, it can also
guide the college students to pay more attention to the social relief, online shopping platform
relief information, and improve the ability to deal with the infringement.

In order to realize the self-participation and self-management of the college students’
Consumption Group, the college students’ self-defense Organization of online shopping should
be set up on campus. On the one hand, it can increase the legal knowledge and social practice
ability of college students. On the other hand, it can help college students to safeguard their
rights in online shopping. Colleges and universities have the right to protect the legitimate rights
and interests of college students, which can be formed by the unity of the collective organization
and the protection of College Students’ rights and interests. Colleges and universities can invite
teachers and lawyers with professional legal knowledge to participate in the activities of
safeguarding rights and carry out consultation on the legal issues of safeguarding rights
through online purchasing. Students with legal knowledge should participate in the negotiation
and settlement of specific infringement problems, and help college students who encounter
infringement problems communicate with sellers and shopping platforms.

2.3.2. Industrial and Commercial Departments, Consumer Associations and Other
Relief Subjects Pay Attention to College Students’ Consumption Groups and Carry
Out Online Shopping Knowledge Into Campus Activities

The 12315 Internet complaint reporting platform set up by the industrial and commercial
department and the Green Channel set up by the Consumers’ Association to safeguard the rights
of online shopping are all realistic ways to safeguard the rights, the university student
consumer group has the high possibility to safeguard own rights and interests by these ways.
But in reality, some college students will not go to these ways to protect their rights, and they
don’t think they can get the help of these departments. Based on this wrong mentality, the
industrial and commercial departments, consumer associations and other social subjects can
actively carry out publicity and education activities aimed at college students’ consumer groups,
inform the university student consumer to be able to solve the dispute problem through these
ways, change the wrong psychology of university student consumer group at the same time.
Propagandizes own platform the concrete safeguard right step, informs the university student
consumer to complain the material which needs, guides the university student consumer to
safeguard the right positively.

2.3.3. Internet Shopping Platform Main Body Strengthens the Brand Characteristic
Service Propaganda

Different online shopping platforms will have different after-sales service systems, and
different online shopping subjects will have different results in solving the same infringement
problem. However, college students tend to be the same, which requires online shopping
platforms to strengthen their own brand characteristics of service publicity, to change the
wrong psychology of college students as a group, to guide the college students to make the
judgment and choice of different ways to safeguard their rights according to different online
shopping platforms.

2.3.4. The University Student Main Body Obtains the Safeguard Right Rescue
Information Positively and Positively Positively Maintains Own Rights and
Interests

In order to improve the self-confidence of the consumer groups, the most important thing is the
efforts of the consumer groups themselves. College students should pay close attention to the
after-sale service information of the interface of the online shopping platform, and also pay
attention to the relevant information of social assistance. After the infringement, we should set
up a positive attitude of safeguarding rights, keep the relevant evidence, judge which way we
can get relief and choose the appropriate relief way. Abandon the “self-unlucky” psychological state, to actively realize their legitimate rights and interests.

3. Conclusions

As an important source of online shopping transaction, the consumption group of college students has its particularity in consumption psychology and consumption behavior. College Students’ timidity in the face of infringement and their experience in the choice of dispute channels truly reflect the immaturity of college students’ consumption groups. As the main force of online shopping, the main body of college students’ consumption should be paid more attention. While getting publicity and education from schools, social groups, online shopping platforms and other main bodies, college students should actively get rid of their inertia, actively obtain information about online shopping safety and rights protection, improve their confidence in rights protection, and actively protect their legitimate rights and interests with their own actions.

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