



## 电子商务环境下大学生购买化妆品影响因素研究——以江西师范大学为例

**摘要：**最近几年，我国的电子商务以惊人的速度持续向前发展，每年的成交交易额的数字惊人。每年全国的电子商务交易额居高不下居于世界前列，光2017年就比上一年增长了近11.7%，这种增长趋势还将继续持续下去。每年的购物狂欢节“双十一”各个电商平台都屡次突破成交金额记录。在这场线上购物的狂欢中，大学生群体充当了重要的角色，他们成为电商发展的积极拥趸者。为了探究影响大学生在线上购买化妆品的因素，本研究就近选取了江西师范大学在校大学生作为研究对象来验证假设进而得出研究结论，并为企业提供几点建议。

本研究在以往研究人员对消费者行为模式和消费者行为影响因素研究的基础之上，从社会环境、消费者个体因素和营销三个方向提出了六个可能影响大学生群体购买意向的因素，并进一步构建了研究模型分别验证每个因素对于消费者购买意愿的影响。因此本研究以江西师范大学的在校大学生为例，设计了调查影响化妆品购买因素的调查问卷，然后借助问卷星在QQ、微信等网络平台发布问卷并收集数据信息。最终收集了191份问卷，有效问卷161份。再运用数据分析软件spss21.0将收集到的数据进行信度、效度、相关性和回归性分析，最终得到主观规范、消费者个体因素、零售商特征、物流及售后和企业营销策略与消费者购买意愿存在正向相关关系，感知风险与消费意向呈负向相关。基于研究结论，实验最后对于企业提出了几点建议，即塑造完美商家形象、降低感知风险、提高物流效率和增加促销活动。

**关键词：**化妆品消费行为；电子商务；消费意向；大学生

# **Research on the Influencing Factors of Cosmetics Purchase by College Students under E-commerce Environment——Taking Jiangxi Normal University as an example**

**Abstract:** In recent years, the scale of e-commerce development ranks in the forefront of the world. And in 2017, it has increased by nearly 11.7% compared with the previous year. Last year, in the shopping carnival of “Double Eleven”, many e-commerce platforms have broken the record of the transaction. College students who are the active supporters of e-commerce play vital role. This study selected the college students of Jiangxi Normal University as the research object to verify the hypothesis and then draw the research conclusions on the basis of the hypothesis, and provide some suggestions for enterprises.

Based on the previous researches on the factors of consumer behavior and consumer behavior, this study proposes six factors that may affect consumer’s purchase intention of college students from three aspects of social environment, consumer individual factors and marketing. A research model is further constructed to verify the impact of each factor on consumers' willingness to purchase. Therefore, this study selected the college students of Jiangxi Normal University as an example to collect data information to investigate the factors affecting the purchase of cosmetics. The questionnaires made through the Questionnaire star and publish them on QQ、Wechat and Sina Weibo. Finally, 191 questionnaires were collected in all but there were only 161 questionnaires were valid. The data analysis software spss21.0 is used to analyze the reliability, validity, correlation and regression of the collected data, and finally obtain subjective norms, individual consumer factors, retailer characteristics, logistics and after-sales and corporate marketing strategies and consumption. There is a positive correlation between purchase intention and perceived risk and consumer intention. On the basis of the research conclusions, the experiment finally put forward several suggestions for enterprises, namely, shaping the perfect business image, reducing the perceived risk, improving the logistics efficiency and increasing the promotion activities.

**Key words:** the cosmetics’ consumer behavior; e-commerce; consumption intention; college students

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