

Factors Influencing Online Shopping Behavior of International Students: A Case Study in Guangzhou, China

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Abstract

The aim of the study to explore the factor influencing online shopping behavior of international students who are studying in Guangzhou, china. The current study surveyed only the international Students of South China University of Technology of Guangzhou city in China and total 169 questionnaire samples have been distributed. Quantitative study approached has been adopted to collect analyze and present data in this study. Data for the study is drawn from two main sources-primary source and secondary source. Primary data was collected through the administration of structured questionnaires from 169 international university students. The collected sample was analyzed by using (SPSS) software which is convenient to use and fast to get the results. Frequency, descriptive analysis, and to check reliability of the tool internal consistency method using SPSS by finding Cronbach's alpha value lastly correlation factors was determined. And Secondary data is obtained from journals, published books, different blogs, lecture notes and internet etc. This study focused on strategies for analyzing the present scenario of international students as a shopper; survey their shopping behavior, factor influencing their online shopping patterns and consumption behavior. Functionality, privacy, trust, firm reputation and perceived value are the major influencing factors on consumer online shopping behavior. The relationship and data reliability of the influencing factors are significantly reliable and has significant relationships which justify the research. Study concluded that among the influencing factors functionality factor ranked top importance followed by privacy, firm reputation, perceived value, and trust. The lower ranking of trust is indicating that major respondents group feels uncomfortable or unsafe to do online shopping.

Keywords: Online Shopping; Shopping Behavior; Factor influencing online Shopping; International Students; China.



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1. Introduction

Shopping is a composite experience. Learning and evaluating the shopping behavior of shopper has been an extensive curiosity of the researchers. And the discovery of the Internet has created paradigm change of the traditional way people shop. It also makes this shopping process very easy and updated. Studying and analyzing the shopping behavior of customer has been a long interest of the researchers. Because it is believed that shoppers are the heart of Business. They influence a lot in business. They generate revenue to the business. In this era of pull marketing strategy marketers need to provide service based on customer needs and demands to sustain in a long run in the market. So to provide value proposition to the customer for build a win-win relationship between markers and customers analysis the shopping patterns and consumption behavior is very important. 'The key to a successful marketing campaign lies in consumer behavior. Marketing to an audience that you don't truly understand will not get you very far; the only way to reach and connect with a customer, the only way to influence their purchasing decision is to understand their buying behavior.'(Oxford College of Marketing). Electronic commerce has become one of the essential characteristics in the Internet era. According to UCLA Center for Communication Policy (2001), online shopping has become the third most popular Internet activity, immediately following e-mail using/instant messaging and web browsing. (Li,N & Zhang,P. 2013) 'Nowadays internet has been extensively used all over the world, and it has created a paradigm shift of shopping behavior to people' (Hasslinger et al. 2007). 'Online shopping is becoming more and more important and many people will first think of online shopping when they want to buy something. (Diao, Y. 2015). A customer is no longer bound to wait for opening times of a specific shop or specific locations; he can become active at virtually any time at any place and purchase products or services. The growth of internet technology has found strong impact on global business. (Farah et al. 2018). The internet created new environment of e-commerce and has provided opportunities to connect busing through internet across worldwide (Alkailani & Kumar, 2011). The amount of Internet users is repetitively growing which also implies that online purchasing is also growing.

Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. (Li,N & Zhang,P. 2013) .That is it is the process by which consumers go through when they decide to shop on the Internet. The Internet has developed into a "new" distribution channel and the evolution of this channel, e-commerce, has been identified by to be the most significant contribution of the information revolution. (Hollensen, 2004) . Using the Internet to shop online has become one of the main motives to usage the Internet, jointly with searching for products and finding information about the product. The online shopping open new window for the business where is known business-to-consumer (B2C) where individual benefits using internet technology to buy and sell products electronically (Masoud, 2013). According to George, (2002) the birth of internet is the revaluation of electronic technology and offers consumers more information of purchasing products by giving more choices where in the past was not possible and consumer has spent days to look in the market. 'Different with selling in the physical market, selling in cyberspace requires the companies to have deeper understanding of customer behavior and the challenges of new technologies' influences on the traditional assumptions underlying conventional theories and models' (Limayem et al. 2000, p. 421). Therefore, the Internet has developed to a highly competitive market, where the competition over the consumer is fierce. In order to have an impact on and retain consumers, in a competitive market, (Constantinides ,2004) stated that the first step is to identify certain

influencing aspects when purchasing online, these can be regarded as factors. 'Since the China Open Door Policy 1978, to attract foreign talents, China has seen an increase in Foreigners coming to China. One reason that has been favored by foreigners is coming to China is to study.' (Dube, F, N, M; Asiedu R, & Phiri, A. 2018). And On the other hand today, however, it is thought that more than 26 million people are enrolled in Chinese universities, and nearly 490,000 of them are from overseas. China wants to be seen as a premier higher education destination – and some would argue it already is. According to the China Scholarship Council (China Scholarship Council, 2016) it has provided Scholarship to a lot of students for the past ten years. These international students are considered as an interesting and profitable segment for marketers to invest in understanding their shopping behavior. According to the study internet usage and online shopping are most common in the university age 18-30 years old students even though they do not have sufficient funds for shopping but the university students found on the top listed using internet and has great intention towards online shopping (Edmunds et al, 2010). Researchers are now paying a lot of interest in online shopping behavior of consumer. As the numbers of international students are increasing day by day in china and it has a great influence in Chinese retail industry as well as the economy of china so it can be a good field to conduct research. Online Shopping patterns and consumption behavior of customer is very interesting and vast area for research and gaps in this research will provide other researchers opportunity to conduct further research to fill the gap and provide a greater and a more complete understanding of the subject matter. In internet there are millions of individuals and each of them is considered as a market for the company. As the technology enable customer to search their product and compare the product price, quality etc. at any time so a company that is interested in selling products from its website will constantly have to search for an edge in the fierce competition. As there are various potential customers in online, it is most important to understand the need and want of customer. So it is important to analyze and identify factors that influence the consumer when he or she decides to purchase on the Internet. Studying consumer behavior is not a new concept. The famous marketing expert Philip Kotler has published numerous works and theories on this field. And these theories have been used for many years for not only to understand the consumer, but also create an effective marketing strategy that will attract the consumer proficiently. Hence, understanding the consumer shopping behavior is considered as a very important marketing strategy. In recent years most of the research conducted to identify that University student shopping patterns and examine some international students own experiences, opinions, likes and dislikes on shopping in U.S.A, international students especially Chinese students loyalty as a shoppers. The travel behavior of international students in Malaysia, online shopping behavior of Chinese university students, the consumers' shopping styles especially in personality test, investigated the extent of instructor-shopping behavior via browsing and posting comments on the Internet as well as the students' motivations behind such activities. But no studies have found identifying the international students on line shopping patterns especially in Guangzhou, China. As there are a huge number of international students in Guangzhou, these international students should be well thought-out as a stimulating and lucrative segment for marketers to devote in understanding their shopping behavior. So considering the importance of the fact research on this topic deserves special attention. This study will try to explore in Guangzhou the actual situation of international students as a consumer, their online shopping patterns and consumption behavior. Online shopping is a very interesting topic and it grabs a lot of attention of the researchers. And there has been a lot of research conducted in this field, and it has included most countries, but there have been relatively few studies focusing on only a specific group of people and analyzing their online shopping traits. The main concentration of

this study is to scrutiny international students' online shopping behavior in a specific region in China. In china there have been a lot of study is also conducted in this field. That is Previous study in China has focused on Online Shopping adoption by Chinese consumers, factors that influence online shopping behavior of international college students, research is also conducted on online shopping behavior of Chinese students but as china is a big country and there are lot of international students around it so it is quite difficult to get a clear idea about online shopping behavior of international students precisely. An article titled "Online Shopping Behavior among University Students: Case Study Of Must University" analyzed Malaysian university students online shopping behavior. And the researchers develop a framework and emphasize that—Functionality, Trust, Privacy, Firm Reputation and perceived is the most important factor for online shopping. In this study researcher tries to examine that this factor also have the same influence on the online shopping behavior of international student who study in Guangzhou, china. Therefore, this study focuses on geo-demographic segmentation that is the internationals university students in a specific region in China and analyzes their shopping behavior, their motivation and barriers to online shopping, and the influence of online shopping on their shopping habits. This research study will keenly focus to survey on international student's behavior of online shopping and the impacting factors of online shopping in a specific region that is Guangzhou in China.

2. LITERATURE REVIEW

2.1.1 Online Shopping

In a very simple term on line shopping is the action or activity of buying goods or services via the Internet. 'Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser Alternative names are e-web-store e-shop e-store Internet shop web-shop web-store online store online storefront and virtual store Mobile commerce describes purchasing from an online retailer's mobile optimized online site or app An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center the process is called business-to-consumer online shopping In the case where a business buys from another business the process is called business-to-business online shopping The largest of these online retailing corporations are Alibaba, Amazon com and eBay.' (Definitions) 'The act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.' (BusinessDictionary) 'Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. And English entrepreneur Michael Aldrich was a pioneer of online shopping in 1979.' (Wikipedia)'











2.1.2 International Students

"International students are those students who chose to undertake all or part of their tertiary education in a country other than their own and move to that country for the purpose of studying. The definition of "foreign student" and "international student" varies in each country in accordance to their own national education system. In the US International

students are "Individuals studying in the United States on a non-immigrant, temporary visa that allows for academic study at the post- secondary level. Immigrants, permanent residents, citizens, resident aliens ("Green Card" holders), and refugees are excluded from this definition." Canada defines international students as "...temporary residents who have been approved by an immigration officer to study in Canada. The study permit identifies the level of study and the length of time the individual may study in Canada. International students do not need a study permit for courses of six months or less if they will finish the course within the period of stay authorized upon entry, which is usually six months. Every foreign student must have a student authorization, but may also have been issued other types of permits or authorizations." In Australia an international student is "A student on a student visa studying in Australia with an institution registered to deliver courses to such students. Students from New Zealand are not included in the student enrolment counts as they do not require a student visa." And in Japan the definition is "A student from a foreign economy who is receiving an education at any Japanese university, graduate school, junior college, college of technology, professional training college or university preparatory course and who resides in Japan with a 'college student' visa status" (Wikipedia). According to the United Nations Educational, Scientific and Cultural Organization (UNESCO) in their 2009 World Conference on Higher Education report, Over 2.5 million students were studying outside their home country. UNESCO also predicted that the number of foreign students might rise to approximately 7 million by the year 2020. 'Preferred were the United States, United Kingdom, Germany, France, Canada and Australia. Overall, the number of foreign students more than doubled to over 2 million between 2000 and 2007. The greatest percentage increases of numbers of foreign students have occurred in New Zealand, Korea, the Netherlands, Greece, Spain, Italy and Ireland. While US is the leading destination for foreign students, there is increasing competition from several destinations in East Asia such as China, Korea, Japan and Taiwan which are keen to attract foreign students for reputation and demographic reasons'. (Wikipedia).

Popular destinations of International Students

Table 1-1 Top 10 countries for foreign student enrollment

| Rank | Destination country | Total number of foreign students |
|------|--|----------------------------------|
| 1 |  United States | 1,043,839 |
| 2 |  China | 489,200 |
| 3 |  United Kingdom | 442,375 |
| 4 |  Germany | 374,951 |
| 5 |  Canada | 370,975 |
| 6 |  France | 309,642 |
| 7 |  Australia | 292,352 |
| 8 |  Russia | 282,921 |
| 9 |  Japan | 152,062 |
| 10 |  Spain | 76,057 |

(Source: Wikipedia)

2.2 Present Scenario of International Student in China:

A new study looks at the motivations of international students studying in China. (Redden, E 2018). According to the study, published in the Journal of Studies in International Education, the number of international students in China has grown more than tenfold since 1995, from

36,855 to 442,773. More than half (57.9 percent) of international students in China comes from other countries in Asia. In 2016, China was the second largest receiver of international students globally, with 442,773 international students. (UNESCO, 2018)

Numbers and Growth:

The number of international students in China has grown steadily since 2003, with apparently no impact from the rise of terrorism or the 2008 global financial crisis. (Wikipedia) ‘In contrast to the reported decline of enrollments in the USA and the UK, China's international student market continues to strengthen. China is now the leading destination globally for Anglophone African students’. (Jianfeng, Z. 2017).

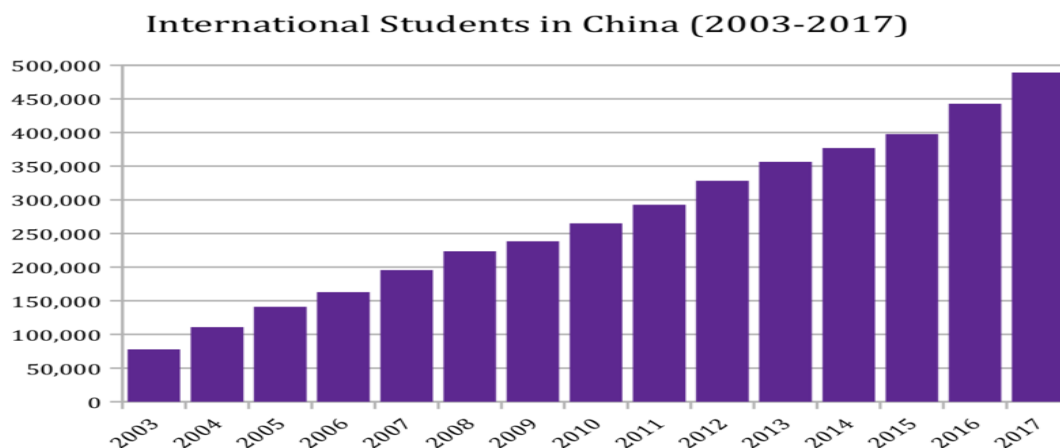


Figure 1-1 International Students in China (2003-2017) (Source: Wikipedia)

By sending continent

In 2016, the students coming to China were mostly from Asia (60%), followed by Europe (16%) and Africa (14%). However, Africa had the highest growth rate at 23.7% year-on-year 2015-2016. (Jianfeng, Z. 2017).

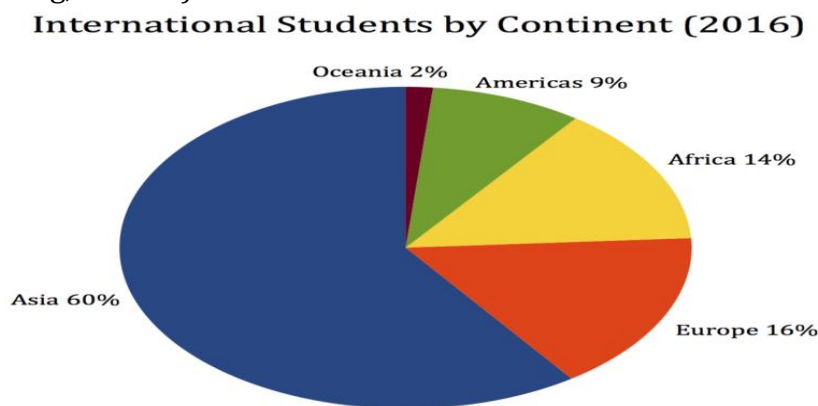


Figure 1-2 International Students by Continent in China (2016) (Source: Wikipedia)

By sending country:

The top 10 countries sending students to China in 2016 are listed below. African countries are grouped together and show a considerable block of students

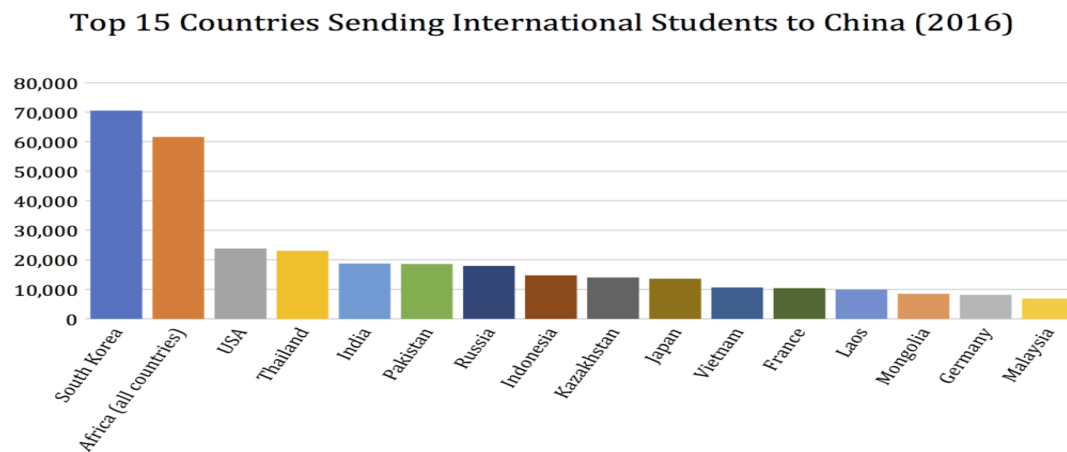


Figure 1-3 International Students by Country in China (2016) (Source: Wikipedia)

Reasons for coming to China

Various factors combine to make China a very desirable destination for international students. China boasts a significant number of world-class universities. And these Universities become very attractive research centers for researchers. The cost of studying here is relatively less than studying in developed countries. There is a huge diversity of universities and programs. And there are more career opportunities due to China's growing economic strength. Many graduate and postgraduate programs are also offered in English. A huge number of scholarships (49,022 in 2016) are on offer from the Chinese government. China is openly pursuing a policy of growing its soft power globally, by way of persuasion and attraction. So it can be said that attracting international students, especially by providing scholarships, is one effective way of growing this influence.

2.3. Consumers online shopping Behaviors

A literature review referring to different journals and studies conducted by different researchers has been added to this study to show relevance of the work. (Arnaudovska,E; Bankston,K; Simurkova,J & Budden,M,C. 2010) tries to identify university students shopping patterns in U.S.A and explain 'In today's retail environment there are some who enjoy shopping and some who do not. People have many options when it comes to where they shop; they can shop from home or venture out to the store. Shopping has never been as fast and convenient as it is today. Technology is more advanced and internet usage is rapidly increasing. Retailers are realizing internet shopping is a phenomenon that is not going to disappear. It is a rare retailer who has no web presence. In order to satisfy customers, managers need to examine how people shop. College students have their own shopping behavior as this study examines.' (Vajrapana, P. 2015) conduct a thesis on international students in the United State to identify which factors affecting international students especially Chinese students loyalty to choices grocery stores and explain "International students spend more than 24 billion dollars each year to the U.S. economy. Therefore, this group should be considered as an interesting and profitable segment for marketers to invest in understanding their shopping behavior. Results showed that ethnic identity had a positive effect on the importance of ethnic store product assortment, cleanliness, and ethnic store loyalty. On the other hand, acculturation was positively related to the importance of mainstream store price, location, and mainstream store loyalty. Managerial implications and limitations were also discussed". (Loomes, S and Croft, A. 2013) investigate the eating behavior of international students studying at an Australian university and try to give some

recommendation and states that "Given the importance of international students to the Australian economy, it is vital that universities provide support to ensure a successful learning and living experience. This is especially challenging when considering the many difficulties that can be faced by students when studying in another country – including studying in another language, adjusting to an educational system with different teaching and learning styles and negotiating living and dietary arrangements (Council of Australian Governments, 2010; Lewthwaite, 1996; Rosenthal, Russell, & Thomson, 2008). These recommendations will facilitate and encourage better nutritional understanding and behavior, which may support reduced stress and improved academic performance." (Varasteh, H. Marzuki, A. & Rasoolimanesh, S. M. 2015) This article focuses on determining the travel behavior of international students studying in Malaysia and found that the travel behavior of the different students is strongly associated with their demographic characteristics (Diao, Y. 2015) investigates the online shopping behavior of Chinese university students and his 'key findings are the favorite products, websites, device and payments of university students, the most important motivations and barriers consumers face when they shop online, and the four main influences on people's shopping habits. It is revealed that university students like to use Taobao/Tmall most, like to buy clothes most, and like to use Alipay most.' (Ryan, G. & Roadguez, I. 2001) examine some international masters of business administration students to write their own experiences, opinions, likes and dislikes on shopping and conclude that 'it would seem that despite all the problems in the market place people (or at least students) see shopping as a pleasant and enjoyable experiences, especially if they achieve their goal and find that special item that they were seeking'. Besides this some researchers tries to identify some other factors regarding shopping patterns of customer. Like (Massara, F & Liu, S, S. 2014) describe two types of unplanned purchase that is impulse versus opportunistic purchases. And proposed a model that describes research on unplanned buying by offering a conceptual model of the time course of cognitive processes during shopping. (Raja,J. I & Malik,J.A.2014) describe The consumers' shopping styles in reference of personality dimensions and identify that customer age, gender and education have a great influence in their shopping style. (Hossain, M. T 2010) 'the author investigated the extent of instructor-shopping behavior via browsing and posting comments on the Internet as well as the students' motivations behind such activities. An analysis of data suggests that nearly one third of students engage in online information sharing before signing up with a particular professor and that factors related to grade expectation affect the propensity to shop on the internet.' (Modi, S & Jhulka, T. 2012) '....describes alternatives for the manufacturers and marketers to meet the emergent consumer demands. The development of logical thinking among the consumers is one of the important parts of human behavior.' (Blake,B.F; Neuendorf,K.A.; LaRosa,R.J;Luming,Y; Hudzinski, K & Hu, Y. 2017) compare the e-shopping patterns of Chinese and US millennia. (Bawa, K & GHOSH, A. 1999) "The authors seek to provide an understanding of the factors that account for variations in shopping behavior across households. They present a model of shopping behavior that assumes that households seek to minimize the travel cost' some researchers tries to find out the importance of checklist while shopping and describe that the research within investigates shoppers' use of list-making to evaluate purchase intent and Pre-Tail purchase considerations in everyday purchases. Though list-making is an age-old practice, current cue triggered by the recent recession, the perception of money being tight, and the desire for stronger self-imposed sending control have caused list-making to become more important than ever. According to (Farah et al. 2018) 'Since penetration of technology and business trend has changed to online the behavior is important to study. In the era of information

technology internet has given and open new window for the world to using internet technology to buy and sell online products where physical involvement is not an important. The online shopping business is not something secret of sale products therefore it is essential to analysis consumers behaviors towards products shopping and payment online because there is not physical interaction between them.' (Nazir et al., 2012) stressed in their study to analysis and understand the consumer behaviors and stated that the relationship between online selling products and their marketing strategies with the behavior of consumer is strongly bonded. (Kotler & Armstrong, 2010) demonstrated that the buyer's perception of the shopping online is influenced by several parameters among online advertisement on web links divert his mind to do online shopping. 'The consumer adoption of internet technology has been seen higher but internet online purchasing is still far from the target where different commercial agencies have set. Therefore, online consumer is significantly important to study and growing concern from the consumers.' (Farah et al. 2018).

2.4 Factors affecting Online Shopping Consumer Behaviors

There a lot of work has been done on online shopping and different researcher found different factors that play a vital role in online shopping. Some identified **demographic factor** is the most important for online shopping.(Anderson & Srinivasan 2003) categorized the individual online shopping drive into three groups; the first group indicated perceived risk on web channel, online shopping advantages and consumer experience, service quality, trust. The second group is risk minimization; product and website feathers and the last group stated the consumer's behaviors demographic factors. Age, gender, income and occupation are major factors which affect the frequency of online shopping, and ecommerce inevitably has some negative influences on traditional stores (Horrigan, 2008; NSW Fair Trading, 2012; Nagra and Gopal; Center for Retail Research, 2015). Some identified **product specifications, attributes** are the important factors for online shopping. (Dejan, P .2006) in his study on Analysis of consumer behavior online explained that the most appropriate behavioral appearances of online customers and inspect the ways they find, associate and estimate product information. (Shun &Yunjie 2006) in their study revealed that there are different kinds of product, which are additional possible to be sold online such as book, software, electronics and music. Some identified **Trust, security and anxiety** mainly about personal information and credit cards are important factors for online shopping. On the basis of telephone interviews conducted by Princeton Survey Research Associates International in 2007, 75% of Internet users are either concerned (39%) or strongly concerned (36%) about giving out their credit card number or personal information online (Horrigan, 2008). According to (Dube, F, N, M; Asiedu R,& Phiri, A. 2018) in their study they try to identify international college students shopping behavior in china and identified that **Perceived Trust, Price, Product Variety & Guarantee, Chinese Language and convenience** is the most important factor for online shopping. According to (Farah et al. 2018) in their study they try to identify online shopping behavior of university students in Malaysia and identified that **Functionality , Trust , Privacy, Perceived value and Firm Reputation** has a significant importance in online shopping.

3. RESEARCH METHODOLOGY

The nature of the study is descriptive and the study tries to find out in china a specific region named Guangzhou province the present scenario of international students as an online shopper, their shopping patterns and consumption behavior. The current study surveyed only international Students of South China University of Technology of Guangzhou city in

China. Convenience sampling technique has been used for selecting the samples and the sample size is 169 for this study. Quantitative research approached has been adopted to collect analyze and present data in this study. Data for the study was drawn from two main sources-primary source and secondary source. Primary data was collected through the administration of structured questionnaires from international university students. To analyze the primary data Frequency distribution, descriptive analysis was used and to check reliability of the tool internal consistency method using SPSS by finding Cronbach's alpha value lastly correlation factors was determined. And Secondary data was obtained from journals, published books, different blogs, lecture notes and internet etc.

4. DATA ANALYSIS

4.1 Demographic and Data Reliability Analysis

Table-4.1: Demographic Analysis

| Description | variables | Frequency | Percentage (%) |
|-------------------------------|---------------|-----------|----------------|
| Gender | Male | 98 | 58.0 |
| | Female | 71 | 42.0 |
| Age | <=20 | 19 | 11.0 |
| | 21-25 | 62 | 37.0 |
| | 26-34 | 67 | 40.0 |
| | 35-44 | 20 | 12.0 |
| | 45=> | 1 | 0.0 |
| Education Level | Graduate | 56 | 33.0 |
| | Post-Graduate | 55 | 32.0 |
| | Ph.D. | 35 | 21.0 |
| | Other | 23 | 14.0 |
| Duration of staying in China. | <= 1 year | 76 | 45.0 |
| | 2-3 year | 62 | 37.0 |
| | 4-5 year | 21 | 12.0 |
| | 5 year+ | 10 | 6.0 |
| Frequency to purchase online. | Daily | 23 | 14.0 |
| | weekly | 74 | 44.0 |
| | monthly | 66 | 39.0 |
| | Half-Yearly | 2 | 1.0 |
| | annually | 4 | 2.0 |

In this section respondent were asked some general questions like gender, age, educational level, and the duration they are staying in China and purchase frequency of the responded. Among the respondent the majority that is the male were 58%, the highest respondents are 26 – 34 years which is 40%, and in education level the bachelor degree program students are the highest respondents, about 33%, among the respondent the highest in Duration of staying in China is more than one year. And the highest percentage that is 44% which purchase weekly from online.

Data Reliability Analysis

The outcomes suggest that, The Cronbach α coefficient for all the variables is within the range of 0.795 to 0.888. Moreover, the aggregate Cronbach α coefficient for all the variables was 0.930. Generally accepted social science cut-off is that Cronbach's alpha should be 0.70 or higher for a set of objects to be measured in a scale. In another studies numerical value of the standard data reliability is ranging from 0.70-0.95. Thus, this survey data results are reliable. The findings shows that functionality using internet and online shopping found highly reliable

of cronbach α coefficient value 0.888. The cronbach α coefficient value indicating for the variable firm reputation that is also highly reliable value 0.8333. Furthermore, third highly reliable variable trust has cronbach α coefficient value of 0.815 also highly reliable. Fourth Highly reliable value perceived value cronbach α coefficient value of 0.803 and Finally Privacy cronbach α coefficient value of 0.795 that is also highly reliable. It can be said that as all the variables value is higher than bench mark 0.70 so all the variables is highly reliable.

Reliability Statistics Cronbach's Alpha

| Variable | Cronbach α coefficient for each variables | Cumulative Cronbach α Coefficient |
|-----------------|--|--|
| Functionality | 0.888 | 0.930 |
| Trust | 0.815 | |
| Privacy | 0.795 | |
| Firm Reputation | 0.833 | |
| Perceived Value | 0.803 | |

4.2 Functionality Factor Analysis of online shopping

Table 4-2 Descriptive Statistics of Functionality Factor of Online Shopping

| Descriptive Statistics | | | |
|---|-----|--------|----------------|
| | N | Mean | Std. Deviation |
| Internet provides the easiest way to search the information | 169 | 4.1657 | .93656 |
| Like to purchase most if a website has easy titles to understand on each page | 169 | 3.9172 | .90908 |
| Like to shop more if the website is easy to use | 169 | 4.1065 | .98223 |
| Web linkage to the information should be easy and facilities customers demand | 169 | 4.0651 | .91380 |
| Valid N (listwise) | 169 | | |

Functionality

Table 4-2 shows the descriptive statistic of variable functionality. Under the variable functionality of online shopping and in the response mean and std. deviation is determined and each item based on obtained mean and std. deviation are; Internet provides the easiest way to search the information that customer want (Mean and std. deviation= 4.1657 and .93656). Customer Like to shop more if the website is easy to use (Mean and std. deviation= 4.1065 and .98223) Web linkage to the information should be easy and facilities customers demand (Mean and std. deviation= 4.0651 and .91380) Like to purchase most if a website has easy titles to understand on each page (Mean and std. deviation= 3.9172 and .90908). The findings indicated that among the key objectives of the online shopping internet usage provide the easiest way of searching information is the highly ranked of the functionality. Customer Like to shop more if the website is easy to use followed by the second highly ranked objective of the functionality. On other side the design on web linkage should be informative, easy and facilitate the customer demand followed by the third rank and lastly, high response

has seen for the statement respondents willing or would like purchase the product if the web service provide them easy information.

4.3 Trust Factor Analysis of online shopping

Table 4-3 Descriptive Statistics of Trust Factor of Online Shopping

| Descriptive Statistics | | | |
|---|-----|--------|----------------|
| | N | Mean | Std. Deviation |
| I trust and feel safe with transactions in online shopping sites | 169 | 3.5917 | .92848 |
| The products I ordered are delivered to me within the time promised by the e- tailor | 169 | 3.5148 | .90044 |
| The quantity and quality of the products I receive from e-tailor are exactly the same as I order. | 169 | 3.2249 | .89793 |
| I trust the e-tailor privacy policies specified on their Web sites. | 169 | 3.4024 | .87505 |
| Valid N (listwise) | 169 | | |

Trust

In the context of e-retailers online shopping trust is significantly important factor. Table 4-3 indicates that respondents of the study show neutral response to the questions that have been asked in questionnaire. I feel safe with transactions in online shopping sites (Mean and std. deviation= 3.5917 and .92848). The products I ordered are delivered to me within the time promised by the e- tailor (Mean and std. deviation=3.5148 and .90044) I trust the e-tailor privacy policies specified on their Web sites. (Mean and std. deviation= 3.4024 and .87505) The quantity and quality of the products I receive from e-tailor are exactly the same as I order. (Mean and std. deviation=3.2249 and .89793) Most of the respondents show neutral response to the trust related factors on web shopping which indicating that customer trust on online shopping store is not very strong. The finding of feel safe with transactions in online shopping sites is showing neutral response which lead the overall result of this section is neutral. And also neutral response from the respondents on web store privacy policies and the quantity and quality of the products they receive from e-tailor are exactly the same as they order. Only one factor that is the products they ordered are delivered to them within the time promised by the e- tailor their response is positive that means in this factor they trust the e -tailors.

4.4 Privacy Factor Analysis of online shopping

Table 4-4 Descriptive Statistics of Privacy Factor of Online Shopping

| Descriptive Statistics | | | |
|--|-----|--------|----------------|
| | N | Mean | Std. Deviation |
| Like to do online shopping if the level of online security is well taken care | 169 | 4.1302 | .93585 |
| A good authentication of a website leads me to shopping frequently from the website | 169 | 3.9467 | .96523 |
| I want the ability to access my Personal information on the website to ensure that it is accurate and complete | 169 | 3.8876 | .97243 |
| I believe that internet online shopping will secure my personal information. | 169 | 3.3846 | .95119 |
| Valid N (listwise) | 169 | | |

Privacy

In the online shopping data privacy has significant impact on the behavior of customer. Table 4-4 shows the descriptive statistic of variable Privacy. In the data privacy the most concerning factor is I would likely to do online shopping if the level of online security is well taken care is ranked highest (Mean and Std. deviation= 4.1302 and .93585). The leading secondly highly impacting factor is a good authentication of a website leads me to shopping frequently from a website (Mean and std. deviation = 3.9467 and .96523). I want the ability to access my personal information on the website to ensure that it is accurate and complete is ranked on third showing (Mean and std. deviation = 3.8876 and.97243). I believe that internet online shopping will secure my personal information (Mean and Std. deviation= 3.3846.95119) shows the respondents are neutral with the statement shows that online web will secure personal information of the customer. This might be the reason of low intention from the customer for doing shopping online using interest technology. Where many believe online web merchant will not able to secure the data or personal information and many skip doing online shopping to purchase the product. The findings of this section shows that customer behavior towards online shopping can be enhance if the privacy ensured from the website to reduce the deception case where customer might loss data as well the credit from his account. Moreover, a good authentication of website leads the customer for shopping online is the motivation factor also access to the personal information on the website to ensure the accurate and complete details.

4.5 Firm Reputation Factor Analysis of online shopping

Table 4-5 Descriptive Statistics of Firm Reputation Factor of Online Shopping

| Descriptive Statistics | | | |
|---|-----|--------|----------------|
| | N | Mean | Std. Deviation |
| I feel comfortable shopping at famous online shops | 169 | 3.9527 | .96862 |
| The name value of the firm and the products or services on the web site is important for the students | 169 | 3.8580 | .86806 |
| In a general, most internet e-retailer are competent at serving their customers | 169 | 3.7219 | .81624 |
| Famous sites provide a quite brandy high quality products/services | 169 | 3.7337 | .89648 |
| Valid N (listwise) | 169 | | |

Firm Reputations

Firm reputation is highly impacting factor on customer in online shopping. The findings extracted in Table 4-5.5 shows that customer feel comfortable shopping at famous online shops. Customer feelings for shopping from famous online store has the most important factor (Mean and Std. deviation= 3.9527 and .96862). The second important factor is the name value of the firm and the products or services on the web site for the students (Mean and std. deviation= 3.8580 and .86806). The third important factor is Famous sites provide quite brandy high quality products/services (Mean and std. deviation=3.7337 and.89648). And the least factor is most internet retailers are competent at serving their customers (Mean and std. deviation= 3.7219 and .81624). In this section, the firm reputation of the online web has been discussed and it is showed that Customer feelings for shopping from famous online store ranked on the top. Followed by second important factor is the name value of the firm and the products or services on the web site for the students. Third factor is the E-retailers

providing quality products and services to the customers. In contrast since most of the customer feel in a general, most internet e-retailer are not competent at serving their customers properly.

4.6 Perceived Value Factor Analysis of online shopping

Table 4-6 Descriptive Statistics of Perceived Value Factor of Online Shopping

| Descriptive Statistics | | | |
|---|-----|--------|----------------|
| | N | Mean | Std. Deviation |
| I find online shopping useful | 169 | 4.1538 | .93223 |
| I shop at websites which have online features that are customer centered | 169 | 3.8343 | .89762 |
| I tend to compare the value offered by different websites before I make a purchase. | 169 | 3.8935 | .91964 |
| I stick to one website for my online shopping | 169 | 3.3195 | 1.13060 |
| Valid N (listwise) | 169 | | |

Perceived Value

The interlink variable and factors are affecting the behavior of customer during online shopping among perceived value of is the important variable. The findings of the variable are shown in Table 4-5.5 indicated that online shopping is useful (Mean and std. deviation = 4.1538 and .93223). I tend to compare the value offered by different websites before I make a purchase (Mean and std. deviation = 3.8935 and .91964). I shop at websites which have online features that are customer centered (Mean and std. deviation = 3.8343 and .89762). I stick to one website for my online shopping (mean and std. deviation = 3.3195 and 1.13060). The findings indicated that the usefulness of the online shopping is ranked high. Most of the respondents claimed they find online shopping useful. The customer shows priority to compare the value offered by different websites before they make a purchase. the websites concerning features and customers centered are ranked on third important factor. Lastly, reputation or sticking with the same website for online shopping is found lower ranking because customer claimed and always looking for price comparison, fire reputation data privacy etc. so these variable intend them to not stick with same website.

4.7 Correlation Analysis of Variables that influence online shopping

Firstly, to show the relationship among the demographic characteristics of the respondents, we calculated Pearson correlations in order to determine the relationships among the demographic factors like Gender, Age, Education, and Duration of staying in china. All correlations were positive. Nearly all of them were correlated with each other at the .01 level. The lone exception was the correlation between gender and Duration of perceived value at 0.038 (P =0.626), indicating very little relationship between those two. The most highly correlated were Education and duration at 0.886. Secondly to show the relationships Among Independent Variables, this research has calculated Pearson correlations in order to determine the relationships among the online shopping factors that are Functionality, Privacy, Firm Reputation, Perceived value and Trust. All correlations were positively correlated. Nearly all of the variables were moderately correlated with each other at the .01 level. The least moderately correlations were between Trust and functionality that is 0.602. The most highly correlated variable is perceived value and firm reputation at 0.845. These variables achieved a high level of correlation with a coefficient of 0.833. The correlation of

these variables is very important as it determined the relationships between and among the different variables that influence international student's online shopping behavior. With the relationships among the variables established, it is important to note the relevant of these factors in relation to how they contributed to purchase decision.

The multiple correlation test was run using SPSS and the finding is shown in Table 4.7 indicated the correlation between the Purchase frequency and the factors of Functionality, Privacy, Firm Reputation, Perceived value and Trust.

Table 4-7 Correlations Analysis Results

| Correlations | | | | | | | | | |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1.Gender | 1 | | | | | | | | |
| 2.Age | .760** | 1 | | | | | | | |
| 3.Education | .821** | .868** | 1 | | | | | | |
| 4.Duration | .762** | .875** | .886** | 1 | | | | | |
| 5.Functionality | .133 | .225** | .257** | .314** | 1 | | | | |
| 6.Trust | .162* | .377** | .362** | .464** | .602** | 1 | | | |
| 7.Privacy | .065 | .224** | .242** | .331** | .800** | .702** | 1 | | |
| 8.Firm reputation | .063 | .213** | .203** | .302** | .665** | .678** | .796** | 1 | |
| 9.Percived value | .038 | .257** | .218** | .329** | .696** | .698** | .798** | .845** | 1 |

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

4.8 Cumulative Descriptive Statistics of Variable

In this section indicated the ranking of independent variables according to their mean and std. deviation value.

Table 4-8 Cumulative Descriptive Statistics of Variables

| Descriptive Statistics | | | |
|------------------------|------|--------|----------------|
| Factor | Rank | Mean | Std. Deviation |
| Functionality | 1 | 4.0636 | .80965 |
| Privacy | 2 | 3.8373 | .75258 |
| Firm Reputation | 3 | 3.8166 | .72555 |
| Perceived Value | 4 | 3.8003 | .77276 |
| Trust | 5 | 3.4334 | .72195 |

The results shows that **Functionality factor** of the internet based shopping is the **ranked top** among other mean (Mean = 4.0636). Respondent's shows that usefulness of searching information, easy title to understand and easy to use and easy web linkage to the information is highly important to them. **Privacy factor** is **second** most important factor to them with the (Mean=3.8373). level of online security, good authentication of a website. Secure and ability to access personal information is also highly important to them. The **firm reputation** is ranked on **third** (mean =3.8166) indicating that web based firm should improve their standard so possibility to attract more customers, It explains that customers are very careful to choose online retailer to deal. That is customer feel comfortable shopping at famous online shops, The name value of the firm and the products or services on the web site is also important for them and they believe Famous sites provide a quite brandy high quality products/services. **Perceived value** of the products and services provided by the web store is found on **fourth** on ranking (Mean= 3.8003). Customers think that online shopping useful,

they prefer to shop at websites which have online features that are customer centered and they also compare the value offered by different websites before they make a purchase. And finally the findings indicated that **Trust** is ranked with **lowest** that is **fifth** ranking (Mean= 3.4334) which represent the lower trust of the student on online shopping or they do not feel comfortable and safe doing online web shopping. The online web store should be secured because trust is the most important factor for online shopping. The firm should work on trust factor otherwise the firm will loss reputation.

5. FINDINGS

This par explains the major findings that are originated from the quantitative analysis of the collected data, conclusion and possible recommendations marketer may consider. At the beginning online shopping, international students, international students in china, and online shopping behavior of international students has been discussed. After that other findings that have been drawn from the analysis, the relationship between different factor that has an influence in online shopping has been identified and then recommendation for direction for further research also have been suggested. First in **Cronbach (α) Coefficient of Reliability test** was conducted. The outcomes suggest that, The Cronbach α coefficient for all the variables is within the range of 0.795 to 0.888. Moreover, the aggregate Cronbach α coefficient for all the variables was 0.930. Generally accepted social science cut-off is that Cronbach's alpha should be 0.70 or higher for a set of objects to be measured in a scale. In another studies numerical value of the standard data reliability is ranging from 0.70-0.95. Thus, this survey data results are reliable. In **demographic analysis** the respondent gender, age, educational level, and the duration they are staying in China was determined. Here the dependent variable that is the purchase frequency of the responded was identified. Under the **variable functionality** of online shopping and in the response mean and std. deviation is determined and each item based on obtained mean and std. deviation are; Internet provides the easiest way to search the information that customer want (Mean and std. deviation= 4.1657 and .93656). Customer Like to shop more if the website is easy to use (Mean and std. deviation= 4.1065 and .98223) Web linkage to the information should be easy and facilities customers demand (Mean and std. deviation= 4.0651 and .91380) Like to purchase most if a website has easy titles to understand on each page (Mean and std. deviation= 3.9172 and .90908). The findings indicated that among the key objectives of the online shopping internet usage provide the easiest way of searching information is the highly ranked of the functionality. Customer Like to shop more if the website is easy to use followed by the second highly ranked objective of the functionality. On other side the design on web linkage should be informative, easy and facilitate the customer demand followed by the third rank and lastly, high response has seen for the statement respondents willing or would like purchase the product if the web service provide them easy information. In the context of e-retailers online shopping **trust** is significantly important factor. Respondents of the study show neutral response to the questions that have been asked in questionnaire. I feel safe with transactions in online shopping sites (Mean and std. deviation= 3.5917 and .92848). The products I ordered are delivered to me within the time promised by the e- tailor (Mean and std. deviation=3.5148 and .90044) I trust the e-tailor privacy policies specified on their Web sites. (Mean and std. deviation= 3.4024 and .87505) The quantity and quality of the products I receive from e-tailor are exactly the same as I order. (Mean and std. deviation=3.2249 and .89793) Most of the respondents show neutral response to the trust related factors on web shopping which indicating that customer trust on online shopping store is not very strong. The finding of feel safe with transactions in online shopping sites is

showing neutral response which lead the overall result of this section is neutral. And also neutral response from the respondents on web store privacy policies and the quantity and quality of the products they receive from e-tailor are exactly the same as they order. Only one factor that is the products they ordered are delivered to them within the time promised by the e-tailor their response is positive that means in this factor they trust the e-tailors. In the online shopping data **privacy** has significant impact on the behavior of customer. In the data privacy the most concerning factor is I would likely to do online shopping if the level of online security is well taken care is ranked highest (Mean and Std. deviation= 4.1302 and .93585). The leading secondly highly impacting factor is a good authentication of a website leads me to shopping frequently from a website (Mean and std. deviation = 3.9467 and .96523). I want the ability to access my personal information on the website to ensure that it is accurate and complete is ranked on third showing (Mean and std. deviation = 3.8876 and .97243). I believe that internet online shopping will secure my personal information (Mean and Std. deviation= 3.3846.95119) shows the respondents are neutral with the statement shows that online web will secure personal information of the customer. The findings of this section shows that customer behavior towards online shopping can be enhance if the privacy ensured from the website to reduce the deception case where customer might loss data as well as the credit from his account. Moreover, a good authentication of website leads the customer for online shopping. Another motivational factor for shopping online is to access the personal information on the website to ensure the accurate and complete details. **Firm reputation** is highly impacting factor on customer in online shopping. The findings shows that customer feels comfortable shopping at famous online shops. Customer feelings for shopping from famous online store has the most important factor (Mean and Std. deviation= 3.9527 and .96862). The second important factor is the name value of the firm and the products or services on the web site for the students (Mean and std. deviation= 3.8580 and .86806). The third important factor is Famous sites provide quite brandy high quality products/services (Mean and std. deviation=3.7337 and .89648). And the least factor is most internet retailers are competent at serving their customers (Mean and std. deviation= 3.7219 and .81624). In this section, the firm reputation of the online web has been discussed and it is showed that Customer feelings for shopping from famous online store ranked on the top. Followed by second important factor is the name value of the firm and the products or services on the web site for the students. Third factor is the E-retailers providing quality products and services to the customers. In contrast since most of the customer feel in a general, most internet e-retailer are not competent at serving their customers properly. The interlink variable and factors are affecting the behavior of customer during online shopping among **perceived value** of is the important variable. The findings of the variable indicated that online shopping is useful (Mean and std. deviation = 4.1538 and .93223). I tend to compare the value offered by different websites before I make a purchase (Mean and std. deviation = 3.8935 and .91964). I shop at websites which have online features that are customer centered (Mean and std. deviation = 3.8343 and .89762). I stick to one website for my online shopping (mean and std. deviation = 3.3195 and 1.13060). The findings indicated that the usefulness of the online shopping is ranked high. Most of the respondents claimed they find online shopping useful. The customer shows priority to compare the value offered by different websites before they make a purchase. The websites concerning features and customers centered are ranked on third important factor. Lastly, reputation or sticking with the same website for online shopping is found lower ranking because customer claimed and always looking for price comparison, fire reputation data privacy etc. so these variable intend them to not stick with same website. And finally researcher analyzes the **correlation of factors** of online shopping

behavior of international students show the relationships Among Independent Variables, this research has calculated Pearson correlations in order to determine the relationships among the online shopping factors that are Functionality, Privacy, Firm Reputation, Perceived value and Trust. All correlations were positively correlated. Nearly all of the variables were moderately correlated with each other at the .01 level. The least moderately correlations were between Trust and functionality that is 0.602. The most highly correlated variable is perceived value and firm reputation at 0.845. These variables achieved a high level of correlation with a coefficient of 0.833. The correlation findings indicated that there is significant relationship among Purchase frequency and functionality, privacy, firm reputation, perceived value and trust towards behavior of International students to do online shopping.

6. RECOMMENDATION AND CONCLUSION

Recommendation

This survey also provides some suggestions for e-retailer who can use the results to adjust their retailing strategies. Based on the study findings recommendation has been made. E-retailers should emphasize more to make their website easier to search information. They should develop the website with easy titles to understand on each page. E-retailers also should improve more to make their website easier to use and easily find the information. Because Customer Like to shop more if the website is easy to use. E-retailers should concentrate more to improve the trust of the customer. They should maintain just in time product delivery process so that they can deliver the product within the time they promise. Quantity and quality of the products must be exactly the same as customer order. They should make their website trust worthy so those customers feel safe to do online shopping. E-tailor should concentrated more on privacy policies specified on their Web sites. They should focuses more on security related issue such as safe transition, secure data privacy. Moreover, a good authentication of website leads the customer for online shopping. Another motivational factor for shopping online is to access the personal information on the website to ensure the accurate and complete details. So e-retailer should focus on it. As Firm reputation is always important to the customers so this is suggested to the online shopping business to provide complete and reliable firm information. They should concentrate to design the websites features more customer centered. As customer shows priority to compare the value offered by different websites before they make a purchase so the e-retailer must concern about the competition. They should provide the superior value to the customer rather than their competitor. And **finally** they should maintain strong business commitments towards customers so that customer feels safe to do online shopping. So at last it can be said that this survey can provide inference to people who want to sell things online and this survey will definitely be useful to many merchants and businesses in the future.

Conclusion

Although online shopping is already a well-studied topic, this survey focuses specifically on international university students and analyzes the factor influencing online shopping behavior of them in Guangzhou, China. Through this research, people can have a better understanding of online shopping buyers' traits and even business professionals can give more precise guidance to traders and make more exact predictions of the overall trend of online shopping. The overall findings of this research are that students have positive intention towards online shopping. The consumer online shopping behaviors influencing factor are Functionality; Privacy; Firm reputation; perceived value and Trust have significant impact on consumer online shopping behavior. There are several factors among functionality,

privacy, firm reputation, perceived value and trust found to be the most influencing factors and data results shows the significant relationship among these factors. The correlation of these variable and factors is shown in Table 4.8 clearly indicating significant correlation among these factors. Further mean and std. deviation finding in Table 4.9 shows that online web store functionality are the top most influencing factors followed by privacy, firm reputation, perceived value and low influencing factor trust. This study concluded that functionality is the most influencing factor which makes the online shopping easy and convenient to the users. Personal data privacy and users access to the personal information is also found on the second influencing factor. The firm reputation is ranked on third indicating that web based firm should improve their standard so possibility to attract more customers. That is customer feel comfortable shopping at famous online shops, the name value of the firm and the products or services on the web site is also important for them and they believe Famous sites provide a quite brandy high quality products/services. Perceived value of the products and services provided by the web store is found on fourth ranking. Customers think that online shopping useful, they prefer to shop at websites which have online features that are customer centered and the also compare the value offered by different websites before they make a purchase. Likewise other significant factors influencing on online shopping behaviors of customers among trust has lowest mean which indicated that respondent's shows lower trust on online websites. The findings shows that students are concerning about the trust created by the e-retailers between customers and services providers is not strong. There should be effective and efficient measurement taken to enhance the trust.

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