

Research on Online Consumption of College Students in China with Stimulate-Organism-Reaction Driven Model

Wei Lu

Abstract—With the development of information technology in China, network consumption is becoming more and more popular. As a special group, college students have a high degree of education and distinct opinions and personalities. In the future, the key groups of network consumption have gradually become the focus groups of network consumption. Studying college students' online consumption behavior has important theoretical significance and practical value. Based on the Stimulus-Organism-Response (SOR) driving model and the structural equation model, this paper establishes the influencing factors model of College students' online consumption behavior, evaluates and amends the model by using SPSS and AMOS software, analyses and determines the positive factors of marketing college students' consumption, and provides an effective basis for guiding and promoting college student consumption.

Keywords—College students, online consumption, stimulus-organism-response driving model, structural equation model

I. INTRODUCTION

IN recent years, with the continuous development of the market economy and technology, the consumption structure of society presents a diversified development trend. Online consumption has become an important part of mass consumption. China has become the largest network consumer country in the world. Alipay and WeChat have already covered more than 40 countries in the world. The tmall mall has sold 213 billion 500 million goods in 2018. There are 829 million Internet users in China, which became the largest country in the world. At the same time, China has 610 million Internet shopping users (73.6% of Internet users) among which students account for the largest proportion of Chinese Internet users with up to 24.8% [1]. Among the students, the most representative is college students. As a highly autonomous and active group, college students play a leading role in online shopping consumption. In the future, they will step out of the campus and enter society. They will also become the main group in the domain of China's online consumption.

This paper takes college students as the research subject, and the research content is online consumption rather than purely online shopping. Using the SOR driving model, this paper establishes an analysis model of college students' online consumption behavior. Through literature collation and empirical analysis, it determines the influencing factors of

college students' online consumption behavior. Then, it designs a survey based on the Likert scale. The validity and reliability of the questionnaire were tested. Finally, the structural equation model was used to analyze the correlation between different influencing factors and consumer behavior to determine the key factors affecting college students' online consumption, so as to provide an effective basis for guiding and promoting college students and young people's online consumption.

II. SUMMARIES OF CONSUMER BEHAVIOR RESEARCH

Sixty years ago, scholars began to study consumer behavior. The traditional theory of consumer behavior can be summarized by 5W and 1H, namely, who, what, why, where, when and how [1]. Peter and Olson argued that the interaction of cognitive, environmental and behavioral factors affect consumer behavior [2]. Hengchong argued that consumer behavior can be specifically affected by the interaction of perception, cognition, behavior, and environment [3]. These researches show that the factors affecting consumer behavior can be roughly divided into two categories: external and internal.

Compared with the traditional consumption, network consumption also has its own unique points, such as the cheaper price, the simpler steps, more diverse content and so on. Anxiao believes that compared with traditional consumption, network consumption is not only embodied in "things", but also in culture and symbols, with a deeper connotation and significance [4]. Xiaoning believed that the network consumption cost is lower, and the efficiency is higher, and the selectivity is stronger, and the overall consumption potential has greater space to tap [5]. Generally speaking, the difference between online consumption and traditional consumption is in terms of the consumption mode, place and time. It is a process in which consumers make better use of resources to trade, and a new economic form. Kartavianus validated the structural equation model (SEM) and concluded that the most important factor affecting Indonesian consumers' online consumption was that of trust [6]. Qian surveyed consumers in Wuhan, and analyzed the external factors (price, typical, safety, etc.) and internal factors (consumer gender, age, income, etc.), and considered that the above factors all affect online consumption [7].

There are many theoretical models for online consumer behavior, such as the SOR model, Nicosia model, Engel-Kollat-Blackwell (EKB) model, Theory of Reasoned Action

Wei Lu is with the Communication University of China, Dingfuzhuang Chaoyang District, Beijing, China (phone: +86 10 65783101; fax: +86 10 65783100; e-mail: luwei@cuc.edu.cn).

(TRA), Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM) and so on. Kotler concluded that the environment created by the outside world has a far greater impact on consumers than product characteristics and other marketing [8].

At present, research on consumer behavior mainly focuses on the qualitative analysis of all Internet users' online shopping, while research on college students' online consumption behavior remains scant.

III. INFLUENCING FACTORS OF ONLINE CONSUMPTION BEHAVIOR

According to research on traditional and online consumption behavior in recent years, it can be seen that academic circles have paid more attention to the factors affecting online consumption. These factors include but not are limited to product characteristics, consumer cognitive value, online shopping environment, trust, and satisfaction.

Based on the above factors, this paper will model the external cognitive value (commodity factor, network perceived risk, network retailer characteristics, service factor, marketing factor), and set up three variables, namely, internal emotional attitude (satisfaction, trust) and consumer behavior intention, from three latitudes. Levels are divided into external cognitive variables, emotional attitudes variables, and behavioral intention variables, and corresponding measurement indicators are constructed.

External Cognitive Variables

(1) Product Factors

The appearance, name, and price of commodities are all part of the product factors. The first problem faced is that the real products are not the same as pictures and do not meet the expectations of consumers. That is the difference between online consumption and real consumption.

Feng and Hao concluded that commodity prices, brand quality, and word-of-mouth are all external factors affecting online consumption behavior [9].

(2) Perceived Risk Factors

The network perceived risk is a kind of uncertainty feeling of consumers for the purchase results in the process of online shopping. For example, there is economic risk in software system security and personal privacy security. It belongs to the expectation of network consumption security.

Fengzhen used the structural equation to verify their conclusion: network security is one of the huge factors affecting network consumption [10]. Shuzhen believes that personal privacy and transaction risk are relatively high because of the openness of the network, which affects the security of the network and the shopping behavior of online consumers [11].

(3) Marketing Factors

Marketing factors mainly refer to a series of activities and means adopted by businesses to achieve certain marketing purposes on the Internet platform.

Feng and Hao concluded that commodity prices, brand quality, and word-of-mouth are all external factors affecting online consumption behavior, and that marketing is mainly to promote consumers to consume by changing the above factors [8].

(4) Online Retailer Factor

The factors of online retailers point to the characteristics of enterprises or individuals selling goods or services, such as various information provided by platform websites and online consumption environments.

Shuzhen concluded in a study of online clothing sales that if a website store can provide a large amount of accurate commodity information, it will have a significant positive impact on college students' online consumption [12].

(5) Service Factors

In reality, many well-known shops sell not only goods but also services. Service has an important impact on the consumer industry. The higher the level of consumption is, the more attention that is paid to service quality. The service factor of network consumption refers to a series of online and offline services.

Haifang studied the online shopping environment and concluded that there was a significant positive correlation between the behavior of merchants and consumers with perfect after-sales, accurate logistics distribution, and good service attitude [13].

Internal Emotional Attitude Variables

In the process of online consumption, according to the SOR model, information will change consumers' psychological factors and the corresponding consumption behavior. There are two main psychological tendencies: satisfaction and trust.

(1) Satisfaction

Satisfaction is a kind of psychological tendency, which is a kind of psychological state to evaluate whether the consumption process can achieve the expected value.

Rongshou studied the problem of customer loyalty in online consumption and concluded that factors such as goods and services affect customer satisfaction, which then affects the final behavior of customers [14].

(2) Trust

Commodity factors, network perceived risks, online retailers and service factors all have an impact on college students' online consumption behavior.

Behavioral Intention Variable

Consumer intention refers to the intention of consumers to buy products. In the network consumption behavior, consumers meet certain psychological requirements, thus resulting in corresponding consumption behavior and willingness; for example, continue to use the network consumption, recommend to others and so on.

Influencing the Index System of Network Consumption

Based on the above analysis, combined with the existing

research results and expert surveys, the index system of influencing factors of college students' online consumption is constructed as in Table I.

TABLE I
INDEX SYSTEM OF COLLEGE STUDENTS' NETWORK CONSUMPTION

Type	Factor Classes	Investigation Items	Corresponding Variables
Market factors (external)	Product factors	Price	Product Factors 1
		Demand	Product Factors 2
		Evaluate	Product Factors 3
	Perceived risk factors	Financial security	Perceived Risk Factors 1
		Quality	Perceived Risk Factors 2
		Personal factors	Perceived Risk Factors 3
	Marketing factors	Advertisement	Marketing Factors 1
		Brand	Marketing Factors 2
		Promotion	Marketing Factors
	Online retailer factors	Interface design	Online retailer factors 1
User's experience		Online retailer factors 2	
Quantity of information		Online retailer factors 3	
Business brand		Online retailer factors 4	
Service factors	Order processing speed	Service factors 1	
	Express speed	Service factors 2	
	Pre-sale service	Service factors 3	
	After-sale service	Service factors 4	
	Feedback	Service factors5	
Trust	Website trust	Trust 1	
	Product trust	Trust 2	
	Service trust	Trust 3	
Satisfaction	Process satisfaction	Satisfaction 1	
	Result satisfactory	Satisfaction 2	
	Emotional dependence	Satisfaction 3	
Consumer behavior intention	Stable consumption	Consumer behavior intention 1	
	Repeated consumption	Consumer behavior intention 2	
	Priority consumption	Consumer behavior intention 3	

IV. ONLINE CONSUMPTION DRIVING MODEL

Based on the SOR model, this paper constructs a network consumption driven model. Based on psychological research, Reynolds proposed the SOR model – stimulus-organism-reaction mode, that is that the environment created by the outside world, then affects the individual's inner feelings, and finally affects the individual's behavior.

Stimulus includes External Environment Variables, such as product factors, perceived risk factors, marketing factors, online retailer factors and service factors. Organism includes internal emotional variables such as trust and satisfaction. Reaction is consumption behavior intention.

Model Assumptions

This paper holds that consumers are stimulated by external environment variables, and then affect the internal emotional variables, resulting in consumer behavior intention and other reactions:

- (1) External environment variables have positive and significant effects on internal emotional variables;
- (2) Internal affective variables have a positive and significant effect on consumer behavior intention.

Questionnaire Survey and Effectiveness Analysis

In this paper, a total of 300 questionnaires were distributed through on-site survey and questionnaire star platform, and 252 questionnaires were recovered (the recovery rate 84%), and 200 valid questionnaires were retained after preliminary data cleaning. There are 32 questions in the questionnaire, which are divided into two parts. The first part is the survey and statistics of college students' personal information, including age, gender, education background, major, monthly disposable income and so on. The second part is the measurement of model factor variables, using the method of 5-level Likert scale.

1. Descriptive Statistics Analysis

Descriptive statistics refers to the use of charts and general data to describe the characteristics of the sample data; it is a commonly used intention analysis method in statistics. In this paper, the basic characteristics of the survey group of college students will be statistically analyzed, it can be seen that: the proportion of male and female students in the survey group is basically the same; the proportion of undergraduate students is more than 75%; the distribution of various disciplines is in line with the actual situation, among which the number of students majoring in engineering and management accounts for a comparison; in online consumption preference, online shopping accounts for 79%, leisure and entertainment accounts for 15.5%, which can be seen from online shopping And network leisure and entertainment have become the mainstream activities of college students' online consumption; the monthly living income is mostly concentrated in 1000-2000 yuan, in line with the actual level of college students; the amount of monthly online consumption is mostly in 301-800 yuan, which shows that compared with the monthly living income, Internet consumption has accounted for a large proportion, 37% of the people spend online more than once a week.

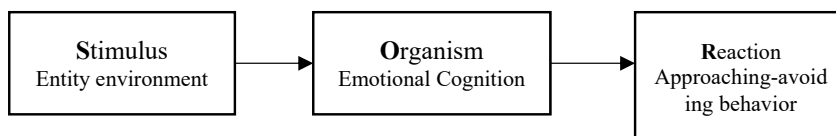


Fig. 1 SOR model of [15]

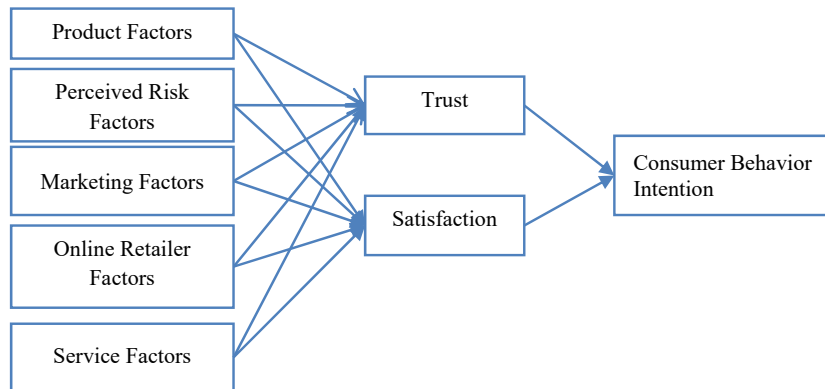


Fig. 2 A Model of College Students' Online Consumption Behavior

Statistical analysis of the descriptive characteristics of the college students shows that the data characteristics of the sample basically conform to the characteristics of the college students, so the sample collection is credible.

2. Reliability Analysis

The Cronbach's α reliability of the collected data was analyzed by SPSS 19.0. The results of data analysis show that the structure design of the questionnaire is ideal, the consistency of variables is high, and the overall results are very credible.

3. Validity Analysis

The theoretical model has been designed in advance, so confirmatory factor analysis is used to study the validity of the model relationship between factors and corresponding measures.

(1) Validity Analysis of External Cognitive Variables

According to the results of principal component analysis, five common factors are extracted in factor analysis. The factor load of each problem is above 0.75, which is larger than the standard 0.3. It can be seen that the relevant variables are very important to the corresponding factors.

The factor characteristic value of the service factor is 4.531, which can explain 25.174% of the external cognitive variables.

The factor characteristic value of the online retailer factor is 3.252, which can explain 18.068%. The factor characteristic value of the commodity factor is 2.726, which can explain 15.144%. The factor characteristic value of the network perceived risk is 2.592, which can explain 14.401%. The factor characteristic value of the marketing factor is 2.224, which can explain 12.354%. Five factors can explain the 85.142% difference of the external cognitive value variables, indicating that these five factors basically explain 85.142% of the latitude studied. It is basically consistent with the first latitude of the theoretical model, that is, the variables involved are reasonable and the effect is ideal.

(2) Validity Analysis of Internal Affective Attitude Variables

According to the results of the principal component analysis,

two common factors are extracted in factor analysis. The factor load of each problem is above 0.8, which is larger than the standard 0.3. It can be seen that the relevant variables are very important to the corresponding factors.

The factor characteristic value of satisfaction was 2.656, which could explain 44.26% of the internal affective attitude variables. The factor characteristic value of trust is 2.299, which can explain 38.32%. The two factors can explain 82.58% difference in the internal affective attitude variables, which indicates that the two factors basically explain 82.58% of the latitude studied. It is basically consistent with the second latitude of the theoretical model, that is, the variables involved are reasonable and the effect is ideal.

(3) Validity Analysis of Consumer Behavior Intention

According to the results of principal component analysis, a common factor is extracted in factor analysis. The factor load of each problem is above 0.8, which is larger than the standard 0.3. It can be seen that the relevant variables are very important to the corresponding factors.

The factor eigenvalue of consumer behavior intention is 2.356, which can explain 78.518% of the internal emotional attitude variables. It basically coincides with the third latitude of the theoretical model. That is to say, the variables involved are reasonable and the effect is ideal.

V. STRUCTURAL MODEL ANALYSIS OF INFLUENCING FACTORS OF COLLEGE STUDENTS' ONLINE CONSUMPTION

Structural Equation Model (SEM)

SEM is often used in social science, economy, management and market research. Combining factor analysis with path analysis is a proven method to establish, evaluate and test causal models.

In this study, SEM is used to study the linear correlation between different potential variables, while the descriptive diagram of the structural model is the path map. SEM analysis generally includes four steps: the building, validating, analyzing and modifying of a model.

The regression coefficients (Estimate), critical ratios (CR), standard errors (SE) and significance (P) of potential variables can be obtained from AMOS path analysis. According to the

requirements of international standards, in order to test the path significance of a model, CR must be greater than 1.96 and P less than 0.05. If the path parameters of the model reach a significant level and the regression coefficient is positive, there is a positive relationship between the latent variables that describe the path; otherwise, it is negative. If the model fitting number and path analysis index do not meet the requirements, the model should be revised, re-fitted and re-analyzed.

Fitting of SEM

According to the SOR driving model, this paper constructs

an SEM of influencing factors of college students' online consumption behavior in three latitudes and eight variables. Here, the ellipse is latent variable, and the rectangle is measurement variable, and the arrow is regression relation between variables.

1. Fitting Analysis of Initial SEM

According to the SOR driving model, the initial SEM fitting is constructed as shown in Fig. 3.

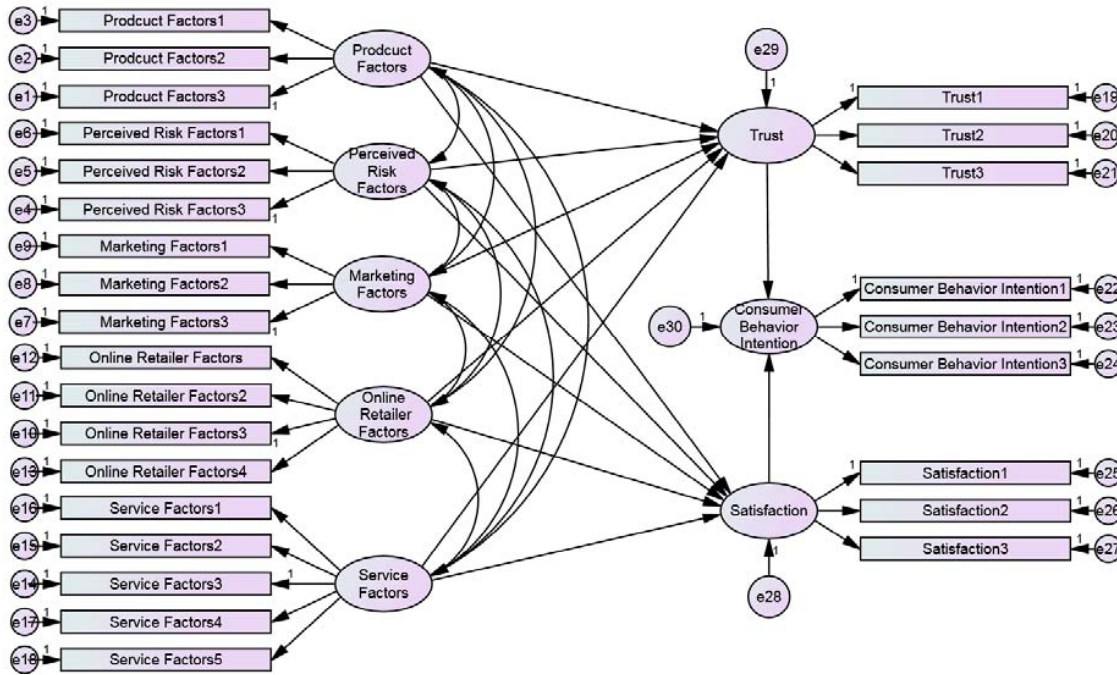


Fig. 3 Initial SEM of College Students' Online Consumption Behavior

2. Path Analysis of Initial SEM

Amos is used to analyze the path of the initial model. The results are shown in Table II. As can be seen from Table II: in the initial model, the C.R. values of the 10 paths (commodity factor, network perceived risk, marketing factor, service factor to trust degree, commodity factor, marketing factor, network retailer factor, service factor to satisfaction and trust degree, satisfaction to consumer behavior intention) are all greater than 1.96. When P is less than 0.05, the tangent standardization coefficient is greater than 0, which is positive. However, the C.R. value of the two paths from the factor of network retailer to trust degree and network perceived risk to satisfaction is greater than 1.96 and P is greater than 0.05, so it has no significant difference.

3. Fitting Analysis of Modified SEM

Removing the above two non-significant paths from the initial fitting model and revising the model, the fitting analysis is carried out again. The results are shown in Table III.

As can be seen from Table III, 10 paths of CR and P of the

revised model meet the standard, and the paths are more significant. The final path diagram of the structural model is calculated as shown in Fig. 4.

Structural Equation Based on Final Path Graph

(1) Formula for calculating the effective value of trust degree:

$$Y_{Trust} = \lambda_{11}Y_{Product\ Factors} + \lambda_{12}Y_{Perceived\ Risk\ Factors} + \lambda_{13}Y_{Marketing\ Factors} + \lambda_{14}Y_{Online\ Retailer\ Factors} + \lambda_{15}Y_{Service\ Factors} + \epsilon_1 \quad (1)$$

(2) Formula for calculating the effective value of satisfaction:

$$Y_{Satisfaction} = \lambda_{21}Y_{Product\ Factors} + \lambda_{22}Y_{Perceived\ Risk\ Factors} + \lambda_{23}Y_{Marketing\ Factors} + \lambda_{24}Y_{Online\ Retailer\ Factors} + \lambda_{25}Y_{Service\ Factors} + \epsilon_2 \quad (2)$$

(3) Formula for calculating the total effect value of College Students consumption behavior:

$$Y_{Consumer\ Behavior\ Intention} = \lambda_{31}Y_{Trust} + \lambda_{32}Y_{Satisfaction} + \epsilon_3 \quad (3)$$

Here: γ is the effect value, λ is the path coefficient between endogenous variables (and the standardized coefficient in the table), and ϵ is the error term.

TABLE II
PATH COEFFICIENT RESULTS IN SEM

Hypothesis	Influencing Path	Standardization Coefficient	S.E.	C.R.	P	Test Results
H1	Product Factors → Trust	0.213	0.068	2.653	0.008	Y
H2	Perceived Risk Factors → Trust	0.259	0.069	2.893	0.004	Y
H3	Marketing Factors → Trust	0.232	0.088	2.713	0.007	Y
H4	Online Retailer Factors → Trust	0.056	0.087	0.646	0.518	N
H5	Service Factors → Trust	0.162	0.063	2.001	0.045	Y
H6	Product Factors → Satisfaction	0.183	0.068	2.715	0.007	Y
H7	Perceived Risk Factors → Satisfaction	0.1	0.068	1.344	0.179	N
H8	Marketing Factors → Satisfaction	0.352	0.091	4.696	0.000	Y
H9	Online Retailer Factors → Satisfaction	0.185	0.087	2.49	0.013	Y
H10	Service Factors → Satisfaction	0.189	0.063	2.76	0.006	Y
H11	Consumer Behavior Intention → Satisfaction	0.579	0.095	6.452	0.000	Y
H12	Consumer Behavior Intention → Satisfaction	0.213	0.07	2.76	0.006	Y

TABLE III
PATH COEFFICIENT RESULTS IN MODIFIED MODEL

Hypothesis	Influencing Path	Standardization Coefficient	SE	CR	P	Test Results
H1	Product Factors → Trust	0.213	0.068	2.653	0.008	Y
H2	Perceived Risk Factors → Trust	0.259	0.069	2.893	0.004	Y
H3	Marketing Factors → Trust	0.232	0.088	2.713	0.007	Y
H5	Service Factors → Trust	0.162	0.063	2.001	0.045	Y
H6	Product Factors → Satisfaction	0.183	0.068	2.715	0.007	Y
H8	Marketing Factors → Satisfaction	0.352	0.091	4.696	0.000	Y
H9	Online Retailer Factors → Satisfaction	0.185	0.087	2.49	0.013	Y
H10	Service Factors → Satisfaction	0.189	0.063	2.76	0.006	Y
H11	Consumer Behavior Intention → Satisfaction	0.579	0.095	6.452	0.000	Y
H12	Consumer Behavior Intention → Satisfaction	0.213	0.07	2.76	0.006	Y

The indirect effects of various factors were calculated by AMOS, as shown in Tables IV and V.

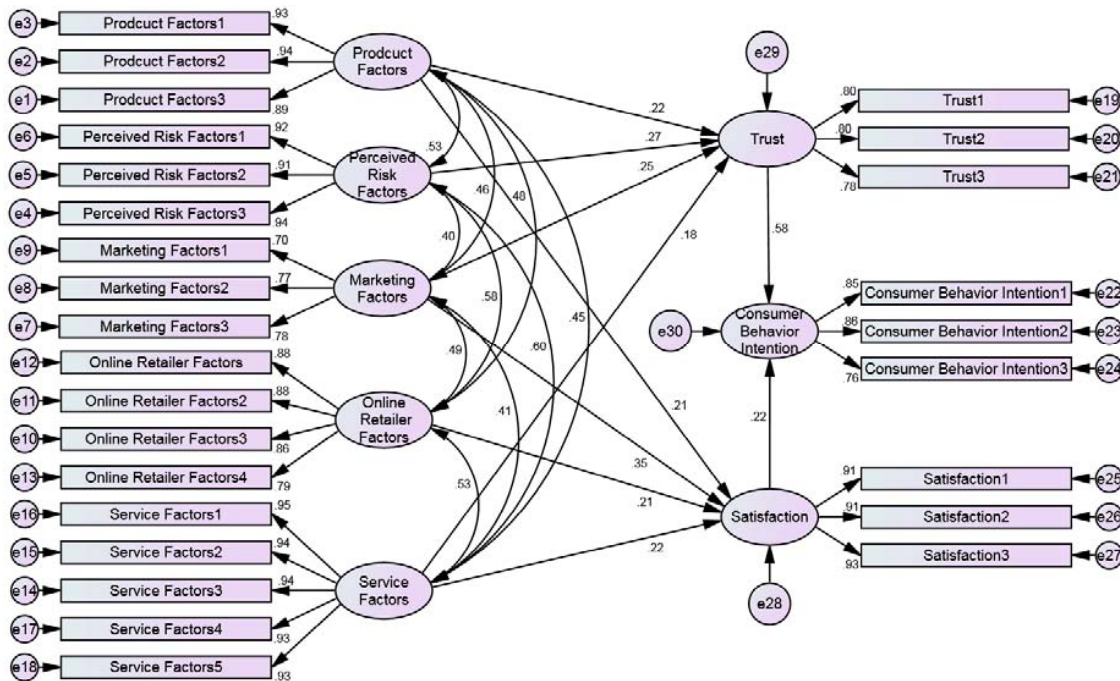


Fig. 4 Final Path Map of College students' Online Consumption Behavior

TABLE IV
INDIRECT EFFECTS OF VARIABLES

Independent Variable	Mediating Variable	Indirect Effect Value	Comprehensive Effect Value	Total Effect
Product Factors	Trust	0.128	0.172	
	Satisfaction	0.045		
Perceived Risk Factors	Trust		0.156	
Marketing Factors	Trust	0.076	0.219	0.743
	Satisfaction	0.143		
Marketing Factors	Satisfaction		0.046	
	Trust	0.101		
Service Factors	Trust		0.149	
	Satisfaction	0.048		

TABLE V
VALUES OF DIFFERENT PATH EFFECTS

Impact Path	Path Indirect Effect Value	Intermediate Variable Effect Value	Total Effect
Product Factors → Trust → Consumer Behavior Intention	0.128		
Perceived Risk Factors → Trust → Consumer Behavior Intention	0.156		
Marketing Factors → Trust → Consumer Behavior Intention	0.143	0.528	
Service Factors → Trust → Consumer Behavior Intention	0.101		
Product Factors → Satisfaction → Consumer Behavior Intention	0.045		0.743
Marketing Factors → Satisfaction → Consumer Behavior Intention	0.076		
Marketing Factors → Satisfaction → Consumer Behavior Intention	0.046	0.214	
Service Factors → Satisfaction → Consumer Behavior Intention	0.048		

Result Analysis

Among the external cognitive variables, the positive effects of commodity factors on trust and satisfaction are significant, with the effects of 0.221 and 0.208, respectively, and the indirect effects on consumer behavior intention are 0.172. Network consumption is different from traditional consumption because it reduces shop costs, transportation costs and human costs, so pricing is relatively lower and more attractive. At the same time, network consumption can pursue more customized and personalized goods, not subject to time and geographical constraints, in specific areas of Tianmao, Jingdong and other e-commerce websites rank first good product quality. Therefore, as long as college students satisfy the price advantages of commodity services, customized personalized needs, and quality assurance, they can positively affect their emotional attitudes, satisfaction, and trust.

The positive effect of network perceived risk on trust is significant, the effect is 0.27, and the indirect effect on consumer behavior intention is 0.156. The most important reason why network consumption has not developed before is that it is difficult to establish a security system. Only when the payment risk, privacy risk, and quality risk are guaranteed, the network consumption can be achieved. College students pay more attention to this aspect of online consumption. Today, with the growth of these technologies, college students' trust in online consumption is also increasing. However, the protection of network security is a necessary condition rather than a sufficient condition for network consumption, which is not enough to make individuals happy and satisfied, so the effect of network perceived risk on satisfaction is not significant.

The positive effect of marketing factors on trust and satisfaction is significant, the effect is 0.248 and 0.353, respectively, and the indirect effect on consumer behavior intention is 0.219. Online consumption is consistent with

traditional consumption at the marketing level. Advertising stimulates people's desire to consume. Discount promotion is also common in online consumption. Tianmao Double Eleventh Shopping Festival is famous for the largest discount promotion for the whole year. The annual consumption is an astronomical number, which is the marketing factor in online consumption. College student consumers will also be attracted by advertisements and promotions. They will also choose products with high brand awareness. When these conditions are met, their emotional recognition and satisfaction and trust will be high.

The positive effect of online retailers on satisfaction is significant, the effect is 0.213, and the indirect effect on consumer behavior intention is 0.046. In today's increasingly mobile network consumption, consumers are increasingly pursuing concise UI design, smooth browsing experience, and rich and accurate commodity information. In particular, college student consumers, in addition to heavy academic and trivial tasks, pursue more comfortable and humane consumption experience. Websites that meet these technical characteristics usually bring consumers pleasure and satisfaction. But depending on these characteristics, individuals will not have a sense of trust, which is usually determined by commodities, security, marketing, and services.

The positive effect of service factors on trust and satisfaction is significant, the effect is 0.175 and 0.223, respectively, and the indirect effect on consumer behavior intention is 0.149. Perfect pre-sale service and after-sale service, fast order processing and order distribution all affect the emotional attitude of college student consumers to some extent, thus affecting satisfaction and trust.

Among the variables of internal emotional attitude, the positive effect of trust on consumer behavior intention is significant, the effect is 0.578, and the indirect effect of five factors on consumer behavior intention through trust is 0.528.

The higher the confidence of college students in online consumption, the more opportunities they will have to choose online consumption and become a strong supporter of online consumption. Satisfaction has a significant positive effect on consumer behavior intention, the effect is 0.215, and the indirect effect of five factors on consumer behavior intention through satisfaction is 0.214. The higher the satisfaction and pleasure of online consumption, the more satisfied it will be which will lead to repetitive consumption behavior in the future and lead to the recommendation of others for online consumption.

VI. CONCLUSION

Through literature review and SOR model, this paper summarizes three dimensions and eight influencing factors, and then establishes the influencing factors model of college students' online consumption behavior, and carries out data analysis through SPSS and AMOS, so as to verify and revise the model, and finally to obtain the commodity factors, marketing factors and services in the external cognitive variables. All factors have a positive and significant impact on internal emotional attitude variables. Network perceived risk has a positive and significant impact on trust, and this demand for risk and security does not lead to individual satisfaction and pleasure. Online retailer factors have a positive and significant impact on satisfaction, but the use of experience and sensory pleasure is not enough to make individuals have a sense of trust. Satisfaction and trust in internal emotional attitudes variables have a significant positive impact on consumer behavior intention.

ACKNOWLEDGMENT

This project is supported by the Fundamental Research Funds for the Central University.

REFERENCES

- [1] Wu Tsinghua. Research on the Development and Marketing Strategy of Wine Industry in China (D). Xianyang: Northwest University of Agriculture and Forestry Science and Technology, 2006.
- [2] P.J Peter and J.C. Olson. Consumer Behavior and Marketing Strategy (M). Boston: Homewood Irwin, 1990.
- [3] Wang Hengchong. Potential Demand Analysis of Product Design (D). Hunan: Hunan University, 2009.
- [4] An Xiao. An Empirical Study on College students' Online Shopping Behavior --- Taking S University as an Example (D). Shanxi: Shanxi Normal University, 2014.
- [5] Feng Xiaoning. Research on Contemporary Network Problems in China (D). Guangxi: Guangxi Normal University Press, 2012.
- [6] Kartavianus Napitupulu. T. A. Determining Factors on Purchasing Decision through E-Commerce: A Structural Equations Modelling Framework (J). Procedia Engineering, 2012.
- [7] Zhou Qian. Influencing factors of consumer behavior of online shopping species (J). Journal of Hubei University of Economics (Humanities and Social Sciences Edition) 2012.
- [8] J. Engel, D. Kollat and R. Blackwell. Consumer Behavior (M). New York: McGraw-Hill, 1982.
- [9] Liu Hao, Jiang Feng. Research on the Influencing Factors of College students' Online Consumption Behavior (J). Market Modernization, 2010.
- [10] Xiao Fengzhen. An Empirical Study on the Influencing Factors of College students' Online Shopping (J). School of Science and Technology Management, 2011.
- [11] Shi Shuzhen. An Empirical Study on the Influencing Factors of College students' Online Consumption Behavior --- Taking Clothing Online Consumption as an Example (D). Chengdu: Southwest University of Finance and Economics, 2011
- [12] Wang Xixi. Research on the Influencing Factors of Consumers' Online Shopping Behavior (D). Zhejiang University, 2002.
- [13] He Haifang. Empirical study on environmental impact factors of online shopping (D). Overseas Chinese University, 2011.
- [14] Fan Rongshou. Customer value in the context of online consumption and its relationship with customer satisfaction and customer loyalty (D). Hangzhou Normal University, 2012.
- [15] Mehrabian A, Russell JA, An approach to environmental psychology. MIT, Cambridge, 1980.