Brand Operation Strategy and Data Analysis Based on Online Shopping Behavior of College Students

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Abstract

This paper takes college students' Internet users as the research object, analyzes their shopping behavior and habits, takes sports brand as an example to compare and explore brand operation and strategic mode, and uses multivariate statistical analysis method to process the analysis data. A comprehensive and in-depth understanding of online shoppers, especially their different shopping behaviors and insights into the main target online shopping products, helps manufacturers and retailers to formulate online marketing strategies more effectively, and better provide the target customer groups with products that meet their needs, so as to maximize brand benefits.

Keywords:*college students; online shopping behavior; brand operation*

I. INTRODUCTION

There are two major domestic trading modes: C2C and B2C. C2C is a kind of personal online trading behavior, marked by the establishment of eBay in 1998. Compared with the traditional business model. C2C is more efficient, convenient and economical, C2C market has a large volume and a complete range of products. It has certain advantages in meeting the differentiated and personalized needs of online shopping users, and will maintain stable growth in the future. B2C is a new shopping environment that enterprises provide consumers through the Internet -- online stores. This mode saves time and space for customers and enterprises, and greatly improves transaction efficiency In the future development of the market, with the maturity of online shopping consciousness and the rationality of online shopping behavior of online shopping users, product quality and service level become important factors affecting online shopping users' purchase decision, and the demand for quality products will continue to be promoted. Wang Hao et al. In the article

"investigation and analysis of online shopping behavior of college students" [5], starting from the motivation of online shopping of college students, studied the types of online shopping products of college students and the influencing factors. Wang Yujia et al. Comprehensively analyzed the user characteristics, online shopping frequency, online shopping content, the proportion of online shopping in living expenses and payment methods [10].

In dynamics of international brand architecture: overview and directions for future research, P. Douglas and Craig of New York University put forward the idea of international brand architecture [3]. They believe that the international brand structure has three main classification dimensions: the level of brand in the enterprise organization, the geographical scope of brand coverage, and the product range of brand application. And according to the classification standard of brand level in the organization, the brand structure of enterprises operating in the global scope is divided into three types, mainly including company brand leading, product brand leading and hybrid. The company's leading brand structure is easy to be applied to the enterprises with narrow product lines, or the target market of the enterprise's products is very clear. The product leading brand structure mainly exists in the enterprises with multi-national and regional brands, and the most common one is the hybrid brand structure, including the global company brand, regional national product brand or different brand structures are used in different product categories.

According to the data of China Internet Network Information Center, by the end of 2018, the number of Chinese Internet users reached 829 million, with 56.53 million new Internet users, and the Internet penetration rate reached 59.6%, including 817 million mobile Internet users, accounting for 98.6%. Faced with such a situation, consumers should choose products that meet their own needs and balance the relationship between product quality and brand. As a business, to improve the core competitiveness of enterprises in the increasingly competitive market, it is necessary to pay attention to brand operation. As an intangible asset, brand makes enterprises win the market and gain profits in the competition. The optimized brand operation strategy is very important for the development of enterprises. Taking college students' online users as an example, this paper

analyzes their shopping behaviors and habits; taking sports brands as an example, it compares and explores brand operation and strategic models, and uses multiple statistical analysis methods to process and analyze data. A comprehensive and in-depth understanding of online shoppers, especially their different shopping behaviors and insights into the main target online shopping products, helps manufacturers and retailers to formulate online marketing strategies more effectively, and better provide the target customer groups with products that meet their needs, so as to maximize brand benefits.

II. ANALYSIS OF RESEARCH PROBLEMS

In the research on the relationship between online shopping behavior and brand operation strategy, there are mainly the following problems:

a)How to collect a large number of data about users' shopping behaviors and habits.

b)How to integrate and analyze the collected data. (including how to set up data classification standards, how to distinguish useful and useless information and how to conduct effective multivariate statistical analysis.

c)How to use the data analysis results in the strategic research of operation.

For questions a) and b), we set up a questionnaire to ensure the details of data and the reliability of information. At the same time, we use wechat and other social software to send out the questionnaire. Finally, we use the questionnaire professional analysis tools to analyze the data, so as to obtain the preliminary data analysis results. As for question c) what we use is to compare the conclusion with the actual operation strategy of the brand, so as to verify the feasibility of the conclusion. If there is no significant difference between the analysis results obtained in this survey and the actual brand operation, then it fully shows that the survey results are feasible and effective, which has a positive significance and role for the brand operation strategy.

III. ANALYSIS OF QUESTIONNAIRE

Totally 302 valid answers were obtained. There were 166 male participants and 136 female participants, accounting for 54.97% and 45.03% of the total number, respectively. Analysis of the following questionnaire data:

3.1 Shopping frequency of College Students
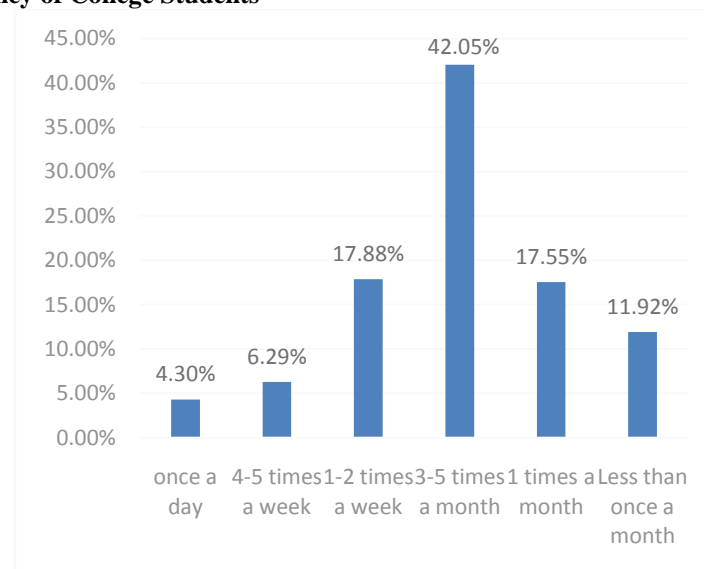
Fig.1 Shopping frequency of College Students

Analysis of survey results: from the statistical results, the highest proportion of shopping frequency is 3-5 times per month, followed by 1-3 times per week and 1 time per month. The frequency of shopping once or more a day is the lowest. This shows that college students and graduated students use the Internet shopping frequency is high, students use the Internet shopping phenomenon is very common, but the phenomenon of shopping frequency is relatively rare.

### 3.2College Students' consumption level of online shopping
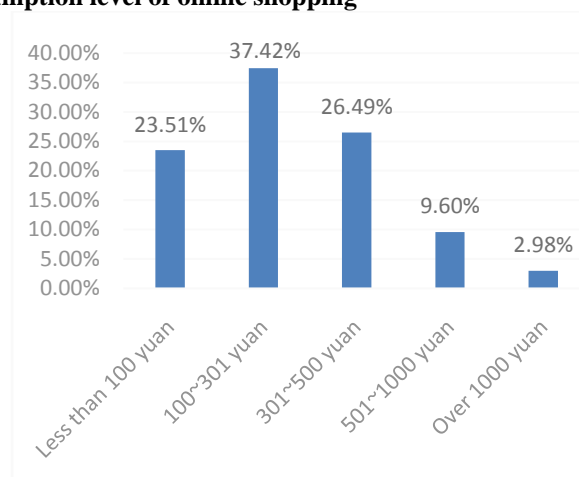
Fig.2 College Students' consumption level of online shopping

Analysis of survey results: in the survey of average monthly consumption, the vast majority of students' online shopping consumption is less than 500 yuan, of which the consumption level of 100-300 yuan is the most, and the proportion of 301-500 yuan and less than 100 yuan is in two or three places. It shows that the consumption level of college students in online shopping, personal demand has a greater impact on consumption, and blind consumption is not common, which also reflects the students' thought of saving living expenses as much as possible.

### 3.3A survey of College Students' concerns about sports goods
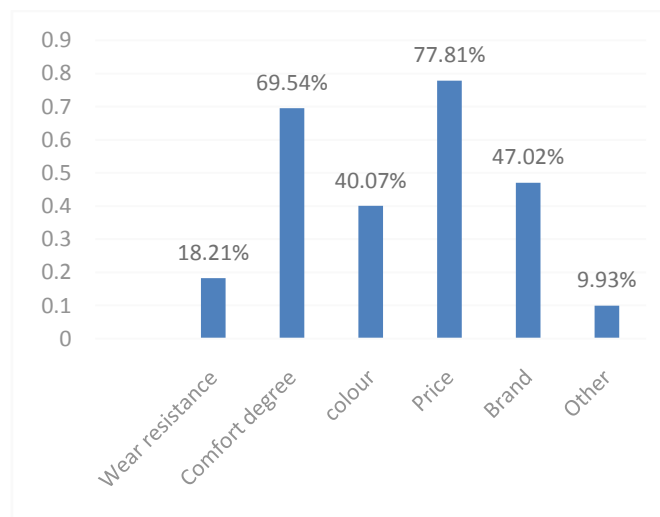
Fig.3 College Students' attention to sports goods
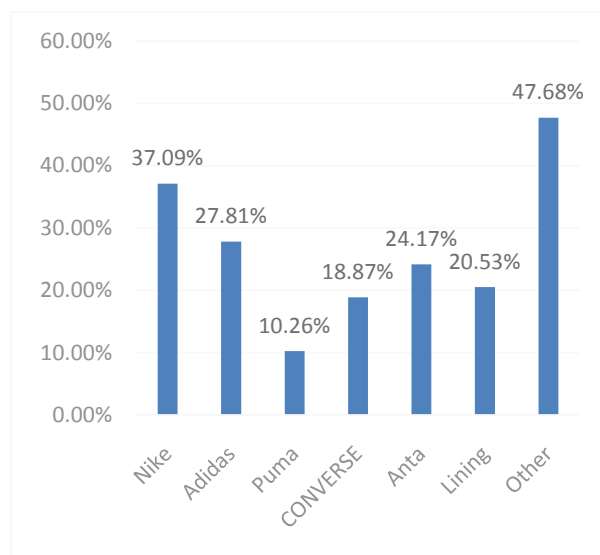
Fig.4 College Students' love for sports brands

Analysis of the survey results: in terms of brand selection, we can see that Nike and Adidas account for more than half of the total proportion of the two sports brand giants. The sports goods of the two brands have been the first choice of many college students, and the sale and wearing of their products have always been hot topics. However, Anta and Li Ning, the representatives of domestic brands, also account for a considerable proportion; compared with Adidas and Nike, the price of domestic brands is more people-friendly, and the quality of goods does not fall behind. At the same time, domestic brands gradually pay attention to the design of goods, which attracts the college students to choose their goods.

3.4How college students choose sports goods
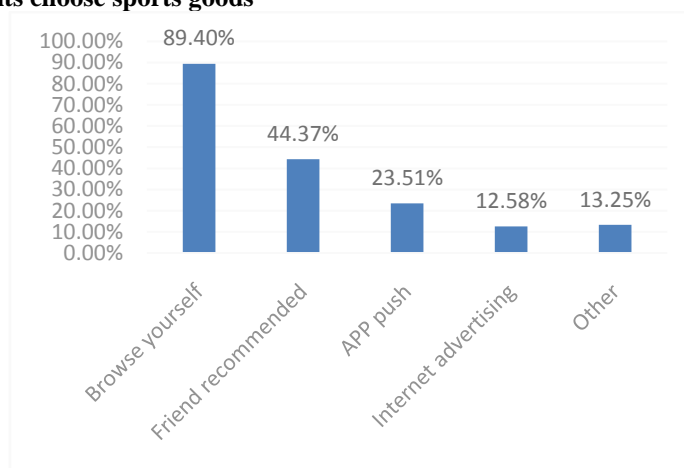
Fig.5 How college students choose sports goods

Analysis of the survey results: there are many ways for college students to choose sports goods, among which "self browsing" accounts for the highest proportion and "friend recommendation" takes the second place. The proportion of "app push" and "Internet advertising" is relatively low. This shows that college students are willing to spend a little more time to choose their own satisfactory sports goods, but also willing to listen to the suggestions and recommendations of people around them. The main reasons for the less audience of online publicity and app platform push are as follows: (1) the number of sports goods pushed by app based on data analysis of users' shopping habits is less, that is to say, the selection of providing users is less, and it is not easy for users to compare goods. (2) The information provided by Internet advertising is less, which can't meet the college students' further understanding of the details of sports goods and whether they are suitable for their own conditions. Therefore, when using Internet advertising for brand promotion, brands should highlight their own special points, and at the same time, more information about products should be introduced.

3.5Ways for college students to understand commodities
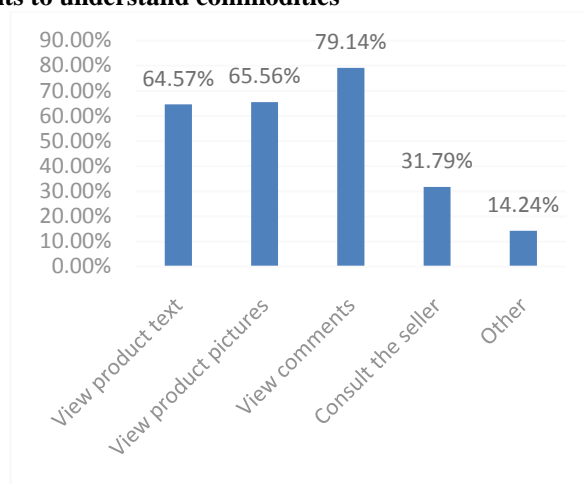
Fig.6 Ways for college students to understand commodities

Analysis of survey results: in the selection of special ways to understand commodity information, "view comments", "view commodity pictures" and "view commodity text information" are the top three ways. This is mainly because in many stores of the online shopping platform, the information of various commodities provided by the merchants is particularly detailed, including the detailed drawing of commodities, the size of commodities, the introduction of commodity functions, etc. The review area of the shop will also provide the wearing conditions and actual effects fed back by other customers, so that the college students have practical basis for reference. Therefore, through these three ways In this way, you can get complete information of sports goods. But "consulting the seller" has the disadvantage of not getting information in time. Therefore, the brand should pay special attention to the planning of the product details page in the online shopping mall, and attract the attention of college students by using the rich detailed display chart and detailed product data.

3.6Preferential ways of College Students' group preference
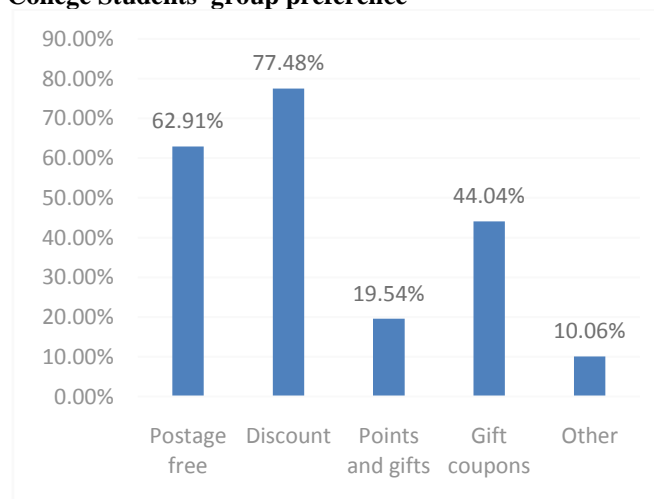
Fig.7 Preferential ways of College Students' group preference

Analysis of the survey results: for the relevant preferential measures to purchase goods, more than half of the college students and graduates who participated in the survey prefer two promotion methods, namely, free postage and discount of goods. The proportion of people who choose to give preferential tickets is also higher, and the proportion of people who choose to give gifts with points and other people is lower. College students are keen to get more direct related offers, such as discounts and package mail, which can reduce the cost of online shopping, and offer discounts when they buy related products online. Therefore, when the brand implements the preferential policies of commodity promotion, it focuses on the measures of discount, parcel post and large amount of preferential volume.

3.7College Students' satisfaction with online shopping
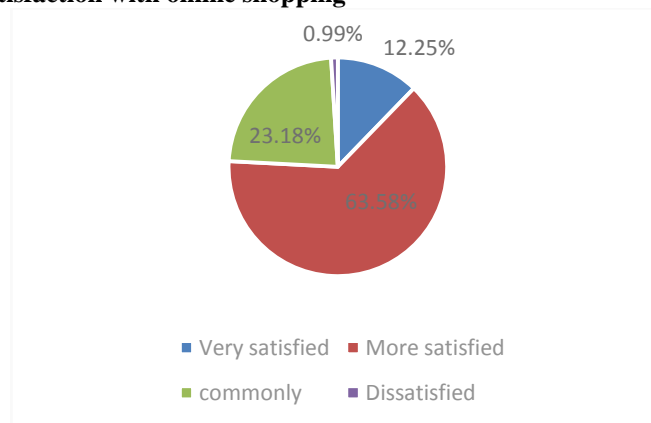
Fig.8 College Students' satisfaction with online shopping

Analysis of survey results: according to the satisfaction results of online shopping, about 75% of the respondents are satisfied or very satisfied with online shopping, and only 1% are dissatisfied. It shows that with the development of the times and economy, the shopping mode and service level provided by online shopping has been recognized by most people. In this era of rapid development of the Internet, only by seizing the historical opportunity period of online shopping and formulating the operation strategy timely and effectively can the development of the brand enter a new level, promote the brand to obtain greater development space and economic benefits, and thus promote the development of social economy.

IV. CONCLUSION

According to the survey results, the following operational strategy suggestions are proposed for relevant enterprises:

1). Brands should control the quality of their own products and ensure that the products provided to consumers are of good quality. Taking the sports goods in this study as an example, the relevant brands should ensure the comfort and wear resistance of the goods, so as to ensure that users can obtain a satisfactory sense of use and the recognition of brand quality.

2). The brand should strengthen the propaganda of various ways. We should not only strengthen the propaganda in traditional media such as TV and outdoor advertising, but also use the emerging Internet industry to publicize the goods, so as to ensure the further implementation of the operation strategy.

3). The brand should make full use of the shopping trend brought by the holidays and shopping seasons, hold preferential activities for commodities in time, stimulate consumption by means of package mail, discount, etc., and retain a group of customers for the brand by means of coupons, etc.

4). The brand should strengthen its own service level. For example, customer service related to the brand should respond to consumers in time, politely and effectively. The brand shopping interface should be humanized to meet the needs of consumers.

The rapid development of the Internet has provided many development opportunities for enterprises. Online shopping, as a fast-growing way of shopping, is loved by businesses and consumers. Through the investigation and Research on the online shopping behavior of consumers, it has guiding help for the future operation strategy of the enterprise brand. As for brands, we should seize the business opportunity brought by online shopping in time and make a long-term brand strategic development plan, so as to ensure the gradual growth of brand value and continuous expansion of benefits. For the related brands, no matter what kind of operation strategy they make, it is inseparable from the consumer, which is the main body of consumption. To make an effective operation strategy plan, we need to pay attention to and deeply understand the consumer's shopping psychology, habits, shopping motivation and a series of factors. If you want to occupy more market share, you need to understand the needs of consumers, so as to sell what they need, and ultimately achieve success.

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