STUDENTS' ONLINE PURCHASE INTENTIONS AT EIGHT NATIONAL UNIVERSITIES IN BEIJING, CHINA

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***Abstract**: This research investigates the factors that have a relationship with online purchase intentions. This article focuses on online purchase intention among students at eight universities in Beijing, China. The One-way analysis of variance (ANOVA), Pearson correlation coefficient, and Spearman correlation coefficient were used for analyzing the hypotheses in this study. All the factors (variables) considered in this research, namely, perceived price, perceived ease of use, website quality, website brand, and customer value and trust have positive relationships and were found to have an important effect on purchase intention. Several recommendations were made with a view to increase the number of omline shopping customers.*

***Keywords**: Online Purchase, Purchase Intention, E-Commerce, Customer Value, Online Shopping, Trust, Perceived Price, Perceived Ease of Use, Website Quality, Website Brand.*

Introduction

Online shopping allows consumers to purchase goods or services directly from a real-time seller over the Internet, without any intermediary service. There are three types of online shopping; B2C (Business-to-Consumer); B2B (Business-to-Business); and C2C (Consumer-to-Consumer). B2C refers to business activities whereby customers pay to get products or services through the Internet (Bussler, 2003). A good example of a B2C transaction is that of a customer buying a pair of shoes via a virtual (online) shop. B2B can be defined as a business commerce transaction between business partners, for instance, manufactures selling goods to wholesalers (Bussler, 2003). As to C2C, it refers to electrical-based commerce transactions between customers and other third parties (Bussler, 2003). The best example of C2C is online auctions, which allows some consumers to post one or more items for sale and others to bid for them. Simply put, online shopping can be seen as the computerized version of traditional shopping, where consumers buy products or services through online virtual stores.

There is much consensus regarding the attractive attributes of Internet shopping as compared with traditional shopping (Breitenbach & Van Doren, 1998; Crawford, 2000; Ray, 2001; Schaeffer, 2000; and Then and Delong, 1999). These attributes include: time and money-saving; convenience or easy accessibility; the shopper's ability to screen and select a wide range of alternatives; and the availability of information for purchase intention. Moreover, simplicity, fast speed and variety of products allow consumers to reduce the cost and time of procurement. With the development of the Internet and the popularization of computers, shopping on the Internet has become commonplace. Still, even though the future of online shopping looks bright, there are many variables that can disrupt the online shopping process. With the high number of sellers and shoppers in the online market, customers' value and brand trust evaluation have become crucial indicators for e-commerce (McDougall et al., 2000; Doina and Nathan, 2008). According to Chu and Lu (2007), customer value is significantly influenced by perceived price and perceived ease of use. These factors also can be used to predict the purchase intention of buying online. So can trust, affected by quality and brand image (Chang and Chen, 2008). Trust not only

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