

The Analysis of Influential Factors of College Students' Purchasing Behaviors on Taobao Snacks

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Abstract: *In recent years, college students have become the main force of purchasing snacks on Taobao. That's why this paper takes college students as the research object. Adapt the purchasing behavior model of Taobao snacks consumers based on the Howard-Sheth model, and find out the factors that have the greatest impact on purchasing behavior among the variables contained in these dimensions. Including significant stimulus, symbolic stimulus, social stimulus and customer perceived value. This paper uses SPSS software to statistically analyse 235 valid questionnaires collected. The results show that: (1) Input variables have a significant positive impact on customer perceived value and purchasing behavior. (2) Customer perceived value has a significant positive impact and intermediary effect on purchasing behavior. Customer perceived value has the strongest impact and intermediary effect on purchasing behavior among customer perceived value and emotional value. (3) Social stimulation has the greatest impact on purchasing behavior among all input variables, and the most influential factor is personal value. (4) Price has the greatest impact on purchasing behavior among all significant stimuli. (5) Web advertising has the greatest impact on purchasing behavior among all symbolic stimuli. It is hoped that the research results will help Taobao snack merchants develop more effective marketing programs attract college student customers.*

Keywords: *Purchasing Behavior; Consumer Perceived Value; Howard -Sheth Mode*

1. Introduction

In this chapter, it contains the background and purpose of the analysis of influential factors of college students' purchasing behaviors on Taobao snacks.

In recent years, coinciding with the good times of e-commerce and online shopping, the B2C e-commerce and mobile APP business of food has achieved rapid development. The rapid development of a new generation of information technology and network technology represented by big data, cloud computing, virtual reality, artificial intelligence, etc. Continues to provide support for the innovative development of the digital economy and e-commerce, builds new business models, and brews new application breakthroughs.

In January 2020, CBNDData and Tmall Super Category Day released the "New Trend Report on Leisure Snacks". Based on CBNDData consumption big data, the online snacks market has experienced three years of steady development, and the Tmall platform have accounted for more than 70% of the Taobao zero food category as the main purchase channel for consumers sales. Maintaining a consumer growth rate of more than 20% for two consecutive years has made the entire online zero food market have considerable market potential and sustained and stable market expectations. Among online snacks consumers, 60% of women, and consumers after 1995 have become the main group driving online snack consumption. At present, many of the college students are post-95s so it can be seen that the college student group is an important part of the snack consumer on Taobao.

Online consumers will be affected by many factors in the shopping process, such as age, computer application level, website image, commodity prices, transaction security, logistics and distribution speed, service level, others' evaluation, etc. These factors will facilitate consumers' purchasing decisions and purchasing behavior in good way. This paper needs to find out the factors that actually affect college students' Taobao snack purchases.

The purpose of this thesis is to find out the factors that can really affect the purchasing behavior of college students in Taobao snacks. Taobao snacks merchants should attach great importance to those factors that affect consumer purchasing behavior and decision-making.

At present, the domestic research on the analysis of college students' snack purchasing behavior is not rich enough, and the "college student snack online shopping" is searched on the CNKI academic shopping platform, and there are only 5 related results. The thesis will target snack products on the Taobao and focus on the purchasing behavior of college student consumers. The influencing factors of college students' snack shopping behavior are discussed, and it is hoped that these factors can be studied and analyzed. So that Taobao snack merchants can refer to these factors and formulate corresponding marketing strategies.

2. Literature Review

In this chapter, firstly, the author will introduce the concepts of consumer purchasing behavior, Taobao, snacks and customer perceived value. Secondly, the author will introduce the definition, variables and analysis of Howard-Sheth model. Finally, the author will describe the related research of purchasing behavior at home and abroad.

2.1. Concepts

The concepts in this study include purchasing behavior, Taobao and consumers perceived value.

2.1.1 Purchasing Behavior

The American marketing community defines consumer behavior: "The dynamic interaction process of perception, cognition, behavior, and environmental factors is the behavioral basis for human beings to perform transactional functions in life."^[10]

Purchasing behavior is the product that consumers are seeking, buying, using, evaluating, and dealing with what they expect to meet their needs^[11].

Purchasing behavior is concerned with how consumers can make decisions about how the resources (time, money, energy) available to them are allocated to matters related to consumption. Purchasing behavior will have to answer the following question: What do consumers buy? Why Buy? Where to buy? When to buy? Will not buy often and so on^[9].

In the early days of the development of consumer behavior, the research in this field mainly focused on why consumers buy. In recent years, the research field has become broader and extended to post-purchase behavior. For example, how to maintain a good cooperative relationship with customers.

2.1.2 Taobao

Taobao is the largest online retail and business district in the Asia-Pacific region, founded by Alibaba Group in May 2003. Taobao is China's most popular online shopping retail platform, with nearly 500 million registered users, more than 60 million regular visitors per day, and more than 800 million online items per day, with an average of 48,000 items sold every minute. On June 16, 2011, Alibaba Group's Taobao company was spun off into three separate companies, namely Taobao, which inherited the original C2C business, Taobao Mall, a platform-based B2C e-commerce service provider, and E Tao, a one-stop shopping search engine.

2.1.3 Customer Perceived Value

Customer perceived value is the overall evaluation of the utility of products or services after weighing the perceived benefits of customers and the costs they pay when acquiring products or services. Customer perceived value reflects customers' subjective cognition of the value of products or services provided by enterprises, which is different from the objective value of products and services^[22].

Levitt (1980) believes that a product represents "a series of complex value satisfaction" of the buyer, and "value" represents the ability of a product to meet the needs of consumers. If a product meets the actual needs of consumers, it means that the product has passed on some value^[3].

Woodruff (1997) further explained the concept of customer perceived value and answered the question of how products create and display their value. He believes that customer perceived value refers to customers' perceived preference and evaluation of some functions of the product and the feeling of using the product to achieve customers' goals and intentions in specific situations^[8].

Scholars have also studied the customer perceived value of different product categories or services.

Among them, Sheth et al. (1991) have attracted much attention. They believe that customer choice is a function of multi-dimensional consumption value^[5]. These value dimensions play different roles in different purchase environments and have a superposition effect on consumer choice.

The consumption value proposed by Sheth et al. Includes five aspects: social value, emotional value, functional value, cognitive value and situational value.

2.2. The Theory of Howard -Sheth Model

The Howard -Sheth Model is an approach for analyzing the combined impact of the social, psychological and marketing factors on the purchasing behavior or preference of the consumers and the industrial buyers into a logical order of information processing.

John Howard and Jagadish -Sheth introduced the Howard -Sheth Model in the year 1969. The concept was published in their book "The Theory of Buyer Behavior"^[2].

Beginning with the stage of extensive problem solving, the buyer slowly converts into a regular customer of the organization, at the routinized response behavior level.

This whole process of buyer's decision-making functions on four pillars of this model or the four essential elements of this model. These variables are elaborated below in figure 1: input variables, hypothetical constructs, output variables and exogenous variable^[2].

Input variables refers to the factor controlled by the sales department, which includes 3 stimuli factors; product stimulus, symbol stimulus and social stimulus. Significant Stimuli, such as the quality, price, characteristics, availability and service of a product. Symbolic Stimuli, such as through salesman, advertising, media, etc. to convey product characteristics to consumers. Social stimuli, such as families, related groups, social classes, etc.^[2].

Exogenous variables refer to external influencing factors in the purchase decision-making process, such as culture, personality, financial resources, etc. Extrinsic factors include relevant groups, social class, culture, subculture, time pressure, and product selectivity^[2].

Hypothetical constructs refer to factors that act between stimuli and responses. It is the most basic and important factor of the Howard-Sheath model. It mainly shows how input factors and Exogenous Variables act in mental activity, leading to results. This model believes that the degree of consumers' inner acceptance of input factors is affected by the motivation for demand and the sensitivity of information response, and the sensitivity to information response depends on the intensity of consumers' desire to buy and the effect of "learning". Consumers tend to show "cognitive awareness" for products of interest and "cognitive defense" against irrelevant product information ^[2].

Output variables refers to the purchasing behavior caused by the purchase decision process, which includes three stages: cognitive response, emotional response and behavioral response^[2].

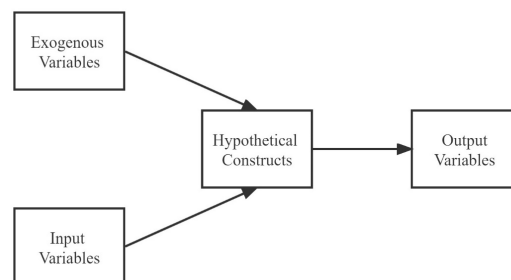


Figure 1: Howard- Sheth Model Diagram.

2.3. Related Researches

2.3.1 Researches in China

The theories and methods are used in the research of consumer purchasing behavior in China which include S-R model, Kotler behavior choice model, Nicosai model, Howard- Sheth model, EKB model and consumer psychological input-output model ^[20].

According to Zhao Xin (2011), who believes the factors that affect consumers' online purchasing include trust, convenience, fun, price and consumer after-sales protection^[23].

According to the research of Han sheng et al. (2017), their thesis mainly studies the impact of the effectiveness of online purchasing platform on College Students' online purchasing consumption behavior. The effectiveness of online purchasing platform is mainly studied from four aspects: online purchasing usability, online purchasing security, information provision and online platform quality. The online purchasing consumption behavior of college students is studied from three measurement indicators: monthly average consumption amount, monthly average online purchasing times and cumulative amount^[14]. Through the investigation of 200 students the results show that the relationship between the effectiveness of online purchasing platform and its four dimensions is significant.

Fang Juntao et al. (2020) select four dimensions: purchasing platform website, historical commodity price, surrounding purchasing environment and college students' own habits to explore college students' consumption behavior and influencing factors in "double 11" online purchasing. Through statistical analysis, it is concluded that purchasing platform websites, historical commodity prices, surrounding purchasing environment and their own habits have a significant impact on College Students' "double 11" online purchasing^[12].

Compared with the above investigation on the influencing factors of online purchasing behavior in China, the factors analyzed in this study will be more comprehensive, because the Howard-Sheth model will include the impact of social factors, personal factors and the product itself on purchasing behavior.

2.3.2 Researches in Other Countries

Hasen et al. (2016) use the theory of planned behavior to investigate consumers' willingness to buy domestic food. On this basis, they examine the regulatory role of consumer ethnocentrism and self-construction. They design a questionnaire and 501 consumers complete the online survey. Confirmatory factor analysis and multiple regression analysis are used. The results show that both subjective norms and perceived behavior control (PBC) had significant positive effects on consumers' willingness to buy domestic food. Attitude also has a positive effect, but it is only significant at the level of 10%. The role of subjective norms weakens with the increase of the level of ethnocentrism. When consumers are collectivism rather than individualism, the role of PBC weakens^[6].

Somogyi et al. (2018) discuss the impact of innovative adoption characteristics on Chinese consumers' online food purchasing adoption, investigated consumers' online purchase preferences for specific food categories, and the consumer groups who buy food online in China. They collect data in Beijing, Guangzhou and Chongqing through online surveys. The result of the survey is that participants have a strong willingness to buy snacks and imported food online, while they have a weak willingness to buy fresh food such as meat, eggs, vegetables, fish and seafood online. They find that Chinese consumers' attitude and / or purchase intention are positively correlated with their perceived motivation, and negatively correlated with their perceived complexity of online food purchasing^[7].

Santo and Marques (2021) study the impact of consumers' hedonic motivation, price, information acquisition and trust on online purchase intention. Based on the information collected through a questionnaire survey of 750 online buyers, a structural equation model is developed. The results show that online access to information, hedonic motivation and trust in e-commerce websites can be used to explain people's intention to continue purchasing in online stores to a certain extent. The results show that online information generates trust. Online price perception does not affect loyalty, but it has a positive impact on hedonic motivation^[4].

Compared with the researches in other countries, this study is more targeted and practical. Because of Taobao, the most influential e-commerce platform in China, used for research. And only studied the snack purchasing behavior of college students. Such research will be more specific and segmented, so as to better focus on specific groups of people.

3. Methodology

In this chapter, according to Howard-Sheth model, the author will reconstruct a model of the College Students' purchasing behaviors on Taobao snacks. This part consists of reconstruction of the model, research hypotheses and questions, design of research questionnaire.

3.1. Reconstruction of the Model

The structure of Howard -Sheth model has been introduced in the previous part of this thesis. howard -sheth model is mainly composed of input variables (significant stimulus, symbolic stimulus and social stimulus), exogenic variables, hypothetical structures and output variables.

The innovation of this model this research is based on the Howard-Sheth model, combined with the characteristics of Taobao e-commerce platform and the characteristics of College Students' consumers, to redefine the dimensional variables in significant stimulus, symbolic stimulus and social stimulus customer perceived value.

3.1.1. Input Variables

Input variables are composed of significant stimuli, symbolic stimuli and social stimuli.

(1) Significant stimulus

Refers to the quality, price, characteristics, availability and service of products^[2].The author finds that in daily life, college student consumers buy snacks for many reasons. Some college student consumers buy snacks for their own taste or local specialties. For example, college student consumers from Sichuan Province like to buy spicy snacks such as Spicy Rabbit Head, which shows that the taste of snacks will affect consumers' choice.

As a commodity, the price of snacks is likely to have an impact on consumers' purchasing behavior. In view of the particularity of Taobao platform, there are shopping festivals such as double 11 every year. At this time, businesses usually give consumers certain discounts or gifts. Can these discounts affect the purchasing behavior of Taobao snacks by college student consumers?

On the e-commerce platform, the speed of logistics distribution is also a key point. Especially for the food industry, logistics can affect the quality of food, so it is also an important factor to buy snacks on Taobao.

The online store service attitude is also very important, because through the bad comments on Taobao, it can be found that consumers who give bad comments on the store usually say they are unwilling to buy the products of the online store again.

To sum up, significant stimulus can be composed of three variables: product, price and online store service.

(2) Symbolic Stimuli

Symbolic stimulus refers to the information provided by commercial media such as mass media, advertising, signboards and salespeople, which is the information source of consumers' purchasing behavior^[2].

College student consumers' information of Taobao snacks through commercial media can be derived from the web advertisement about Taobao snacks, the live broadcast and the product introduction page.

To sum up, symbolic stimulus can be composed of web advertising, livestreaming and product introduction page.

(3) Social Stimuli

Purchasing behavior may be influenced by the surrounding environment and relatives and friends around^[2]. With the development of science and technology, communication between people has become more convenient, and online information sharing has become more and more common. The network environment will imperceptibly affect people's lifestyle, personal values, preferences and so on. Values further influence and determine purchasing behavior.

Therefore, this thesis divides social stimulus into three dimensions: reference group, personal value and living environment.

3.1.2. Customer Perceived Value(Hypothetical Constructs)

The perceived value will be used as hypothetical constructs in Howard-Sheth model.

In Howard-Sheth model, hypothetical structures describe how input variables and exogenous variables act on consumers to generate purchasing behavior.

This thesis refers to the views of Sheth et al. (1991), who believe that consumer purchasing behavior is a function of multi-dimensional consumption value. These value dimensions play different roles in different purchase environments and have a superposition effect on consumers' choices^[5]. The consumption value proposed by Sheth et al. Includes five aspects: social value, emotional value and functional value, cognitive value and situational value. Combined with the characteristics of Taobao snack purchase, customer perceived value is divided into three dimensions: functional value, emotional value and perceived risk.

Functional value refers to the function that the product can meet the needs of consumers or use purposes. College student consumers buy snacks on Taobao, which can be used to meet their energy needs or in other ways. In this thesis, the functional value of Taobao snacks mainly refers to purchasing snacks to supplement energy, as gifts and as a way to relax.

Emotional value refers to consumers' feelings for products or brands during the purchase process or after obtaining products. For example, college student consumers choose snacks on Taobao and get a series of emotions such as pleasure and excitement.

The original concept of perceived risk was extended from psychology by Bauer (2002) of Harvard University. He believes that consumers may not be sure whether their expected results are correct in any purchasing behavior, and some results may make consumers unhappy^[1]. Therefore, consumers' purchase decisions imply uncertainty about the results, which is the original concept of risk.

There are also many uncertain factors on Taobao platform, especially when online shopping snacks. The uncertainty is even greater. It may be faced with the expiration of some snacks with short shelf life due to the long transportation time during the transportation process, and the damage of snack bags due to the transportation process. These are potential risks.

3.1.3. Purchasing Behavior(Output Variable)

The purchasing behavior will be used as output variable in Howard-Sheth model. On the relationship between customer perceived value and purchasing behavior, according to Peng Wenwu et al(2020), on the e-commerce platform, customer perceived value has an intermediary effect between marketing factors such as information push and purchasing behavior, and hedonic value, social value and utilitarian value have a significant impact on consumers' purchasing behavior^[19]. Based on this research, the author believes that customer perceived value may also play an intermediary role between Input Variables and purchasing behavior in the process of purchasing snacks on Taobao.

According to the previous research content, the following research variables can be seen in Table 1.

Table 1: Variables and Dimensions in Thesis Model.

Variables	Dimension 1	Dimension 2
Input Variables	Significant Stimuli	Product Price Online Store Service
	Symbolic Stimuli	Livestreaming Web Advertising Product Introduction Page
	Social Stimuli	Reference Group Personal Value Living Environment
Customer Perceived Value	Functional Value Emotional Value Perceived Risk	
Purchasing Behavior		

3.2. Research Hypotheses and Questions

3.2.1. Hypotheses

Based on previous studies, the following assumptions are proposed. The first thing to be clear in this thesis is that only when input stimulus and consumer perceived value are related to purchasing behavior we can find the factors that have the greatest impact on purchasing behavior.

When H1 is true, it is the input stimulus that has an impact on consumer perceived value.

When H2 is true, it means that consumer perceived value has an impact on purchasing behavior, and then we can find out which of the three dimensional variables of social stimulus, values and reference group contained in consumer perceived value has the greatest impact on purchasing behavior.

When H3 is true, it is the input stimulus that will affect the purchasing behavior, and then the author can find out which of the three dimensions of input stimulus, including significant stimulus, symbolic stimulus and social stimulus, has the greatest impact on the purchasing behavior. In addition, firstly, the author can find out which products, prices and stores contained in significant stimulus have the greatest impact on purchasing behavior; Secondly, the author can find out which of the three dimensional factors of product page, web advertisement and livestreaming contained in symbolic stimulus has the greatest impact on purchasing behavior; Third, we can find out which values, reference groups and living environment contained in social stimulus has the greatest impact on purchasing behavior.

The hypothetical model is shown in Figure 2.

H1: input variables are related to customer perceived value.

H2: customer perceived value is related to purchasing behavior.

H3: input variables are related to purchasing behavior.

H4: customer perceived value plays an intermediary role in input variables and purchasing behavior.

3.2.2. Questions

When the above hypotheses are established, SPSS regression analysis can be used to find out the biggest influencing factors of each dimension on college student consumers' online shopping snacks on Taobao. The specific questions raised are as follows:

Q1: If the hypotheses model in 3.3.1 is true, which of the three dimensions of input variables (significant stimulus, symbolic stimulus and social stimulus) has the greatest impact on purchasing behavior?

Q2: If the hypotheses model in 3.3.1 is true, which of the three dimensions of significant stimulus (product, price and online store) has the greatest impact on purchasing behavior?

Q3: If the hypotheses model in 3.3.1 is true, which of the three dimensions of symbolic stimulus (livestreaming, web advertising, product introduction page) has the greatest impact on purchasing behavior?

Q4: If the hypotheses model in 3.3.1 is true, which of the three dimensions of social stimulus (living environment, reference group and personal value) has the greatest impact on purchasing behavior?

Q5: If the hypotheses model in 3.3.1 is true, then among the three dimensions of customer perceived value (functional value, emotional value, perceived risk), which one has the greatest impact on purchasing behavior?

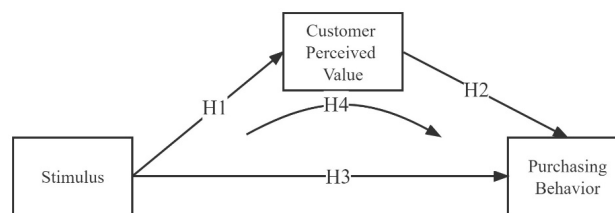


Figure 2: Hypotheses Model.

3.3. Design of Research Questionnaire

The questionnaire on the influencing factors of College Students' snack shopping behavior is divided into two parts from the content. First, it is the basic information of the respondents, including the gender of the consumer, education stage, monthly living expenses, whether there are part-time jobs and the number of online snacks purchased on Taobao every month. The second part is the scale part. In the previous thesis, the Howard -Sheth model is analyzed and the research model of this thesis is constructed. The dependent variable of the model is response or output variables, that is, the purchasing

behavior made by consumers, the intermediary variable is customer perceived value, and the independent variable is Input Variables.

According to previous research results(Liang Yibo,2016;Wen Meng,2018), if any of the developed maturity scales meets the needs of this questionnaire, and items with good reliability and validity are directly cited in this questionnaire^{[16][20]}. At the same time, Likert five components are used for related problemsAs measured in the Likert scale, scores 1 to 5 respectively indicate very disagree, disagree, uncertain and agree and very much agree. The higher the respondents' recognition of the problem, the higher the score. The content of the questionnaire is centered around this. The research content of this thesis is carried out. After summarizing the literature, referring to the maturity scale at home and abroad and consulting the tutor, the sentence expression and item setting are improved, and the questionnaire is obtained.

4. Finding and Analyses

In this chapter, the author will analyze the collected questionnaire data. This chapter includes descriptive analysis, reliability analysis, validity analysis, Pearson correlation test, regression analysis and standard regression coefficient to find the factors that have the greatest impact on purchasing behavior from the dimensions of significant stimulus, symbol stimulus, social stimulus and customer perceived value.

4.1. Descriptive Statistical Analysis

After the designing of the questionnaire, the survey data are collected through online survey. The questionnaire is distributed through social platforms, such as WeChat, QQ , Ding talk and other platforms. A total of 250 sample data are collected in this survey. After eliminating invalid 15 questionnaires, 235 valid questionnaires are finally obtained. The questionnaire efficiency is 94%.

The first step of questionnaire data processing is to conduct descriptive statistical analysis of the collected data and analyze the respondents personal characteristics, including gender, level of education, monthly cost of living (unit: yuan) and whether they have part-time jobs. The specific results are shown in Table 2.

Table 2: Descriptive Statistical Analysis of College Consumers.

Indicators	Classification	Samples	Percentage
Gender	Male	77	32.8%
	Female	158	67.2%
Education Stage	Undergraduate (Junior College)	225	95.7%
	Postgraduate	10	4.3%
Living Expenses/Month (Unit: yuan)	0-1000.	34	14.5%
	1000-2000.	160	68.1%
	2000-3000.	34	14.5%
	More than 3000	7	3%
Part-Time Job	Yes	43	18.3%
	No	192	81.7%
The Number of Snacks Purchasing on Taobao / Month	0-2 times	184	78.3%
	More than 3 times	51	21.7%

According to Table 2, from the perspective of gender, males and females account for 32.8% and 67.2% of the total population in the sample.

In terms of the education stage of the respondents, the respondents in undergraduate (junior college) stage accounted for 95.7%, and those in graduate stage accounted for 4.3%.

From the perspective of the monthly living expenses of respondents (unit: yuan), the respondents with monthly living expenses of 0 to 1,000 yuan accounted for 14.5%, those with monthly living expenses of 1,000 to 2,000 yuan accounted for 68.1%, those with monthly living expenses of 2,000 to 3,000 yuan accounted for 14.5%, and those with monthly living expenses of more than 3,000 yuan accounted for 3%.

In terms of whether respondents have part-time jobs or not, 81.7% of respondents do not have part-time jobs and 18.3% have part-time jobs.

From the perspective of the number of snacks purchased by respondents every month, 78.3% of college students buy snacks on Taobao for 0~2 times every month, 21.7% of college students buy snacks on Taobao for 3 times or more than 3 times a month.

4.2. The Reliability Test

In this thesis, Cronbach Alpha coefficient is used to test the reliability. If Cronbach's Alpha coefficient is greater than 0.9, it indicates that the questionnaire is very reliable; Above 0.8, the reliability is good; It is above 0.7, indicating that the questionnaire has certain value, but needs to be modified; If Cronbach's Alpha coefficient is lower than 0.6, it indicates that there is a problem with the questionnaire data and the questionnaire needs to be rewritten^[18].

Table 3: Reliability Test of the Whole Questionnaire.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.936	0.925	32

The overall reliability of the data collected from the questionnaire was analyzed, and the Cronbach's Alpha reliability coefficient of the questionnaire was shown in Table 3.

According to the data in Table 4, the reliability coefficient of Cronbach's Alpha is 0.936, and the Cronbach's Alpha value based on the standardized term is 0.925, indicating that the overall reliability of the questionnaire is good.

Table 4: Reliability Test Results of Each Variable.

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Cronbach's Alpha Based on Standardized Items
Input Variables	0.884	0.875	17
Customer Perceived Value	0.843	0.842	7
Purchasing Behavior	0.726	0.733	3

As can be seen from Table 4, the reliability coefficients of the questionnaire are greater than 0.7, all variables reflect good consistency and stability, and the reliability of the questionnaire is good.

4.3. The Validity Test

The closer the KMO value is to 1, the stronger the correlation between variables is, the more common factors are, the greater the structural validity is, and the more suitable the factors are analysis. $KMO \geq 0.9$ indicates that the questionnaire has high structural validity; $0.8 \leq KMO < 0.9$, good structural validity; $0.7 \leq KMO < 0.8$ is a good construct validity; If $KMO < 0.6$, it indicates that the questionnaire has poor structural validity and is not suitable for factor analysis. Bartlett's spherical test value is used to test whether the correlation of each item in the questionnaire is significant. If $sig. < 0.05$, i.e. significant, indicating that it is suitable for factor analysis^[13].

Through SPSS analysis, in Table 5 the KMO value of the questionnaire is 0.885, greater than 0.8, indicating that the data of the questionnaire is very suitable for factor analysis. The approximate Chi-Square value of Bartlett sphericity test is 3284.239, the degree of freedom is 351, and the p value is 0.000, less than 0.05. The results were significant and suitable for factor analysis.

In the Table 6, KMO value of all items are greater than 0.5, Bartlett of all items are 0.000, less than 0.05, indicating that all items in the questionnaire are suitable for factor analysis, factor loading is greater than 0.6, and the total variance explained is greater than 60%. To sum up, the validity test results of the questionnaire are good.

Table 5: KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.885
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Bartlett's Test of Sphericity	Approx. Chi-Square	3284.239
	<i>df</i>	351
	<i>Sig.</i>	.000

Table 6: Validity Test Results of Variables and Dimensions.

Variables	Dimension 1	Dimension 2	Items	Factor Loading	Explained Total Variance	KMO	Bartlett's Test	
Input Variables	Significant Stimuli	Product	Q6	0.778	88.882%	0.667	0.000	
			Q7					
		Price	Q8	0.626				
			Q9	0.764				
			Q10	0.713				
	Online Store	Q11	0.579					
		Q12	0.568	81.479%				0.688
	Symbolic Stimuli	Product Introduction Page	Q13	0.652				
			Q14	0.728				
			Q15	0.723				90.702%
	Input Variables	Social Stimuli	Reference Group	Q16				.735
Q17				0.776				
Q18				0.810				
Q19				0.704				
Living Environment		Q20	0.689					
		Personal Value	Q21	0.774				
			Q22	0.763				
Customer Perceived Value	Functional Value		Q23	0.678	94.987%	0.646	0.000	
			Q24	0.564				
			Q25	0.632				
	Emotional Value		Q26	0.597	86.987%	0.512	0.000	
			Q27	0.524				
Perceived Risk		Q28	0.792	80.654%	0.531	0.000		
		Q29	0.822					
Purchasing Behavior			Q30	0.515	80.653%	0.644	0.000	
			Q31	0.784				
			Q32	0.719				

4.4. Correlation Test

Table 7: Correlation Test Between Input Variables, Customer Perceived Value and Purchasing Behavior.

		Customer Perceived Value	Input Variables	Purchasing Behavior
Customer Perceived Value	Pearson Correlation	1		
Input Variables	Pearson Correlation	.771**	1	
Purchasing Behavior	Pearson Correlation	.511**	.514**	1
**. Correlation is significant at the 0.01 level (2-tailed).				

The function of correlation analysis is to test whether there is correlation between variables and divided dimensions. Analyze the direction and closeness of the correlation describing the relationship between variables. In this study, the bivariate person correlation coefficient method is used for correlation analysis. It is considered that the distribution of samples follows the normal distribution, and the two tailed test is used for significance, and the test level is less than 0.01. The absolute value of the person correlation coefficient is between - 1 and 1. The larger the absolute value of the coefficient is, the stronger the correlation is. The sign of the coefficient indicates that the relationship between variables is positive or negative correlation. The absolute value of Pearson correlation coefficient is in the range of 0.8 to 1.0, and the correlation of variables is very strong; The absolute value of correlation coefficient is between 0.6 and 0.8, and the correlation is significant; When the absolute value of

correlation coefficient is in the range of 0.4 to 0.6, it is medium correlation; When the absolute value of correlation coefficient is in the range of 0.2 to 0.4, it shows weak correlation; The absolute value of correlation coefficient is in the range of 0 to 0.2, and the correlation is weak. By calculating the average value, the observed values of each dimension and variable in the sample are obtained, and then analyzed by SPSS to obtain the correlation test results.

In order to test whether there is a significant correlation between input variables, customer qualified value and purchasing behavior, Pearson correlation test is conducted. The test results are as follows:

As Table 7 shows, the significance level P of input variables and purchasing behavior was 0.000, less than 0.01. At the significance level of 0.01 (bilateral), the correlation between input variables and purchasing behavior was 0.514, and there was a significant positive correlation between them; The significance level P between customer perceived value and purchasing behavior was 0.000, less than 0.01, and the correlation was 0.511; The significance level P between input variables and purchasing behavior is 0.000, less than 0.01, at 0.01

On the significance level (bilateral), the correlation between input variables and purchasing behavior was 0.771, showing a significant positive correlation.

4.5. Regression Analysis

The correlation tests of input variables, customer perceived value and purchasing behavior were carried out in the previous thesis, and the results showed that there was a significant correlation between the three factors. In order to further study the relationship between various factors, linear regression analysis will be used to test the basic path of the model and verify whether the assumptions proposed in Chapter 3 are tenable.

4.5.1. Regression Analysis of Input Variables and Customer Perceived Value

After correlation test, there is a significant positive relationship between input variables and customer perceived value at the level of 0.01 (bilateral). Carry out regression analysis on input variables and customer expected value. The specific results are shown in Table 8.

Table 8: Regression Analysis Model Summary between Input Variables and Customer Perceived Value

R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
.771 ^a	.594	.592	.59571	2.022
1) Predictors: (Constant), Input Variables				
2) Dependent Variable: Customer Perceived Value				

As Table 9 shows, in the regression model between input variables and customer perceived value, the simple correlation coefficient $r = 0.771$, the determination coefficient $R^2 = 0.594$, and the adjusted R^2 is 0.592, that is, customer persistent value can effectively explain 59.2% of the variation. The Durbin Watson value is 2.022, which is close to 2, and the residual sequence has strong independence.

After the region analysis of input variables and customer performed value is continued, the analysis results are shown in Table 9.

Table 9: Coefficients of Regression Analysis Between Input Variables and Customer Perceived Value.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.491	.203		-2.412	.017		
Input Variables	1.044	.056	.771	18.471	.000	1.000	1.000
1) Dependent Variable: Customer Perceived Value							

The unstandardized coefficient of input variables is 1.044, the standardized coefficient is 0.771, As Table 9 shows, and the input variables significance level is 0.000, which has a significant correlation with customer perceived value. Therefore, hypothesis 1 is true.

The unstandardized equation between input variables and customer perceived value:

$$\text{Customer Perceived Value} = -0.491 + 1.044 * \text{Input Variables} \quad (1)$$

4.5.2. Regression Analysis of Input Variables and Purchasing Behavior

Table 10: Regression Analysis Model Summary of Input Variables and Purchasing Behavior.

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.514 ^a	.264	.261	.65447	1.963

As Table 10 shows, in the regression model of input variables and purchasing behavior, the simple correlation coefficient $R = 0.514$, the determination coefficient $R^2 = 0.264$, and the adjusted R^2 is 0.261. The customer perceived value can effectively explain 26.1% of the variation. The Durbin Watson value is 1.963, which is close to 2, and the residual sequence has strong independence.

After the regression analysis of input variables and purchasing behavior is continued, the analysis results are shown in Table 11.

Table 11: Coefficients of Regression Analysis of Input Variables and Purchasing Behavior.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.988	.224		8.893	.000		
Input Variables	.568	.062	.514	9.150	.000	1.000	1.000

1) Dependent Variable: Purchasing Behavior

As Table 11 shows, the unstandardized coefficient of input variables is 0.568, the standardized coefficient is 0.514, and the significance level of input variables is 0.000, which is significantly correlated with purchasing behavior. Therefore, hypothesis 2 is true.

The unstandardized equation between input variables and purchasing behavior:

$$\text{Purchasing Behavior} = 1.988 + 0.568 * \text{Input Variables} \quad (2)$$

4.5.3. Regression Analysis of Customer Perceived Value and Purchasing Behavior

Table 12: Regression Analysis Model Summary of Customer Perceived Value and Purchasing Behavior.

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.511 ^a	.261	.258	.65602	1.922

1) Predictors: (Constant), Customer Perceived Value

2) Dependent Variable: Purchasing Behavior

As Table 12 shows, in the regression model between customer perceived value and purchasing behavior, the simple correlation coefficient $R = 0.511$, the determination coefficient $R^2 = 0.261$, and the adjusted R^2 is 0.261, that is, purchasing behavior can effectively explain 26.1% of the variation. The Durbin Watson value is 1.922, which is close to 2, and the residual sequence has strong independence.

After continuing the regression analysis on customer perceived value and purchasing behavior, the analysis results are shown in Table 13.

Table 13: Regression Analysis Coefficients of Customer Perceived Value and Purchasing Behavior.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.663	.153		17.395	.000		
Customer Perceived Value	.417	.046	.511	9.068	.000	1.000	1.000

1) Dependent Variable: Purchasing Behavior

As Table 13 shows, the unstandardized coefficient of customer perceived value is 0.417, the standardized coefficient is 0.511, and the input variables significance level is 0.000, which is significantly correlated with purchasing behavior. Therefore, hypothesis 3 holds.

The unstandardized equation between customer perceived value and purchasing behavior:

$$\text{Purchasing Behavior} = 2.663 + 0.417 * \text{Customer Perceived Value} \quad (3)$$

4.6. The Mediation Model Test

As Table 14 and Table 15 show that input variables have a significant predictive effect on

purchasing behavior ($B = 0.5666$, $t = 9.1674$, $P < 0.001$), and the direct predictive effect of input variables on purchasing behavior is still significant ($B = 0.3142$, $t = 3.3034$, $P < 0.01$). Input variables had a significant positive predictive effect on customer persistent value ($B = 1.041$, $t = 18.4452$, $P < 0.001$), and customer perceived value had a significant positive predictive effect on purchasing behavior ($B = 0.2425$, $t = 3.4438$, $P < 0.001$).

In addition, the upper and lower limits of the bootstrap 95% confidence interval of the direct effect of input variables on purchasing behavior and the intermediary effect of customer perceived value do not contain 0 (as Table 15 shows), indicating that input variables can not only directly predict purchasing behavior, but also predict purchasing behavior through the intermediary effect of customer perceived value. The direct effect (0.3142) and intermediate effect (0.2525) accounted for 55.45% and 44.56% of the total effect, respectively [15].

Table 14: Mediation Model Test of Customer Perceived Value.

Regression Equation (N=235)		Fitting Index		Coefficient Significance	
Result Variable	Predictive Variable	R ²	F (Df)	B	T
Purchasing Behavior		0.2779	29.6383***		
	Gender			0.1879	2.0751
	Education Stage			0.0569	0.2699
	Input Variables			0.5666	9.1674***
Customer Perceived Value		0.5991	115.0804***		
	Gender			-0.069	-1.6692
	Education Stage			-0.2869	-1.4911
	Input Variables			1.041	18.4452***
Purchasing Behavior		0.3133	26.2388***		
	Gender			0.2047	2.309*
	Education Stage			0.1264	0.6111
	Input Variables			0.3142	3.3074**
	Customer Perceived Value			0.2425	3.4438***

Note: all variables In the model are brought into the regression equation with standardized variables, the same below.

Table 15: Breakdown of Total Effect, Direct Effect and Intermediary Effect.

	Effect	BootSE	BootLLCI	BootULCI	Relative Effect Value
Total Effect	0.5666	0.066	0.435	0.693	
Direct Effect	0.3142	0.0957	0.1254	0.5048	55.45%
Customer Perceived Value	0.2525	0.0688	0.1149	0.385	44.56%

The boot standard error, the boot CI lower limit and the boot CI upper limit refer to the deviation correction respectively; Standard error and 95% confidence interval of indirect effect estimated by positive percentile bootstrap method; Lower and upper limits of; All values are rounded to four decimal places.

4.7. Factors that Have the Greatest Impact on Purchasing Behavior in Different Dimensions

4.7.1. Maximum Influencing Dimension of Input Variables on Purchasing Behavior

Standard regression coefficient refers to the regression coefficient after eliminating the influence of the unit of dependent variable and independent variable. Its absolute value directly reflects the influence of independent variable on dependent variable. The comparison result of standardized regression coefficient is only applicable to a specific environment, not absolutely correct. It may change from time to place [17].

As Table 16 shows, in the regression coefficient table, the significance of symbolic stimulus is greater than 0.05, indicating that symbolic stimulus cannot significantly affect purchasing behavior. Significant stimulus and social stimulus can affect purchasing behavior. Significant stimulus and social stimulus have a significant impact on purchasing behavior, and the unstandardized coefficient is greater

than 0, indicating that significant stimulus and social stimulus have a significant positive impact on purchasing behavior.

Table 16: Regression Analysis Coefficient of Each Dimension Factor in Input Variables.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.490	.302		4.935	.000		
Significant Stimuli	.312	.089	.245	3.501	.001	.614	1.627
Symbolic Stimuli	-.083	.052	-.125	-1.583	.115	.488	2.051
Social Stimuli	.434	.071	.464	6.072	.000	.516	1.936

1) Dependent Variable: Purchasing Behavior

According to the standardized coefficient beta, the standardized coefficient of significant stimulus is 0.245, and the standardized coefficient of social stimulus is 0.426. Obviously, the standardized coefficient of social stimulus is greater than that of significant stimulus, indicating that social stimulus has a greater impact on purchasing behavior, that is, in input variables. Among the factors affecting college students' snack purchasing behavior on Taobao, social input variables have the greatest impact, followed by significant stimulus and finally symbolic stimulus.

The unstandardized equation between Significant Stimuli, symbolic stimuli and social stimuli and purchasing behavior:

$$\text{Purchasing Behavior} = 1.49 + 0.312 * \text{Significant Stimuli} - 0.83 * \text{Symbolic Stimuli} + 0.434 * \text{Social Stimuli} \quad (4)$$

4.7.2. Maximum Influencing Dimension of Significant Stimulus on Purchasing Behavior

Table 17: Regression Analysis Coefficient of Each Dimension Factor in Significant Stimulus.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.453	.334		4.351	.000		
Product	.326	.074	.279	4.386	.000	.850	1.176
Price	.220	.060	.232	3.667	.000	.861	1.162
Online Store	.071	.052	.089	1.369	.172	.814	1.229

1) Dependent Variable: Purchasing Behavior

As Table 17 shows, in the regression coefficient table, the significance of stores is greater than 0.05, indicating that online stores cannot significantly affect purchasing behavior. Products and prices can affect purchasing behavior. Products and prices have a significant impact on purchasing behavior, and the unstandardized coefficient is greater than 0, indicating that prices and products have a significant positive impact on purchasing behavior. According to the standardized coefficient beta, the standardized coefficient of the price is 0.232 and the standardized coefficient of the product is 0.279. Obviously, the standardized coefficient of the product is greater than the standardized coefficient of the price, indicating that the product has a greater impact on the purchasing behavior, that is, in the dimension of significant stimulus, among the factors affecting college students' consumers' snack purchasing behavior on Taobao, the price factor has the greatest impact, followed by the product factor, and finally the online store. However, the online store actually has no significant impact on college students' snack purchasing behavior on Taobao.

The unstandardized equation between product, price, online store and purchasing behavior:

$$\text{Purchasing Behavior} = 1.453 + 0.326 * \text{Product} + 0.220 * \text{Price} + 0.071 * \text{Online Store} \quad (5)$$

4.7.3. Maximum Influencing Dimension of Symbolic Stimulus on Purchasing Behavior

Table 18: Regression Analysis Coefficient of Each Dimension Factor in Symbolic Stimuli.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.288	.139		23.663	.000		
Product Introduction Page	.105	.044	.181	2.380	.018	.662	1.511
Web Advertising	.122	.054	.203	2.266	.024	.475	2.105
Livestreaming	.003	.045	.007	.078	.938	.508	1.968

1) Dependent Variable: Purchasing Behavior

As Table 18 shows, in the regression coefficient table, the significance of livestreaming is greater than 0.05, indicating that livestreaming factors cannot significantly affect purchasing behavior. Since the significance of product introduction page and web advertising is less than 0.05, it indicates that product introduction page and web advertising can affect purchasing behavior.

Product introduction page and web advertising have a significant impact on purchasing behavior, and the unstandardized coefficient is greater than 0, indicating that product introduction page and web advertising have a significant positive impact on purchasing behavior.

According to their standardized coefficient beta, the standardized coefficient of product introduction page is 0.181, and the standardized coefficient of web advertising is 0.203. Obviously, the standardized coefficient of web advertising is greater than that of product introduction page, indicating that web advertising has a greater impact on purchasing behavior, that is, in the symbolic stimulus dimension. Among the factors affecting college students' snack purchasing behavior on Taobao, web advertising has the greatest impact, followed by product introduction page and finally livestreaming. However, livestreaming has no significant impact on College Students' snack purchasing behavior on Taobao.

The unstandardized equation between product introduction page, livestreaming, web advertising and purchasing behavior:

$$\text{Purchasing Behavior} = 3.288 + 0.105 * \text{Product Introduction Page} + 0.122 * \text{Web Advertising} + 0.003 * \text{Livestreaming} \quad (6)$$

4.7.4. Maximum Influencing Dimension of Social Stimulus on Purchasing Behavior

Table 19: Regression Analysis Coefficient of Each Dimension Factor in Social Stimuli.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.415	.203		6.971	.000		
Reference Group	.105	.044	.153	2.390	.018	.615	1.626
Living Environment	.105	.053	.136	1.992	.048	.541	1.850
Personal Value	.465	.049	.517	9.465	.000	.841	1.189

1) Dependent Variable: Purchasing Behavior

As Table 19 shows, in the regression coefficient table, since the significance of reference group, living environment and personal value is less than 0.05, it shows that reference group, living environment and personal value can affect purchasing behavior.

Reference group, living environment and personal value have a significant impact on purchasing behavior, and the unstandardized coefficient is greater than 0, indicating that reference group, living environment and personal value have a significant positive impact on purchasing behavior.

According to their standardized coefficient beta, the standardized coefficient of reference group is 0.181, the standardized coefficient of living environment is 0.203, and the standardized coefficient of personal value is 0.517, indicating that in the social stimulus dimension of College Students' consumption of snacks on Taobao, personal value has the greatest impact, followed by reference group. Finally, the living environment.

The unstandardized equation between reference group, living environment, personal value and purchasing behavior:

$$\text{Purchasing Behavior} = 1.415 + 0.105 * \text{Reference Group} + 0.105 * \text{Living Environment} + 0.465 * \text{Personal Value} \quad (7)$$

4.7.5. Maximum Influencing Dimension of Customer Perceived Value on Purchasing Behavior

Table 20: Regression Analysis Coefficient of Each Dimension Factor in Customer Perceived Value.

	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.650	.146		18.112	.000		
Perceived Risk	-.042	.037	-.071	-1.127	.261	.709	1.411
Emotional Value	.319	.046	.485	6.912	.000	.578	1.731
Functional Value	.147	.052	.193	2.813	.005	.606	1.650

1) Dependent Variable: Purchasing Behavior

As Table 20 shows, regression coefficient table the significance of perceived risk is greater than 0.05, indicating that perceived risk cannot significantly affect purchasing behavior.

What can affect purchasing behavior is emotional value, functional value. Emotional value and functional value have significant impacts on purchasing behavior. The unstandardized coefficient of emotional value and functional value are both greater than 0, indicating that emotional value and functional value have significant positive impacts on purchasing behavior. According to standardized coefficient Beta, the standardized coefficient of emotional value is 0.485, and the standardized coefficient of functional value is 0.193. Obviously, standardized coefficient of emotional value is larger than the standardized coefficient of functional value, which indicates that the emotional value has a greater impact on the purchasing behavior than functional value.

In short, among the social stimulus dimension, emotional value has the greatest impact, followed by functional value, and finally by perceived risk.

The unstandardized equation between perceived risk, emotional value, functional value and purchasing behavior:

$$\text{Purchasing Behavior} = 2.650 + 0.042 * \text{Perceived Risk} + 0.319 * \text{Emotional Value} + 0.147 * \text{Functional Value} \quad (8)$$

According to 4.7.1 to 4.7.5 of this paper, the author can draw the following table as the dimension that has the greatest impact on purchasing behavior among the variables.

Table 21: Factors that Have the Greatest Influence on Purchasing Behavior from Each Dimension.

Dimension	All Factors	Maximum Influencing Factor
Input Variables	Significant Stimuli, Symbolic Stimuli, Social Stimuli	Social Stimuli
Significant Stimuli	Product, Price, Online Store Service	Price
Symbolic Stimuli	Livestreaming, Web Advertising, Product Introduction Page	Web Advertising
Social Stimuli	Personal Value, Reference Group, Living Environment	Personal Value
Customer Perceived Value	Functional Value, Emotional Value, Perceived Risk	Emotional Value

5. Conclusion

In this chapter, firstly, the author will introduce research conclusions of college students' purchasing behaviors on Taobao snacks. Secondly, the author will introduce research limitations and prospects.

5.1. Research Conclusions

Based on the Howard-Sheth model, this thesis establishes the Purchasing Behavior model of snacks of college student consumers on Taobao, and identifies the factors that affect consumers' Purchasing Behavior. The Functional Value, Emotional Value and Perceived Risk are Perceived when consumers receive Symbolic Stimuli, Significant Stimuli and Social Stimuli of Taobao snacks. Make a judgment call to make a purchase. According to the above empirical data analysis, the research conclusions are as

follows:

5.1.1. Customer Perceived Value Has a Significant Positive Impact on Purchasing Behavior and Plays a Mediating Role

This thesis identifies Customer Perceived Value as Functional Value, Emotional Value and Perceived Risk Four dimensions: Explore the correlation between Customer Perceived Value and Purchasing Behavior. The research results show that Customer Perceived Value is correlated with Purchasing Behavior. Then, this study uses the test method of regression analysis to prove that the impact of Input Variables on Purchasing Behavior is generated through Customer Perceived Value. Customer Perceived Value plays a mediating role in Purchasing Behavior.

5.1.2. Input Variables Have a Significant Positive Impact on Customer Perceived Value and Purchasing Behavior

In the modeling stage, this thesis divides Input Variables into Significant Stimuli, Symbolic Stimuli and Social Stimuli by referring to relevant literature and previous research results. Analyze the factors affecting consumer Purchasing Behavior.

The research results show that Input Variables and Customer Perceived Value have a significant positive impact on Purchasing Behavior. It means that there are two paths for college student consumers to buy snacks on Taobao. First, Input Variables affect Purchasing Behavior by affecting Customer Perceived Value. Another is that Input Variables directly affect Purchasing Behavior.

5.1.3. The Greatest Influence on Purchasing Behavior

According to the research in 4.7, the author can draw the following conclusions:

In the input variables, social stimuli have the greatest influence on college student consumers' snack purchasing behavior on Taobao.

In significant stimuli, price has the greatest influence on college student consumers' snack purchasing behavior on Taobao.

In the context of symbolic stimuli, web advertising exerts the greatest influence on college student consumers' snack purchasing behavior on Taobao.

In the context of social stimuli, personal value exerts the greatest influence on college student consumers' snack purchasing behavior on Taobao.

In customer perceived value, emotional value has the greatest impact on college student consumers' snack purchasing behavior on Taobao.

5.2. Research Limitations and Prospects

5.2.1. Limitations

Based on the Howard-Sheth model, this thesis studies the factors that affect the Purchasing Behavior of college students' snacks on Taobao

The Purchasing Behavior model of consumers is established, but there are still shortcomings, and it is expected to be improved in the future research.

(1) Research group: As for the selection of research group, the project takes college student consumers as a unified one.

The Purchasing Behavior is analyzed and studied as a whole, without subdividing consumer groups into grades. In fact, consumption behaviors of groups of different grades can be found.

In certain differences. Only for the research on the modeling of snack purchasing behavior of college students on Taobao defined in this thesis.

The sample coverage is limited, so the results are not comprehensive.

(2) Model building: Due to the lack of comprehensive theoretical knowledge, the precision and integrity of the Purchasing Behavior model established in this thesis need to be further improved.

(3) Project composition: This thesis only studies a part of representative factors influencing consumer behavior and consumer psychology, and does not involve comprehensive factors and consumer psychology, nor does it study post-purchase behavior and consumer satisfaction.

5.2.2. Prospects

(1) As for the establishment of consumption model, this thesis only selects some factors that affect consumption behavior research, but in real life, there are many factors that affect consumer behavior. Other relevant causes may be further added. To establish a more complete the study mode of shopping behavior for college students and make the study completer and more systematic

(2) As for the research and analysis of consumer groups, college students defined in this thesis can also be analyzed separately. They can be divided into undergraduate students, master's students and doctor's students to establish independent consumer behavior models respectively

The differences and similarities of consumption behaviors are compared and analyzed more specifically

(3) E-commerce is one of the trends of rapid social and economic development, so the purchasing behavior related to online shopping

It is of theoretical and practical significance to explore this research direction.

It is hoped that more scholars will go deep into this field in the future.

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