

# Focus Group Meeting Report

## Objectives:

1. Revise the proposed definition of online shopping dependency.
2. Explore the current situation of SUSTech undergraduates' need and use of online shopping.
3. Identify key factors affecting the level of dependency on online shopping.
4. Find out the main influences of online shopping dependency.

## Participants Information:

Participant		Major	Gender	Reason
A	Junior	Finance	Male	Friend & Willing to share his shopping experience and perspectives with others
B	Senior	Materials	Female	Friend & Spends much time on online shopping
C	Sophomore	Biology	Female	Roommate & Seeing online shopping as entertainment and buy things regularly
D	Junior	Statistics	Male	Friend & Don't spend much time and money on online shopping

## Discussion about the Definition of Online Shopping Dependency:

Some participants thought people who had online shopping dependency would expend a lot of time on online shopping. Some held that people with online shopping dependency cost considerable money to buy a lot of things online. Another idea was that those people would feel uneasy and vapid if they stopped shopping online for a long time because they enjoyed the pleasant sensation of it.

## Findings:

### 1. Motivations of Online Shopping

- Commitment to goal (Convenience, More Choices, Avoid social situations)

Answer1(Convenience): *I usually consider shopping online when I have a rigid demand for commodities since purchasing online can save money and make convenience.*

Answer2(Convenience): *Sometimes I purchase online for merchandise which are more difficult and more expensive to buy offline.*

Answer3(More Choices): *I visited online shopping regularly since there are some online shops will decide whether they would sell particular goods or not according to the popularity of such goods. And sometimes*

*shopping online is the only way to get limited edition product.*

Answer4(Avoid social situations): *Shopping offline is a disaster for me since the shop assistants are always too friendly and ask me a lot of questions, which makes me uncomfortable.*

- Commitment to entertainment and experience

Answer: *I would open the online shopping app Taobao when I was boring, since the live broadcast for advertising is attractive. Visiting Taobao (an online shopping app) is one of my pastime.*

## **2. Dependency Attributes (Key Factors Affecting Online Shopping Dependency)**

- Excessive consumption (Money and Time)

Answer1(Money): *When watching live-streaming ads, I spent too much money without awareness; I had no idea how much I spend until I saw the astonishing annual bill.*

Answer2 (Time): *I browse Taobao almost every night and I find it time-consuming.*

- Withdrawal (The reaction when online shopping is restricted.<sup>[1]</sup>)

Answer1: *I made up my mind to be thrifty next month, but only to find that I still spent too much on online shopping.*

Answer2: *If I have not bought anything online or received packages for a long time, I will feel empty and unhappy.*

- Emotional changes

Answer1: *When I buy something I like, I feel excited when I pay it and when I receive it.*

Answer2: *I would feel a bit disappointed and regretful if the goods do not meet my expectation or if I buy something useless out of impulse.*

Answer3: *Appreciating my favorite goods helps me relieve the pressure.*

## **3. Influences of Online Shopping**

- Physical Health (Negative)

Answer: *Online shopping is a main reason of staying up and it disrupted my body clock.*

- Time-consuming (Negative)

Answer: *It distracts my attention on study, especially when I prepared for my exam.*

- Money-consuming (Negative)

Answer: *Electronic payment made me no idea of money. I can't help buying things more than I can afford by Alipay. I didn't know how much I spent on online shopping so I just kept buying.*

- Mental Health: Enjoyment and Entertain (Positive)

Answer1: *When I received my package, I felt extremely happy because I forgot what I bought and it was a surprise. I thought online shopping had a positive effect on my emotion.*

Answer2: *For the things I like or I spend much time selecting, I always feel happy when I receive them and even waiting for them is a joyful experience. During the final exam, buying stuff online delights me.*

### **Questions Asked:**

1. Under what circumstances would you shop online?
2. How do you feel when you shop online? After your order online? And when you get and unpack your package?
3. What kind of products do you usually buy online? Which kind of products do you spend more time buying, necessities or products related to your interests?
4. What percentage roughly of your shopping is online? Do you often buy things online that you regret?
5. Do you shop online when you are stressed or in a bad mood? And does online shopping make you feel better after shopping online?
6. Do you think about shopping online when you are doing other things? How would you feel if you were interrupted during online shopping?
7. How much do you think you spend money on online shopping? Is it too much? Are you guilty of spending too much money on online shopping?
8. In addition to the above, how does online shopping affect you?
9. What do you think is online shopping dependency? Do you think you have online shopping dependency? Do people around you think you shop a lot online?

### **Reference:**

[1]徐浪. 大学生网购成瘾的初步研究及问卷编制. 华中师范大学, 2014