



~~ How do College Students Shop ~~ on WeChat ?

Introduction



● Micro-business status (2017)

Practitioner

30
M

Sales

860
B

Big !

Growth rate

70%

Data from 2018 Shenzhen International Micro-business Expo



● College Students Market

- 27M Numbers → Great Potential !
- On Micro-business? Different !



Economic Capacity
Demands
Group Interaction
Lifestyle

❖ Purpose & Method

● Purpose

- Find college students' consumption characteristics on WeChat
- Give ideas to Micro-business towards the College Students Market



● Method

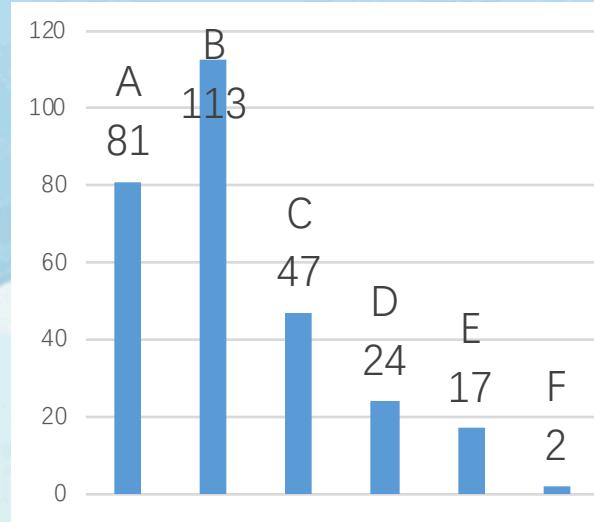
Online Questionnaires with totally 16 questions



- 128 samples collected
- 62 Males : 66 Females

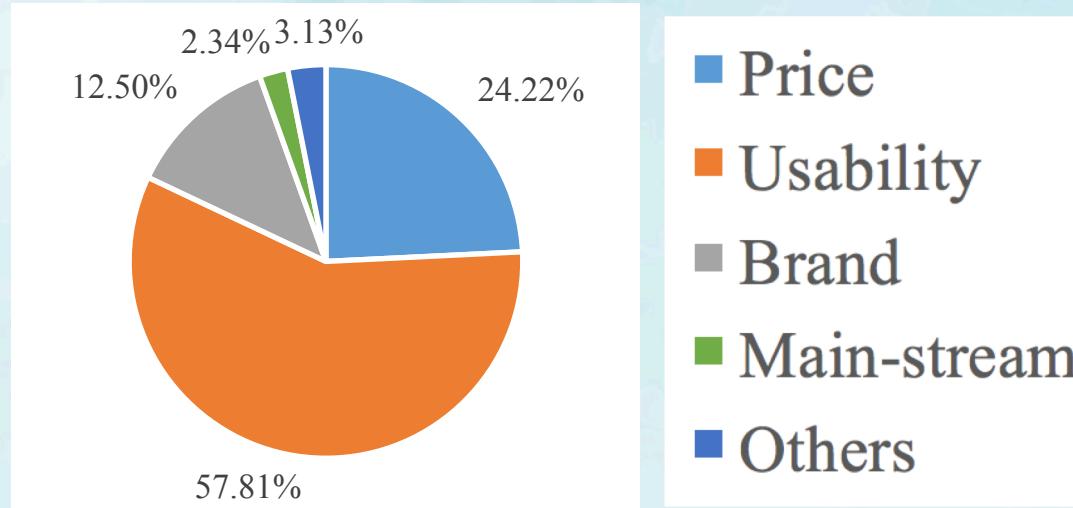
Results

- Ways college students often use to shop



A--Store Shopping
B--Online Shopping
C--Group Buying
D--Procurement
E--TV Shopping
F--Phone Shopping

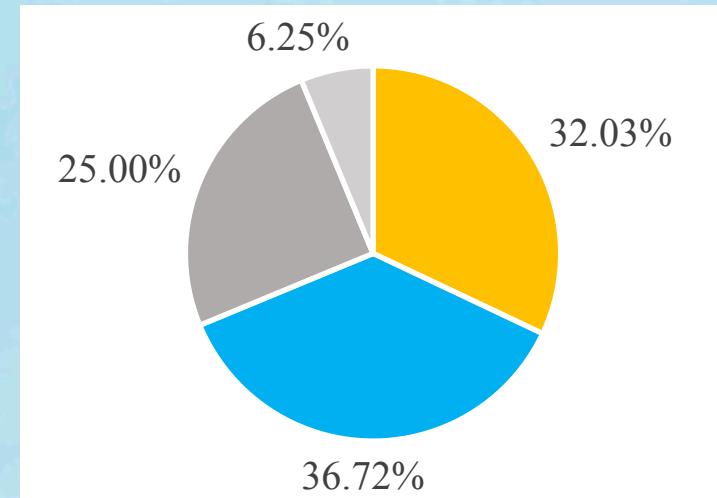
- The most considered factor in shopping



■ Price
■ Usability
■ Brand
■ Main-stream
■ Others

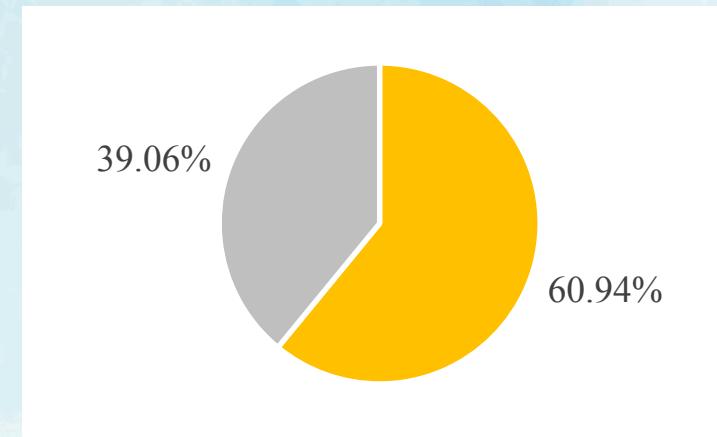
Attitudes

- Are advertisements in Moments Zone credible ?



■ Most
■ Only from good friends
■ Few
■ None

- Are you willing to shop on WeChat ?



■ Yes
■ No

Conclusion

- Online-shopping is now the first shopping choice among college students.
 - Usability and price are what they consider most.
- Most of college students are ready to shop on WeChat
 - Most advs in Moments Zone, especially from friends more credible
 - Willing to share their own use experience.
 - Good price
 - Supporting friends
 - Assessment

Discussion

● Example

Online Fruit Market

[微信点赞分享原则]

- 1.18个“赞”赠送瑞安百果园迷你柚一盒
- 2.28个“赞”赠送瑞安百果园红肉蜜柚一箱
- 3.58个“赞”赠送瑞安百果园崖鹰鸡蛋一篮
- 4.108个“赞”赠送瑞安百果园崖鹰鸡一只



● Inspirations

- Highlight good usability and good price.
- Encourage college students to share their use experience in their Moments Zone.
- Hold some commercial events. It is a useful way of advertising in the College Students Group.