

Research on Online Consumption of College Students in China with Stimulate-Organism-Reaction Driven Model

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Abstract : With the development of information technology in China, network consumption is becoming more and more popular. As a special group, college students have a high degree of education and distinct opinions and personalities. In the future, the key groups of network consumption have gradually become the focus groups of network consumption. Studying college students' online consumption behavior has important theoretical significance and practical value. Based on the Stimulus-Organism-Response (SOR) driving model and the structural equation model, this paper establishes the influencing factors model of College students' online consumption behavior, evaluates and amends the model by using SPSS and AMOS software, analyses and determines the positive factors of marketing college students' consumption, and provides an effective basis for guiding and promoting college student consumption.

Keywords : college students, online consumption, stimulate-organism-reaction driving model, structural equation model

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