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SHOPPING PREFERENCES OF YOUNG PEOPLE IN SHANGHAI

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<p>Abstract</p> <p>With the reopening of China, the demand for offline shopping among people living in Shanghai has continued to rise, and the shopping preferences of young people in Shanghai is a reference research topic. This study aimed to understand the current shopping channels and shopping styles of young people in Shanghai, how to get them to spend money in physical shops, and whether they are willing to try new shopping styles in the future.</p> <p>Because of limited duration of a study that was conducted in the thesis and the small sample size, descriptive analytical methods were used. A questionnaire on the shopping preferences of young people in Shanghai was prepared through quantitative research to obtain research materials.</p> <p>The results of the study showed that there are differences in online and offline shopping behaviour among young people in Shanghai. The preference for either online or offline shopping depends on the type of the goods. The comparison of different influencing factors showed they have different impacts on young people in Shanghai. Based on this, suggestions for online and offline shopping and prospects for further development are presented.</p>	
<p>Keywords Young people in Shanghai, Shopping Preferences, Online Shopping, Offline Shopping</p>	

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1 INTRODUCTION

Shopping is an activity that people engage in to obtain, consume and dispose of products and services. People can make exchanges in their lives through their own decisions (Madichie, 2009). Shopping includes not only online shopping but also offline shopping in physical shops (Faria, Ferreira, Lara, & Carvalho, 2013). Shopping is not just a material exchange, it involves the influence of many complex factors (Madichie, 2009). Culture, social status, product price, promotions and social environment are some of the influencing factors in determining shopping preferences (Arnould, Press, Salminen, & Tillotson, 2009). The shopping environment has changed sharply over the past 20 years. The traditional shopping environment required consumers to physically visit a physical shop to select products. The physical shop allows the consumer to touch and feel the product and provides immediate satisfaction (Verhoef, Kannan, & Inman, 2015). The rise of shopping centres has also given offline shopping a new form of business aggregation. A variety of physical shops with different functions are concentrated together to provide more shopping functions. have more space for choice (Li, 2012). Large physical supermarket chains have also changed their strategies to focus on consumers' "healthy" lifestyle needs, taking advantage of their geographical location to offer more convenient holiday dining options and focusing more on the service aspect (Yinguang, & Shaoqing, 2010). However the emergence of online shopping websites and apps has led to a consolidation of business models. Single channel retailing is changing to Omni-channel retailing. Consumers shopping on online channels can looking for, comparing and buying a wider range of products (Brynjolfsson, Hu, & Smith, 2006). The main use of social media has also made shopping smoother by allowing consumers to share and know about goods. Consumers can even shop for goods directly on social media (Smith, Fischer, & Yongjian, 2012). The cross-border e-commerce has become global nowadays. The import and export of goods from all over the world has also led to more options for shopping (Na, 2023).

In my motherland, especially in the superb city of Shanghai, China, the competition between all kinds of physical offline shops and online shopping has also become more intense (Junjian,2019). The shopping preferences of young people in Shanghai are therefore a key factor for business. Nowadays, there are many places and ways to shop in Shanghai, and consumers have many choices. For example, consumers can receive packages in half an hour after orders are placed at online supermarkets; offline supermarkets also cover almost all goods from around the world, and some imported supermarkets have products from different countries for consumers' convenience. This has also influenced the daily shopping choices of young people in Shanghai. The rise of online shopping has influenced the way consumers shop. With the reopening of China after the epidemic, residents' demand for offline shopping continues to rise, leading to an increase in people's consumer demand. With this background, an intensive study of the shopping preferences of young people in Shanghai is of great significance (Lei, & Shidong, 2023).

The rise of online shopping has influenced the way consumers shop. Based on the analysis of consumers' online and offline shopping characteristics, this research paper explores the shopping channels of young people of different age groups and the impact of different differences on young

consumers' shopping preferences. The following research questions are proposed that need to be addressed:

- (1) With the popularity of online shopping, what kind of characteristics and what kind of differences exist between online and offline shopping among young people in Shanghai?
- (2) What are the preferred shopping channels and shopping methods of young people in Shanghai?
- (3) How to promote young people in Shanghai to go to physical shops and try new shopping methods?

This thesis analyses in detail the shopping behaviour of young people in Shanghai, and provides a theoretical basis for the study of shopping channels and shopping preferences of young people in Shanghai. It explains the consumption behaviour of young people in Shanghai from several aspects, using crosstab to explore the shopping behaviour of young people in Shanghai under different conditions, and then makes suggestions on how to promote offline shopping among young people in Shanghai. It helps to understand the shopping preferences and future trends of young people in Shanghai.

Based on the questionnaire survey, we analyse the characteristics of Shanghai young people's online and offline shopping behaviour. Through the data analysis of the survey results, we sum up the characteristics and differences between online and offline shopping. Then combined with the research on the characteristics and differences of shopping behaviour of Shanghai young people and the influence mechanism of Shanghai young people's shopping behaviour, the sustainable development of Shanghai young people's future consumption and shopping methods is proposed.

Design 18 survey questions about young people's shopping preferences in Shanghai based on the research.

Analyzing things quantitatively. Carry out research-based work. Customize a questionnaire to be answered by 100 young people. Divide into age groups and conduct a survey within the selected sample age, selecting young Shanghai people who fit into the age group of 16-30 years old to conduct a quantitative study in order to obtain research materials. Collect data and statistically analyze the data through mathematical tools.

Introduction, presents the research background of the article from four aspects, presents the theoretical issues and significance of this study through various literatures, and explains the research ideas and methodology of this thesis. Finally, it summarizes the structural framework of research in this thesis.

Literature of related research, combing the consumption habits of young people in Shanghai from different aspects through various literature references. It also summarizes the research foundation and research focus from four aspects: Chinese family culture, young people's consumption psychology, shopping environment and residents' shopping behavior characteristics.

Research Sample and Data, introduces the selection and survey process of the research survey, analyses the results through the information obtained from the questionnaire, and briefly explains.

Analysis of Shopping Behavioral Characteristics of Young People in Shanghai, to study the unified characteristics of online and offline shopping; and the purchasing methods and shopping channels of online and offline users for different commodities shopping.

Conclusions are reached through the research, analysing what is missing from thesis and the future prospects.

2 CONSUMER BEHAVIOR AND SHOPPING HABITS IN CHINA

This chapter describes Chinese consumer behavior and shopping habits from different aspects.

2.1 Consumer behaviour in China

This chapter describes the behaviour of Chinese consumers from four main aspects.

Firstly, the popularity of the Internet has influenced the development of online shopping consumption. Secondly, online shopping is becoming more and more important in people's lives. Thirdly, the influence of the popularity of COVID-19 on shopping behavior, and fourthly, the diversified development of shopping has given people more choices.

With the gradual increase in the size of China's netizens and the popularity of the Internet, the use of online shopping has also entered people's lives. According to the 52nd China Internet Network Information Centre (CNNIC) survey released in August 2023, the use of online shopping has also entered people's lives.

As shown in Figure 1, from March 2020 to June 2021, the number of Chinese Internet users grew rapidly from 900 million to 1 billion. The Internet penetration rate increased from 64.5% to 71.6%, and after June 2021, the number of Chinese Internet users entered a period of flat growth. By June 2023, the number of Internet users nationwide was 1.079 billion, and the Internet penetration rate rose from 64% to 71.6% (CNNIC, 2021). China's development of the Internet has led to a stronger sense of gain among Internet users, driving a steady increase in Internet penetration.

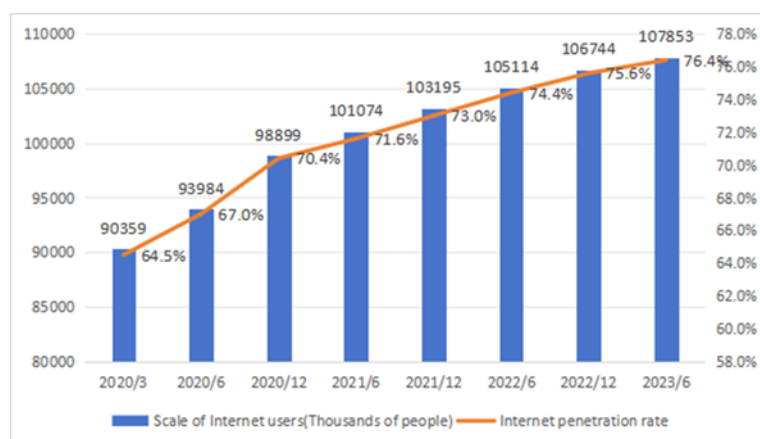


Figure 1. China's Internet population size and Internet penetration rate (CNNIC, 2023)

Improvements in the quality of telecommunications services and declining mobile data costs mean that access to the Internet has become easier for the Chinese people. On the other hand, China's ability to focus on information accessibility has made use of Internet applications smoother for people of all ages. The popularity of the Internet has allowed China to have more Internet users, and more people can use the Internet to access online shopping websites and apps, promoting online shopping consumption in China.

As shown in Figure 2, from March 2020 to December 2021, China's online shopping user scale showed steady growth. From December 2022 to June 2023, China's online shopping user scale and utilization rate rebounded sharply. From December 2022 to June 2023, China's online shopping user

scale and utilization rate rose sharply, online shopping utilization rate again returned to 80 %, above 82 % (CNNIC, 2023).

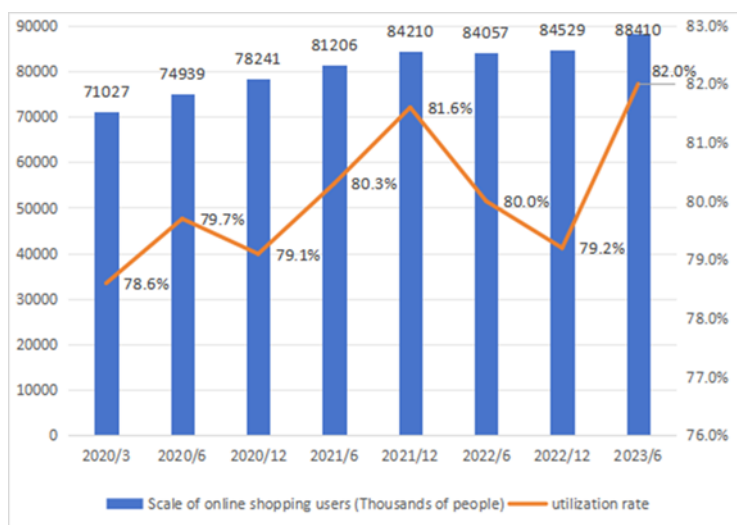


Figure 2. China's online shopping user scale and utilization rate (CNNIC, 2023)

At the beginning of 2020, " COVID-19" had just occurred. At that time the Chinese government asked most people to stay at home, so more people chose to use the Internet for online shopping during this time (CNNIC, 2023). In the same year, the Chinese government further enhanced its home quarantine policy, and many deliverymen were unable to make normal deliveries, resulting in Chinese residents having to choose to go to offline supermarkets to buy food and daily goods for a limited time. This also led to the closure of a large number of physical shops (Yinheng, 2022).

Figure 2 shows in June 2023, the size of online shopping users in China rising to 884 million. Due to the rise of online shopping, online shopping has more online shopping websites and apps. At the same time, people have more choices. the rapid increase of online shopping users in China promotes the development of China's consumption. Consumers' shopping habits have been changed. More and more people are choosing to shop through the Internet instead of traditional physical shops. Online shopping takes an important role in people's life in China.

According to the 52nd Statistical Report on the Development of China's Internet published by China Internet Network Information Centre (CNNIC) in August 2023, it shows the scale and growth rate of China's online retail transactions from 2015 to 2022.

China's online retail transactions are gradually taking over people's lives, and online shopping is gradually taking over people's lives. As shown in Figure 3, China's online retail sales continued to grow significantly, but the growth rate continued to decline, with the two figures behaving in opposite ways. total online retail transactions in China grew rapidly from RMB 3.88 trillion to RMB 13.79 trillion from 2015 to 2022(CNNIC, 2023). The year-on-year growth rate of total online retail

transactions declined from 33.3 % to 4.0 %.

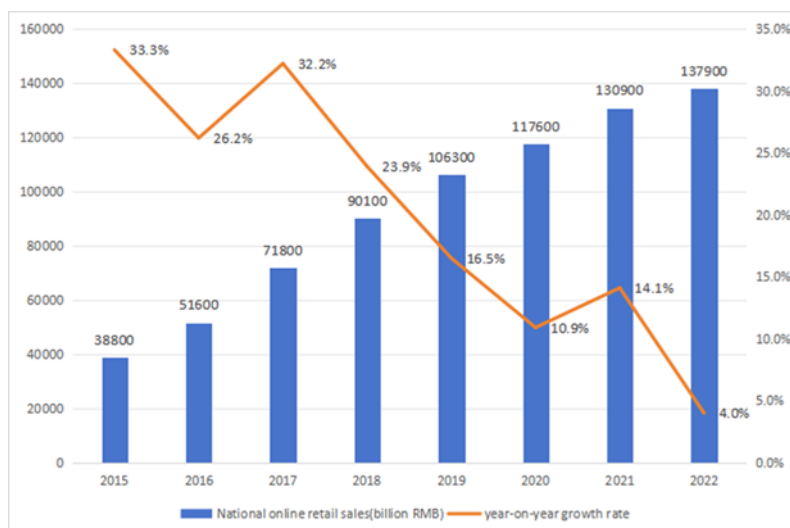


Figure 3. National Online Retail Transaction Size and Growth Rate, 2015-2022 (NBS, 2022)

China's online retail transaction volume has developed a stable and large scale. This is because between 2015 and 2018, the growth rate has been at a high level due to the low base of online retail sales and the rapid development of China's economy. When the online retail sales base is high, the growth rate will slowly decline. From 2021 to 2022, the growth rate will drop significantly by 10 %, which is partly related to the Chinese governments "anti-counterfeiting" policy (NBS, 2022).

At the same time, the inconsistency between online and offline prices of various commodities, and various online shopping festivals have given consumers the impression that online shopping is affordable and cheap. This leads to the consumer's first reaction when shopping for goods is to look for similar goods to compare prices, so that they can choose to buy the same but cheaper way.

In addition to the development and progress of science and technology, online shopping users from the beginning can only be in the computer order shopping gradually changed to mobile phones can also be ordered. It is very convenient to receive goods without leaving home (Titanium, 2023).

Online shopping is gradually taking over people's lives, with more and more consumers placing orders online to make purchases. China has now become the world's largest online retail market, holding the worlds largest for 10 consecutive years. China's online shopping market is rapidly covering the world (Tan, 2023).

According to China's National Bureau of Statistics, China's total retail sales of consumer goods grew rapidly from 2015 to 2022.

The performance of the bar chart shows that from 2015 to 2019, China's total retail sales of consumer goods shows a rapid and steady rise, with the stable year-on-year growth rate of around 10%. From 2019 to 2020, total retail sales of social consumer goods decline for the first time, from 41.16 trillion yuan to 39.20 trillion yuan, and year-on-year growth rate falls sharply, from 8.0% to -3.9%. From 2020 to 2021, total retail sales of social consumer goods rebounded, growing rapidly from 39.20 trillion yuan to 44.08 trillion yuan, with year-on-year growth increasing slightly from -3.9% to -0.4%. from 2021 to 2022, retail sales of social consumer goods fell from 44.08 trillion yuan to 43.97 trillion yuan, but year-on-year growth rebounded to 12.5% (NBS, 2022).

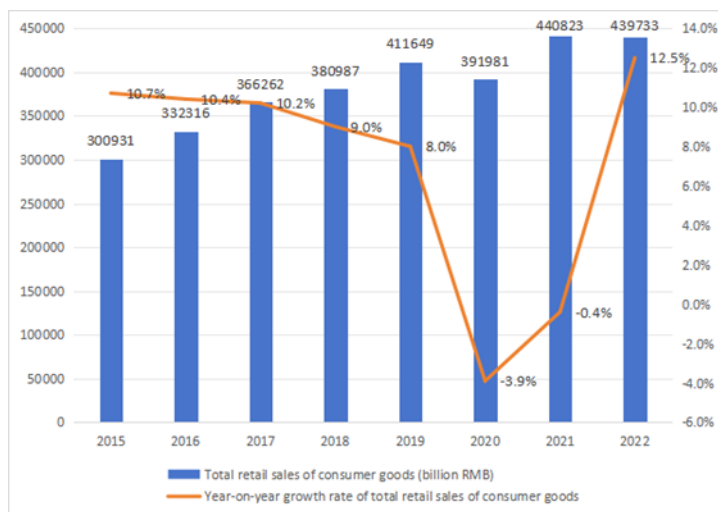


Figure 4. National Total Retail Sales of Consumer Goods and Growth Rate, 2015-2022 (NBS, 2022)

In 2019-2020, China's economy was dramatically drop by the COVID-19, which was one of the factors that led to a large decline in total retail sales. China implemented a strict quarantine policy with a uniform division of risk areas for isolation. Consumers had no opportunity to shop offline. Logistics channels were difficult and short-staffed. Online shopping orders are difficult to fulfil. Consumers have the option of buying only a limited number of essential goods. According to the Chinese Ministry of Finance, demand for offline shopping will continue to rise as China reopens between 2020 and 2022, but the current economic situation of the Chinese population is not positive, with a massive increase in savings and a continued decline in spending power (GMK, 2023).

According to the data from China National Bureau of Statistics (NBS), China's e-tailing as a percentage of total retail sales of consumer goods shows a rapid increase from 12.9% to 31.4% from 2015 to 2022 (NBS, 2022).



Figure 5. The ratio of online retail to total retail sales of consumer goods in China (NBS, 2022)

Online shopping gives consumers more choices. Consumers can receive goods in half an hour after placing an order online. At the same time, consumers are no longer limited to making online purchases on their computers. With the development of electronic devices, consumers can place orders on mobile apps while lying down. Offline physical shops also cover almost all the goods in the

world, and some import shops also have containers of goods from different countries to enable consumers to shop conveniently.

2.2 Shopping habits in China

This chapter focuses on Chinese culture, consumer psychology and shopping environment to show the shopping habits of Chinese residents and the shopping preferences of young people in Shanghai.

A family buying policy is one in which multiple family members make buying decisions together. There is a difference between family purchasing decisions and individual decisions. For example, when buying milk, adults and children think differently, and their joint purchasing decisions are different from those they make individually. (MBAlib, 2011).

The Chinese have a sense of collectivism and a strong sense of family, a tradition that continues to the present day because of the country's exceptionally long farming period. With rapid socio-economic development, the size of Chinese families is undergoing structural changes. Against this backdrop, family lifestyles and household consumption needs have also changed. 2020 Seventh Population Census data show that the average household size in China was 2.62 persons, a decrease of 0.48 persons compared to the average size of 3.10 persons in the 2010 Population Census (Yaping, 2009).

As the number of small families in China increases, the way young people spend their money has also changed. When living with their families, they follow their parents to large supermarkets to buy ingredients and household goods. When young people live alone, they tend to prefer online shopping. With the popularity of delivery services from fresh food supermarkets, young people now shop offline less frequently. When a household is a couple, they shop offline more frequently than people living alone, which involves both people confirming the purchasing policy together (Tang, 2019).

Consumer psychology refers to the mental activities that occur in consumers and the resulting buying behavior. It includes consumers observing goods and brands, generating purchase decisions, and shopping feedback (NBS, 2021).

Consumers have a strong sense of purpose, and consumers usually aim to satisfy their needs, fulfil their motives and have a consumer experience. Consumer behavior is also related to his own background, social background and family situation.

The development of China's express delivery industry has caused the most Chinese people to change their original shopping patterns, and the online economy is becoming more and more important, which influences young people's consumer psychology and shopping decisions.

China's unemployment rate is 5% in 2023 (CEIC, 2023). Young people have difficulty in finding employment, high work pressure, low wages, and long working hours resulting in them not being able to have the time and money to go offline shopping, and online shopping has become the main shopping channel for many young people.

China's mobile phone live streaming platform "TikTok" pioneered live streaming marketing, attracting a large number of young consumers and rapidly expanding its business by offering great value for money. After that, more shopping websites followed suit, such as Taobao and Pinduoduo. Shopping through live marketing has definitely become a popular trend among young Chinese people today, as they can quickly learn about the product information, brand, and price, and can easily compare prices with other shopping apps to finalize their purchasing decision. This mode of marketing precisely captures the consumer psychology of young people, who do not have enough time or energy to go to offline supermarkets due to their busy work schedules, while live marketing can help young people quickly determine their consumption needs as well as create consumption needs, which helps them save time.

Shopping environment affects consumers' shopping intention, consumers pay more and more attention to the shopping environment and experience, shopping is no longer simply to meet the needs of survival. Good shopping environment, clear classification of goods, good packaging can better attract customers (MBAlib, 2023). Nowadays, "He Ma" and "Sam's" are favored by many young people, and the survival of some old supermarkets has become more difficult.

The high-speed development of China's urban residents' living standards have led to more shopping choices for consumers and increase their consumption patterns. (Yuping, Feng & Yongming, 2016).

Xue Desheng et al. analyzed residents' online food shopping behavior and found that for residents, online food shopping has a substitution effect on offline food purchases, and that the frequency of online shopping differs greatly among residents in different regions, and residents with a high frequency of online shopping usually choose to shop closer to their homes and spend less time (Qinghua, Desheng & Jianzhou, 2019). Tian Jinling et al. analyzed the shopping decisions of Shanghai residents based on online.

shopping and offline shopping simulation, found that the shopping cost and the type of physical shop will affect the shopping method chosen by residents, and the study found that residents' shopping efficiency is highest in commercial centres (De, Jinlin & Wengeng, 2020).

Shan Lu analyzed the shopping behavioral characteristics of college students in Shanghai. The research team compared the shopping frequency of university students in different areas of Shanghai and found that university students in prosperous areas shopped online more frequently. Consumers in different regions have different online shopping experiences, and the reasons affecting their shopping frequency mainly include delivery time, delivery cost and their distance to physical shops (Mingfeng, 2010).

Weltevereden investigated the online spending of the Dutch and more than 20 % of the respondents indicated that they visit offline supermarkets less frequently because of online shopping (Weltevreden & Rietbergen 2007).

Ma Tongcui et al. studied the impact of online shopping on offline shopping among Shanghai residents and found that the impact between the two showed a normal distribution. Respondents with a high frequency of offline shopping choose online shopping in the middle of the spectrum, and

respondents with low online shopping usage and high online shopping usage go to physical shops less frequently, so the impact of online shopping on physical shopping is complex and many factors need to be analyzed (Yuexi, Mingfeng & Cuitong, 2020).

According to the above theoretical framework, the factors influencing residents' shopping preferences, consumer behavioral characteristics, and consumption decisions include geographic location, online shopping frequency, shopping environment, and social background.

The focus of this thesis is to discuss what factors directly influence residents' shopping preferences in the context of the online shopping epidemic; how much these factors influence residents' shopping decisions and in what ways; the impact of online shopping on offline shopping behavior; and whether online shopping will make it more difficult for physical shops to operate.

3 RESEARCH ON THE PURCHASING PREFERENCE OF YOUNG PEOPLE IN SHANGHAI, CHINA

As the centre of China, Shanghai is a world-class city with global influence. As an international economic, financial, trade and shipping centre, Shanghai has a well-developed socio-economy (Baidu, 2023). According to the Gross Domestic Product (GDP) of Shanghai in 2022 published by the Shanghai Municipal Bureau of Statistics (SMBS), Shanghai's GDP was 4,465.28 billion yuan, making the city's economic aggregate ranked first among all cities in the country (Pengpai, 2023). According to China E-Commerce Report 2022 shows the e-tailing market in the eastern provinces in 2022. Shanghai is fourth in the central region in terms of e-tailing sales and physical goods online retail sales in the country (NBS, 2022). Meanwhile, young people as the future of the country, their behavioral characteristics are informative. It is a good choice to take young people in Shanghai as the research object. As the goal of this thesis is to study the shopping preferences of young people in Shanghai. Therefore, it is necessary to find young people in Shanghai to fill out the questionnaire.

This survey was based on a quantitative study to develop a questionnaire to investigate the shopping preferences of young people in Shanghai. Considering the place, time and target of our research, quantitative research is more suitable for our study. This method has a visual data reference on the preference of young people in Shanghai through the survey. The questionnaire was designed with single choice, multiple choice and open-ended questions. We ensured that the content of the questionnaire was reasonable and valid. The questionnaire was converted into Chinese for the language of the population, making it easy for respondents to fill out the questionnaire. Respondents are not personally identified in any of the data or reports. Survey responses will not be associated with registration records. Participation in this survey is valuable and voluntary. Consent can be withdrawn at any time. We will protect the anonymity of respondents and the confidentiality of responses to the fullest extent permitted by law. The questions in the survey are associated with the thesis questions. The questionnaire can be found in Appendix 1.

The distribution of the questionnaire was based on the use of Chinese online survey platforms and social media software. Distribution was done throughout the day to ensure that as many target respondents as possible were covered. The platforms used for questionnaire distribution included Questionnaire Star, WeChat and QQ. These platforms were chosen because they have a larger usage base to make the survey more reasonable. The questions were uploaded to Questionnaire Star and then transferred through social media platforms such as WeChat and QQ. The questionnaire started on 27.10.2023 to ensure that there was sufficient time to collect the data. Considering the short period of the study and the small sample size required, we set the deadline for the questionnaire as 4.11. 2023. We will use descriptive analysis to analyze the data collected through crosstab etc. This method is chosen to better present the respondents' preferences and their socio-demographic characteristics, etc., and to look for connections between the shopping preferences of young people in Shanghai.

The survey was conducted as a quantitative study by randomly finding young Shanghainese people within the city of Shanghai to fill out a questionnaire. The age range was 16-30 years old. The content of the survey includes gender, age, education level, income and online and offline shopping preferences. There were 167 valid questionnaires filled out completely, with a validity rate of 100%.

A total of 167 persons participated in the survey out of a valid sample. In terms of gender, 122 were female, accounting for 73.1%. In terms of age, there were 56 participants between the ages of 16 and 20, accounting for 33.5%. There were 81 participants between the ages of 21 and 25, accounting for 48.5%. And 30 participants between the ages of 26 and 30, accounting for 18%.

In terms of occupation, 63 % were students and 31.7 % were office workers. In terms of education, college or bachelor's degree holders accounted for 76 per cent of the participants. In terms of income, the income group of 2000-4000rmb accounted for 44.9%. And the monthly expenditure is dominated by the group of 0-2000rmb, accounting for 67.1% of overall. The characteristics of the sample are shown in Appendix 2 and 3.

4 ANALYSIS OF SHOPPING BEHAVIOUR CHARACTERISTICS OF SHANGHAI YOUNG PEOPLE

This chapter analyses the shopping preferences of young people in Shanghai under different conditions, the preferences of young people in Shanghai for different goods in online and offline shopping, open-ended questions and comparative analysis of influencing factors concluded the thesis issues analysis and recommendations.

4.1 Shopping preferences of young people in Shanghai under different conditions

This chapter mainly discusses the shopping behavior characteristics of young people in Shanghai from the unified characteristics of the shopping behavior of young people in Shanghai; online and offline users' preference for different goods shopping and the comparative analysis of the influencing factors in three aspects.

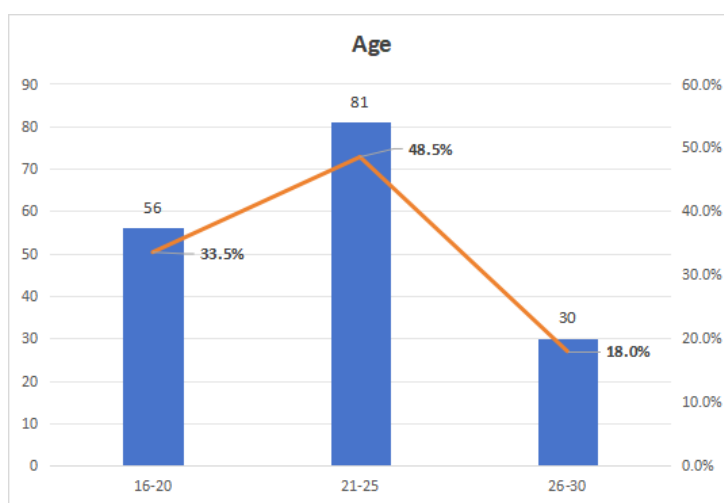


Figure 6. Age characteristics of respondents (n=167)

The survey released by the authors asked questions about demographics in order to better understand the social background of the respondents. A total of 167 valid responses were received and the age range of the survey was 16-30 years. According to the graph, the percentage of respondents aged 16-20 years is 33.5%, 21-25 years is 48.5% and 26-30 years is 18%.

By investigating age, the authors can better understand their shopping preferences and characteristics according to different age groups.

The questionnaire included a gender question, which could help the authors to understand the gender ratio of the current respondents. The options for this question included both males and females. The chart shows that the majority of the respondents were female at 73%, while the percentage of male respondents was 27%.

This question helps the authors to better observe how gender differs in shopping preferences and to separate the consumption philosophy and consumption decisions of different genders.

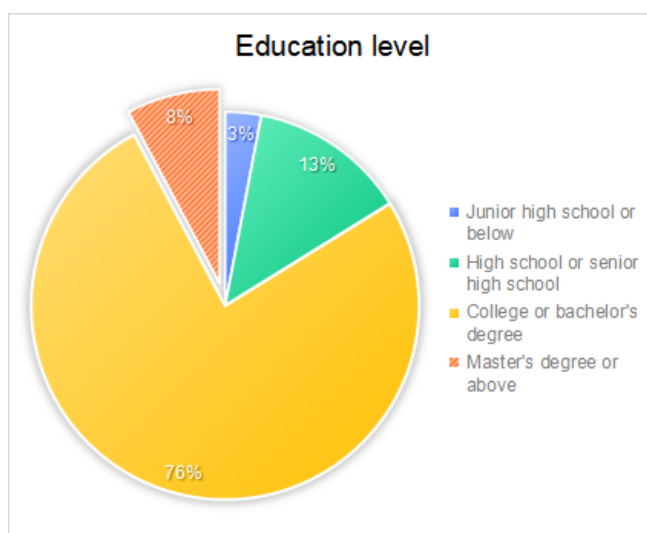


Figure 7. Education level characteristics of respondents (n=167)

The third question of the questionnaire is about educational qualifications. By confirming the educational qualifications of the respondents, the authors hope to discern more intuitively the understanding and preference for shopping of the respondents with different educational qualifications. The chart shows that most of the respondents had a college or bachelor's degree, accounting for 76% of the respondents, 13% of the respondents had a high school education, 8% had a master's degree or higher, and 3% had a junior high school education or less.

Table 1. Characteristics about monthly income or living expenses (n=167, 1€=7.78RMB)

ITEMS	ATTRIBUTES	Number	Percentage
Monthly income/living expenses	less than 2000rmb	30	18.0%
	2000-4000rmb	75	44.9%
	4000-6000rmb	25	15.0%
	6000-8000rmb	10	6.0%
	more than 8000rmb	27	16.2%

The fourth question in this survey was designed to find out the income range of the respondents. Respondents in different income ranges may show very different results in terms of shopping styles and shopping choices, and income also affects respondents' shopping decisions and shopping time.

People with low incomes may be students or young people who have just started working, and they tend to be highly price-sensitive, they prefer to buy low-priced or cost-effective products. People with high incomes pay more attention to product quality and brand, and the low price is not the only consideration for them. More than 60% of the respondents in this survey have an income of less than 4,000 yuan, so most low-income respondents may be more inclined to shop online.

Table 2. Characteristics of profession (n=167)

ITEMS	ATTRIBUTES	Number	Percentage
Profession	Student	106	63.5%
	Worker	53	31.7%
	Married	6	3.6%
	Living with family	17	10.2%
	Unemployed	5	3.0%

The questionnaire asked about the social background of the respondents, this question was multiple choice and consisted of five options, namely: student; working; married; living with family; unemployed.

Respondents from different backgrounds may show different shopping styles and preferences, for example, those who live alone may prefer online shopping; those who live with their families may go to brick and mortar shops with their families; those who live with their partners may go to physical shops as a recreational activity; students may go shopping with their friends, because they have more free time; and those who are employed may not have enough time to go to physical shops.

Table 3. Characteristics about work or study time (n=167)

ITEMS	ATTRIBUTES	Number	Percentage
work/study time	Less than 6 hours	56	33.5%
	6-8 hours	75	44.9%
	9-12 hours	26	15.6%
	More than 12 hours	10	6.0%

This question was asked to understand the impact of respondents' working hours on their shopping preferences.

Various working hours affect the amount of time people spend on shopping, if a person does not work more than 6 hours a day then they have more disposable time to spend on shopping, both online and offline. Whereas respondents who work more than 12 hours a day do not have time to spend on shopping, they may not have a strong desire to shop and focus more on necessities, long working hours mean higher income, so these people may prefer to complete shopping faster without comparing prices.

Table 4. Characteristics about shopping method (n=167)

ITEMS	ATTRIBUTES	Number	Percentage
Shopping method	Online shopping	124	74.3%
	Offline shopping	6	3.6%
	Both are about the same	37	22.2%

This question is to investigate young people's preferred shopping methods and discover the current advantages of online shopping.

Young people in Shanghai choose to spend more time and money shopping online. Online shopping is a popular trend today, with 74.3% of respondents saying they prefer online shopping.

This is enough to prove the status of online shopping among young people today. The prices of online stores are lower than those of physical stores, and their price advantages attract many price-sensitive consumers. It reflects the challenges faced by physical shops today, who must find ways to cope with the loss of customers, such as launching online shopping sites and delivery channels.

Table 5. Characteristics about the percentage of online and offline shopping (n=167)

ITEMS	ATTRIBUTES	Number	Percentage
Percentage of online and offline shopping (0%online - 100%offline)	0% 100%	7	4.2%
	25 % 75 %	15	9.0%
	50% 50%	28	16.8%
	75% 25%	112	67.1%
	100% 0%	5	3.0%

Shanghai young people's online shopping use takes up most of their shopping time.

This survey was conducted to young people about how they allocate their shopping time, and the percentage of time they spend shopping online and offline. University students have more free time as compared to workers, they go offline shopping together and spend a higher percentage of their time offline shopping. Workers prefer to spend less time shopping and online shopping is good for them.

The table shows that 87 % of people choose to spend more than 50 % of their time shopping online. The convenience of online shopping as well as favourable prices have a direct impact on people's shopping needs.

Table 6. Characteristics about shopping time (n=167)

ITEMS	ATTRIBUTES	Number	Percentage
Shopping time	Weekdays	11	6.6%
	Weekend	12	7.2%
	Holiday	6	3.6%
	Unscheduled	138	82.6%

This question was designed to investigate whether the time period of shopping has an effect on young people's shopping needs.

Freedom is a characteristic of contemporary young people, especially those in Shanghai. They want their lives to follow their own preferences, and most of them do not have a fixed time period for shopping, which is in accordance with the authors' expectations and shows that time period has little influence on shopping preferences.

Most young people in Shanghai prefer to do their shopping randomly, 82.6 % of respondents saying they will shop at any time they want.

Table 7. Characteristics about shopping time or week (n=167)

ITEMS	ATTRIBUTES	Number	Percentage
Shopping time/week	Less than 1 hour	79	47.3%
	1 hour	51	30.5%
	2 hours	24	14.4%
	3 hours	8	4.8%
	More than 3 hours	5	3.0%

The survey asked young people how much time they spend shopping a week.

Shopping duration affects shopping decisions; longer shopping times may allow consumers more time to compare prices and make more rational shopping decisions. Longer shopping times may also allow consumers to buy more products and increase their spending. For consumers with busy work schedules, they may spend shorter time on shopping because they prefer to be efficient. During online shopping, shopping duration may be influenced by brand marketing, price differences and special offers. During offline shopping, shopping duration may be influenced by supermarket layout and sales staff.

According to the previous survey on respondents' daily working hours, it can be found that the time young people spend on shopping a week is far less than their working hours. This may be because young people do not have enough spending power and energy.

Table 8. Characteristics about Shopping expenses or month (n=167, 1€=7.78RMB)

ITEMS	ATTRIBUTES	Number	Percentage
Shopping expenses/Month	0-2000rmb	112	67.1%
	2000-4000rmb	45	26.9%
	4000-6000rmb	3	1.8%
	6000-8000rmb	4	2.4%
	More than 8000 rmb	3	1.8%

It is necessary to investigate how much respondents spend on shopping each month, which can help the authors better observe the shopping philosophy of young people. The survey asked the young people in Shanghai how much they spend on shopping every month. According to the chart, 67.1% of the respondents spend 0-2000rmb on shopping every month. This also confirms the author's point mentioned earlier that most of the respondents spend less than RMB 2,000 per month on shopping, and they are highly price-sensitive people.

Consumers who spend RMB 2,000-4,000 are more concerned about the quality of life and are willing to spend more on well-known brands.

4.2 Preferences of Shanghai Young People for Different Products in Online and Offline Shopping

Online users prefer to buy household goods, clothing, food, electronics, beverages and cosmetics, with 85% of respondents choosing to buy household goods, 73% of respondents choosing to buy clothing, 76% of respondents choosing to buy food and 49.1% of respondents choosing to buy cosmetics when shopping online. The proportion of respondents choosing to buy household goods, clothing, electronics, and cosmetics online is much higher than that of offline purchases, proving that these types of products are more popular online. Household products are bulky and heavy, it is inconvenient for consumers who do not have a car to carry these products. So they prefer to buy them online and get them delivered to their homes.

According to the chart, 73.1% of the respondents chose online shopping because of the price advantage; 71.3% of the respondents chose online shopping because of the convenience; 65.9% of the respondents chose online shopping because of more choices and varieties; 60.5% of the respondents chose online shopping because of the time saving; and 52.1% of the respondents

chose online shopping because of the delivery to their homes. Only 1.8 % of respondents did so for other reasons. Physical shops can make use of these advantages to attract more customers, and at the same time make certain adjustments with reference to the advantages of online shopping.

Offline users prefer to buy household goods, clothing, drinks and food. Among them, 66.5% of respondents would choose to buy food offline, and 51.5% would choose to buy drinks.

It is worth mentioning that respondents prefer to buy furniture in physical shops, with double the percentage of furniture purchased offline than online.

The advantages of physical shops are visualization of products and instant gratification of shopping needs. The product types that account for less of the difference suggest that physical shops still have high market competitiveness relative to online shopping when selling these types of products.

According to the chart, 79.6% of the respondents chose offline shopping because they could see the goods more intuitively; 60.5% of the respondents chose offline shopping because it could satisfy immediate shopping needs; and 40.7% of the respondents chose offline shopping because they could buy fresher goods.

Table 9. Characteristics about types of good (n=167)

Types of goods				
Online			Offline	
	Number	Percentage	Number	Percentage
Daily necessities	142	85.0%	77	46.1%
Furniture	18	10.8%	32	19.2%
Clothes	122	73.1%	82	49.1%
Food	127	76.0%	111	66.5%
Electronics products	87	52.1%	39	23.4%
Beverages	76	45.5%	86	51.5%
Make-up	82	49.1%	23	13.8%
Baby Products	7	4.2%	6	3.6%

Table 10. Characteristics about reason for shopping (n=167)

Reason for shopping					
Online			Offline		
	Number	Percentage		Number	Percentage
More options and varieties	110	65.90%	Intuitive	133	79.60%
Price Advantage	122	73.10%	Served	27	16.20%
Convenience	119	71.30%	Instant shopping that meets demand	101	60.50%
Delivered to your home	87	52.10%	Easy after-sales service and returns	31	18.60%
Time saving	101	60.50%	Can buy fresher	68	40.70%
Other (please specify)	3	1.80%	Other (please specify)	6	3.60%

4.3 Open-ended questions

The survey included three open-ended questions.

Commonly used online shopping websites and software

According to the survey, participants' choices are concentrated on the following websites: Taobao, JD.com, Pinduoduo, Meituan, and Hema. The first three websites are all large online shopping websites in China. Different from specialized websites and apps for physical store brands, this type of online shopping website and software integrates many different types of products. Respondents can purchase goods provided by different merchants through these platforms and APPs. Among them, Taobao's Chinese market share will be 40% in 2022, JD.com 20%, and Pinduoduo 18% (Caidi, 2023). Meituan and Hema are instant delivery shopping software. Users can receive goods within one hour after placing an order. These goods cover almost most daily needs.

Large shopping websites have strong brand benefits and a large number of loyal customers, so respondents will give priority to these shopping websites. Customers will prefer websites with good after-sales service and quality assurance. Hema has many physical stores in China. The selection of products in the store tends to attract young people, and it provides online ordering and instant delivery services. This marketing model is worth learning from other physical stores.

Physical store that you often buy

According to surveys, most young people in Shanghai like to shop offline in various supermarkets and shopping malls. Nowadays, there are more and more supermarkets and shopping malls in Shanghai. Supermarkets such as Sam's and Costco are also entering Shanghai. Offline shopping is no longer limited to a small selection of goods.

The most common ones mentioned by participants were Walmart, FamilyMart, Sam's, Hema, Uniqlo, and Miniso. As a global chain of large supermarkets, Walmart is well-known in China. In 2021, they occupied 10.9% of the Chinese retail market(Xinzhi, 2022).

As a company of the Wal-Mart Group, Sam's has a unique membership system. After Users pay membership fees, they can shop at Sam's Supermarket. This marketing model is favored by the middle class in China, because Sam pays more attention to product quality, and the middle class is also willing to pay membership fees for a better shopping experience. Today, Sam has more than 40 stores in China. Sam, which mainly relies on membership fees to make profits, has become a new star in China's retail industry.

Most of Hema's stores are small, but they still attract many customers to shop offline. This comes from their service and product selection, fresh vegetables and fruits, and a wide variety of freshly prepared foods. The small area means that customers can get to the checkout faster. It can save customers time.

FamilyMart are a Japanese brand. Most of FamilyMart are located in business districts or residential areas. Their target customers are mainly workers, so many respondents mentioned this store.

As a global chain clothing brand, UNIQLO has a very high reputation in China. The clothing in the store has high cost-effectiveness and suitable for customers of most age groups. Moreover, customers will not be accompanied by store assistants when shopping at Uniqlo, which is friendly to many young people.

Miniso is a grocery store that mainly sells some daily necessities, food, toys and fashion accessories. The prices of goods in the store are relatively low, attracting a large number of student customers.

Suggestions for offline shopping

Most of the respondent mentioned that they hope that physical stores will have better prices and a wider variety of products. This is a problem faced by physical enterprises. Store rent, labor costs and electricity charges all make the prices of goods in physical stores higher than those in online supermarkets. Some respondents also mentioned that they hope to make offline shopping more convenient. Physical stores can open online shopping channels and update product inventory in real time, allowing consumers to know whether the products they need are still in stock in the store. Carry out online and offline linkage at the same time. Launch online and offline joint activities with preferential activities. Combined with online purchasing and delivery methods, delivery fees can be appropriately reduced. With more professional shopping guides. According to the needs of customers, shopping guides should provide more introductions, services and professional suggestions. Provide customers with a shopping method that suits them. Promotions for various goods also be promoted in advance. Don't let customers encounter the situation where the price of the product is reduced after buying it.

4.4 Comparative analysis of influencing factors

Table 11. Monthly income and monthly shopping expenses (n=167, 1€=7.78RMB)

11. How much do you usually spend on online or offline shopping in a month?						
X\Y	A. 0-2000RMB	B. 2000-4000RMB	C. 4000-6000RMB	D. 6000-8000RMB	E. More than 8,000RMB	Subtotal
A. Less than 2,000RMB	30 (100%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	30
B. 2000-4000RMB	60 (80%)	12 (16%)	2 (2.67%)	1 (1.33%)	0 (0.00%)	75
C. 4000-6000RMB	12 (48%)	12 (48%)	0 (0.00%)	1 (4%)	0 (0.00%)	25
D. 6000-8000RMB	2 (20%)	8 (80%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	10
E. More than 8,000RMB	8 (29.63%)	13 (48.15%)	1 (3.70%)	2 (7.41%)	3 (11.11%)	27

Cross-analysis of monthly income and monthly shopping expenditure. We can find that monthly income has an impact on shopping spending. People with a monthly income of 6000 or more will spend more money on shopping, while respondents with a monthly income of less than 4000 will spend less than 2000 on shopping per month.

Table 12. Monthly income and shopping methods (n=167, 1€=7.78RMB)

7. Which shopping method do you like to spend more time and money on?				
X\Y	A. Online shopping	B. Offline shopping	C. The two are almost the same	Subtotal
A. Less than 2,000RMB	22 (73.33%)	2 (6.67%)	6 (20%)	30
B. 2000-4000RMB	58 (77.33%)	4 (5.33%)	13 (17.33%)	75
C. 4000-6000RMB	15 (60%)	0 (0.00%)	10 (40%)	25
D. 6000-8000RMB	9 (90%)	0 (0.00%)	1 (10%)	10
E. More than 8,000RMB	20 (74.07%)	0 (0.00%)	7 (25.93%)	27

Cross-analyzing monthly income and shopping style resulted in this chart

This chart shows that income level has little impact on whether respondents favor online shopping or not.

Nearly 30% of students chose B and C and only 16% of working respondents chose B and C. It can be seen that students spend more time shopping offline than workers.

The majority of those earning less than 2,000 and up to 4,000 a month are students. It can be concluded that students do prefer offline shopping more than those who work.

The percentage of those who work or study for a shorter period of time who would spend time in physical shops is higher.

Table 13. Social background and shopping methods (n=167)

7. Which shopping method do you like to spend more time and money on?				
X\Y	A. Online shopping	B. Offline shopping	C. The two are almost the same	Subtotal
A. Student	76 (71.70%)	5 (4.72%)	25 (23.58%)	106
B. work	44 (83.02%)	1 (1.89%)	8 (15.09%)	53
C. Married	5 (83.33%)	0 (0.00%)	1 (16.67%)	6
D. Live with family	14 (82.35%)	0 (0.00%)	3 (17.65%)	17
E. Unemployment	3 (60%)	0 (0.00%)	2 (40%)	5

Cross-analyzing the social background and the percentage of shopping styles results in this chart

It can be seen that nearly 30 per cent of students chose B and C, while only 16 per cent of working respondents chose B and C. This shows that students spend more time shopping offline than workers.

Table 14. Monthly income and weekly shopping hours (n=167, 1€=7.78RMB)

10. How much time do you spend shopping in physical stores a week?						
X\Y	A. Less than 1 hour	B. 1 hour	C. 2 hours	D. 3 hours	E. More than 3 hours	Subtotal
A. Less than 2,000RMB	17 (56.67%)	7 (23.33%)	4 (13.33%)	2 (6.67%)	0 (0.00%)	30
B. 2000-4000RMB	37 (49.33%)	26 (34.67%)	9 (12%)	2 (2.67%)	1 (1.33%)	75
C. 4000-6000RMB	8 (32%)	10 (40%)	5 (20%)	2 (8%)	0 (0.00%)	25
D. 6000-8000RMB	4 (40%)	3 (30%)	3 (30%)	0 (0.00%)	0 (0.00%)	10
E. More than 8,000RMB	13 (48.15%)	5 (18.52%)	3 (11.11%)	2 (7.41%)	4 (14.81%)	27

Cross-referencing monthly income with weekly shopping hours

The majority of those with a monthly income of less than 2,000 to 4,000 are students, and the percentage of respondents who spend one hour or more shopping in physical shops is higher relative to those with a monthly income of 6,000 or more, which suggests that students do prefer offline shopping to working respondents.

Table 15. Daily working hours and weekly physical store shopping hours (n=167)

10. How much time do you spend shopping in physical stores a week?						
X\Y	A. Less than 1 hour	B. 1 hour	C. 2 hours	D. 3 hours	E. More than 3 hours	Subtotal
A. Less than 6 hours	29 (51.79%)	13 (23.21%)	8 (14.29%)	5 (8.93%)	1 (1.79%)	56
B. 6-8 hours	35 (46.67%)	28 (37.33%)	9 (12%)	1 (1.33%)	2 (2.67%)	75
C. 9-12 hours	11 (42.31%)	8 (30.77%)	6 (23.08%)	1 (3.85%)	0 (0.00%)	26
D. More than 12 hours	4 (40%)	2 (20%)	1 (10%)	1 (10%)	2 (20%)	10

Cross-analyzing daily work hours with weekly physical shop purchase hours

According to the graph, a higher percentage of respondents who work or study less than 8 hours spend time in physical shops. Those who spend the most time in physical shops are respondents who work 6-8 hours per day.

The percentage of respondents working 9-12 hours who spend more than an hour in physical shops is alarming at nearly 58%.

4.5 Analysis of thesis issues

With the popularity of online shopping, what are the characteristics and differences between online shopping and offline shopping among young people in Shanghai?

Research has found that young people in Shanghai choose to spend more time and money shopping online. At the same time, the use of online shopping takes up most of their shopping time. The vast majority of young people in Shanghai like to shop randomly, and the time they spend shopping in a week is far less than the time they spend working and studying. And different working hours will affect the time people spend shopping. People who work or study for less than 6 hours have more time at their disposal for shopping. People who work or study for more than 12 hours have no time to spend on shopping, and they pay more attention to necessary daily necessities.

Among them, students prefer offline shopping and spend more time shopping offline than workers. Those who work or study for a shorter period of time will spend a higher proportion of time in physical stores. People with high monthly income spend more money on shopping, while people with low monthly income spend less money on shopping every month. However, income level has little impact on online and offline shopping among young people in Shanghai. Young people in Shanghai have different product preferences in online and offline shopping.

What shopping channels and methods do young people in Shanghai prefer?

Young people in Shanghai prefer to buy daily necessities, clothing, food, electronic products, beverages and cosmetics online. These types of products are more popular online than offline purchases. They prefer to purchase different products through online websites and applications such as Taobao, Pinduoduo, and JD.com. The reasons for choosing online shopping are price advantage, convenience, more choices and varieties, saving time and home delivery.

Young people in Shanghai are more willing to buy daily necessities, clothing, drinks and food when shopping offline. Most of them like to shop offline in various supermarkets and shopping malls. The advantage of physical stores lies in seeing products intuitively and meeting shopping needs instantly.

How to encourage young people in Shanghai to go to physical stores and try new shopping methods?

Young people in Shanghai are more concerned about online and offline joint activities, preferential prices, and whether they have more professional shopping guides. They are also interested in pro-moting various events. Making offline shopping more convenient will make Shanghai's young people more willing to go to physical stores for consumption. Innovative services and facilities are attractive to young people in Shanghai, and physical stores need to plan for themselves.

4.6 Recommendations

Advice for online stores

The rapid development of online shopping has led more companies to choose to join. However, online product information sometimes does not match the products actually received by customers. This is also the reason why some people are unwilling to purchase products online. We hope that online stores can display the most authentic product information and conditions and gain a better reputation.

Suggestions for physical stores

Due to cost issues, it is difficult for physical stores to have a price advantage, but physical stores can open online shopping software and provide instant delivery services, so that customers can browse products anytime and anywhere. This can help the warehouse consume inventory faster and improve the capital turnover rate.

At the same time, physical stores can choose to purchase some fashionable toys, accessories or imported products and place them in conspicuous locations, so that young people are more likely to

be attracted by these products. Large supermarkets can consider opening some small-scale stores, similar to convenience stores, to save customers time in searching for products. The higher prices of products in convenience stores are acceptable to customers.

Store decoration is also key. For some small clothing or accessories stores, casual style decoration and relaxed shopping atmosphere are more popular among young people. Shopping guides provide more introductions, services and professional suggestions based on customer needs. Promotions for various commodities can also be promoted in advance. Don't let customers encounter the situation where the price of the product is reduced after buying it.

5 CONCLUSION AND SUMMARY

The topic of this article is to investigate the shopping preferences of young people in Shanghai. The purpose of research is to find ways to attract more young people to shop in physical stores, because the real economy is crucial to the development of the country. The questionnaire was distributed entirely online, it was released on 27th October and we closed the survey on 4th November, receiving a total of 167 valid responses.

The research results of this survey met expectations, fulfilled the objectives of the study and produced valid data. This study informed the respondents in advance that the best time to complete the questionnaire was 2 to 5 minutes, which helped us to get more reliable and authentic data.

Online shopping has become the mainstream shopping method, and young people's reliance on online shopping continues to increase. More than 50% of the respondents in the survey said that online shopping accounts for 75% of their shopping methods, which further confirms that online shopping is very popular among young people. This is mainly because online shopping has lower prices, saves time, has a wider variety of products and brands, and delivers them to your door.

It is difficult to have a price advantage due to the high cost of a physical shop, which involves paying for utilities, shop rent and staff wages. Nowadays people are highly sensitive to the price of products and it takes very little time to compare prices. For physical shops, reducing costs and increasing young customers are the main goals at the moment.

As the pressure of social competition increases, young people face more and more challenges in finding a job. Long working hours have become the norm today, so they have to reduce their shopping time. Convenience stores and online shopping have become their main shopping channels. Large supermarkets can consider developing small stores with more streamlined product categories to attract more young customers.

During the study period, we read a lot of thesis and discovered the shortcomings of our questionnaire. However, our investigation still has limitations. We did not ask the respondent's area of residence, because the area will affect how often people go shopping in physical stores. For example, people who live in the suburbs may only go shopping once a week, while people in urban areas go shopping every day. Location can help us better understand respondents and combine with other data to produce more effective research results.

At the same time, we found that a return visit was necessary. Some interviewees provided us with key information. Returning to these interviewees can help us collect more effective information, and their feedback can give us more inspiration.

Considering the privacy protection of the respondents, all submitters of this questionnaire cannot see the answers of others, which is a good protection for them. The questionnaire included some personal privacy questions, including gender, age group, income and education. Before releasing the questionnaire, we were worried that the respondents would refuse to be interviewed due to privacy concerns, but the results were much better than we expected, and no respondent questioned our questionnaire. They actively cooperated with our survey and allowed us to receive enough

responses in a short period of time, which was a surprise to us. We also asked friends to find interviewees, and we are very grateful to our friends and to all those who were interviewed.

After using quantitative survey research, we hope to gain a deeper understanding of respondents' views on the real economy through qualitative research, which can help us find more potentially effective ways to develop physical stores. The combination of quantitative research and qualitative research can improve research efficiency and produce more complete research results.

This survey was successfully concluded. We encountered some difficulties during the interview process, such as the small number of respondents in the 26-30 age group. With the help of the Internet, we found enough interviewees.

This investigation process was generally smooth. We learned how to use quantitative research. We encountered difficulties during the research process, but we finally solved the problem. Facing challenges with an optimistic attitude is a key factor in success.

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APPENDIX 1: QUESTIONNAIRE

QUESTIONNAIRE**Shopping preferences of young people in Shanghai**

1. Select your age group

- A. 16-20
- B. 21-25
- C. 26-30

2. Choose your gender

- A. Male
- B. Female

3. Your education is

- A. Junior highschool or below
- B. Highschool or senior highschool
- C. College or bachelor's degree
- D. Master's degree or above

4. What is your monthly income or living expenses?

- A. less than 2000rmb
- B. 2000-4000rmb
- C. 4000-6000rmb
- D. 6000-8000rmb
- E. more than 8000rmb

5. What kind of person do you belong to?

- A. Student
- B. Worker
- C. Married
- D. Living with family
- E. Unemployed

6. How long do you work everyday?

- A. Less than 6 hours
- B. 6-8 hours
- C. 9-12 hours
- D. More than 12 hours

7. Which shopping method do you prefer to spend more time and money on?

- A. Online shopping

- B. Offline shopping
- C. Both are about the same

8. Percentage of online and offline shopping in your life (0%online - 100%offline)

- A. 0% 100%
- B. 25 % 75 %
- C. 50% 50%
- D. 75% 25
- E. 100% 0%

9. When do you prefer to shop?

- A. Weekdays
- B. Weekend
- C. Holiday
- D. Unscheduled

10. How much time do you spend shopping in the physical store in a week?

- A. Less than 1 hour
- B. 1 hour
- C. 2 hours
- D. 3 hours
- E. More than 3 hours

11. How much money do you usually spend on online or offline shopping in a month? (1euro = 7.8rmb)

- A. 0-2000rmb
- B. 2000-4000rmb
- C. 4000-6000rmb
- D. 6000-8000rmb
- E. More than 8000 rmb

12. What kind of products do you like to buy online? (Multiple choices allowed)

- A. Daily necessities
- B. Furniture
- C. Clothes
- D. Food
- E. Electronics products
- F. Beverages
- G. Make-up
- H. Baby Products

13. Answer this question based on the options in Question 12.

Which website or app do you mainly purchase for these?

(Please specify mainly purchased website and app)

14. What kind of products do you like to buy offline? (Multiple choices allowed)

- A. Daily necessities.
- B. Furniture
- C. Clothes
- D. Food
- E. Electronics products
- F. Beverages
- G. Make-up
- H. Baby Products

15. Answer this question based on the options in Question 14.

What physical shop do you mainly shop at for these?

(Please specify mainly purchased physical store)

Same for Q 13

16. What are your reasons for choosing to shop online? (Multiple choices allowed)

- A. More options and varieties
- B. Price Advantage
- C. Convenience
- D. Delivered to your home
- E. Time saving
- F. Other (please specify)

17. What are your reasons for choosing to shop offline? (Multiple choices allowed)

- A. Intuitive
- B. Served
- C. Instant shopping that meets demand
- D. Easy after-sales service and returns
- E. Can buy fresher
- F. Others (please specify)

18. Do you have any suggestions for offline shopping?

APPENDIX 2: STATISTICAL TABLE OF THE SURVEYED SAMPLES

ITEMS	ATTRIBUTES	Number	Percentage	ITEMS	ATTRIBUTES	Number	Percentage
Gender	male	45	27.0%	Monthly income/living expenses	less than 2000rmb	30	18.0%
	female	122	73.1%		2000-4000rmb	75	44.9%
Age	16-20	56	33.5%		4000-6000rmb	25	15.0%
	21-25	81	48.5%		6000-8000rmb	10	6.0%
	26-30	30	18.0%		more than 8000rmb	27	16.2%
Profession	Student	106	63.5%		Shopping expenses/Mont h	0-2000rmb	112
	Worker	53	31.7%	2000-4000rmb		45	26.9%
	Married	6	3.6%	4000-6000rmb		3	1.8%
	Living with family	17	10.2%	6000-8000rmb		4	2.4%
	Unemployed	5	3.0%	More than 8000 rmb		3	1.8%
Education level	Junior high school or below	5	3.0%				
	High school or senior high school	22	13.2%				
	College or bachelor's degree	127	76.0%				
	Master's degree or above	13	7.8%				

APPENDIX 3: BAR CHART OF THE SURVEY SAMPLE

