

# **Exploring Factors of Choosing Shopping Platform – A Case of College Students**

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## **ABSTRACT**

E-commerce means that businesses and consumers buy and sell products and service through the electronic medium such as the Internet. Unlike the traditional way, the e-commerce transactions can be conducted without using paper documents. Nowadays, more and more people and businesses follow this trend by doing business online.

Because of the improvement of technology, people can easily buy things via Internet. Also, there are many shopping platforms in the Internet. For example, Yahoo Kimo is the firstly platform in Taiwan that people can buy products with plenty of choices. It is the most well-known online platform in Taiwan. Second, Shopee appears in Taiwan since 2015. It has improved swiftly. At the beginning, in order to attract more consumers, it provides some incentives to attract consumers. Third, Taobao also improves rapidly in recent years. More and more people buy products from Taobao.

This research aims to explore the most popular on-line shopping platform and factors of choosing the platform. The research target is the college students in Taiwan. It found out that the most popular on-line shopping platform is Shopee. And among many different reasons, the most important factor is convenient logistics.

Keywords: e-commerce, Taobao, Yahoo Kimo, Shopee, online shopping platform