

Research on College Students' E-Commerce Entrepreneurship

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Abstract: Under the influence of the “Internet +” era, e-commerce entrepreneurship has become the most effective way for college students to start their own businesses. College students' e-commerce entrepreneurship is a process in which college students use e-commerce technology or knowledge to carry out entrepreneurial practice activities and realize their self-worth on the basis of network as a platform for operation and promotion. Based on the questionnaire survey and interview of college students' e-commerce entrepreneurship in Xi'an, this paper analyses the current situation of college students' e-commerce entrepreneurship, finds out the problems existing in college students' e-commerce entrepreneurship, and further puts forward relevant countermeasures to provide a better entrepreneurial environment for college students.

1. Introduction

In the 13th Five-Year Plan for the development of higher education, the instructional spirit of strengthening the innovative entrepreneurship training of college students is put forward. Through the training of college students' innovative entrepreneurship ability, the educational model and concept of colleges and universities are reformed, the adaptability of college students and society is enhanced, and the creativity of college students is fostered. As a new business model, e-commerce has become an important part of modern service industry. E-commerce specialty covers a wide range of knowledge and is the most innovative practical specialty. Using e-commerce to carry out low-cost and low-threshold entrepreneurship activities has become the first choice of many entrepreneurship college students.

2. Investigation on the Current Situation of E-commerce Entrepreneurship of College Students in Xi'an

In order to understand the current situation of college students' e-commerce entrepreneurship, we conducted a questionnaire survey in some universities in Xi'an University City. In the questionnaires, this paper makes an effective analysis of college students' e-commerce entrepreneurship activities and existing problems. A total of 200 questionnaires were sent out and 158 questionnaires were retrieved, of which 149 were valid.

2.1 Xi'an College Students' Willingness to Entrepreneurship

According to the questionnaire, 95% of the students are in favor of e-commerce entrepreneurship. But only 45% of the students expressed their interest in entrepreneurship. 55% of the students did not plan to entrepreneurship and chose to find jobs after graduation. Although most students agree with college students' self-employment in e-commerce, they still maintain a wait-and-see attitude towards entrepreneurship.

2.2 Motivation of College Students' Willingness to Entrepreneurship

In terms of attraction and value of e-commerce entrepreneurship, college students believe that pursuing personal growth (42%) and self-value realization (30.4%) are the main motivations for their future choice of entrepreneurship, followed by higher income (13.9%) and freedom of working time (13.7%). Combined with interviews with some students, the main reason is that the economic conditions of college students with entrepreneurial intention have been significantly improved, and

the economic pressure is low. In addition, students generally believe that in order to obtain higher income, risky and long-term e-commerce entrepreneurship is not a “cost-effective” choice.

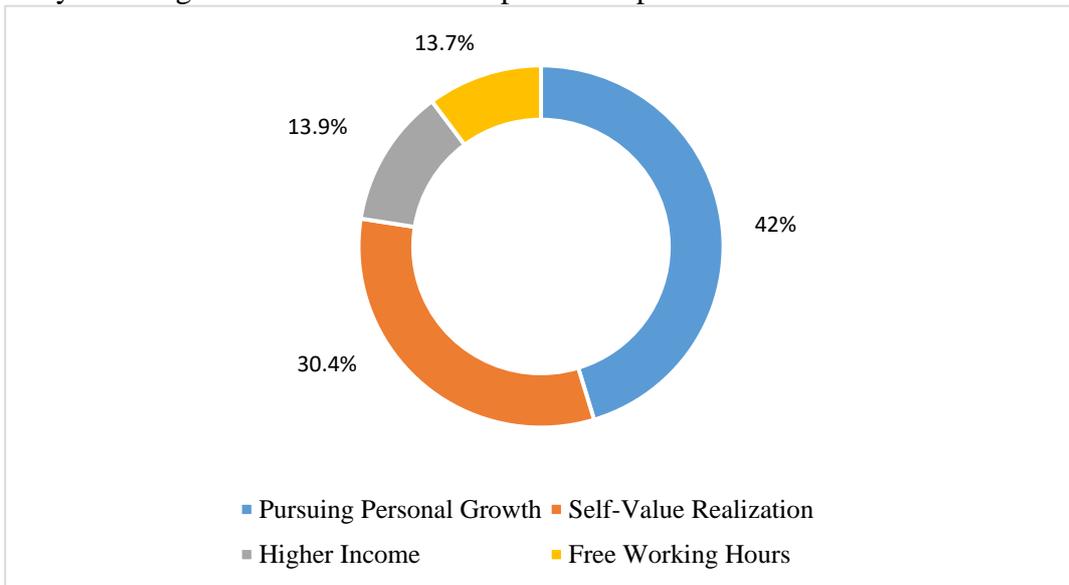


Fig.1 Motivation of College Students'Willingness to Entrepreneurship

2.3 The Choice of Funds Sources for College Students to Entrepreneurship

In terms of the source of venture capital, the main choice for college students is to apply for venture capital from schools (31.3%), from government departments (23.6%) and from family support (17.4%). Bank loans (16.3%) and institutional investment (11.4%) can also provide financial support.

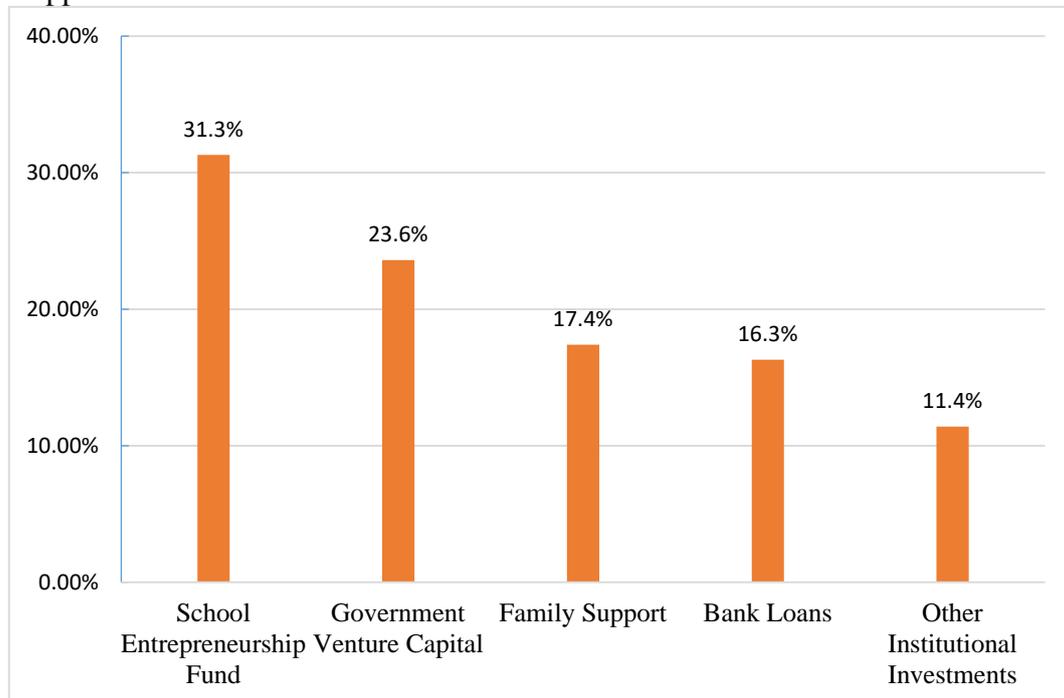


Fig.2 Selection of Funding Sources for College Students' Entrepreneurship

2.4 Difficulties of College Students' E-Commerce Entrepreneurship

According to the survey data, “no financial support” (29%) and “high risk” (24%) are the two main difficulties faced by e-commerce entrepreneurship. In addition, “lack of entrepreneurial experience” (21%) and “insufficient time and energy” (18%) are also important obstacles for entrepreneurship to become reality. These difficulties in entrepreneurship make most college students choose to “look at the situation” or “be uncertain”.

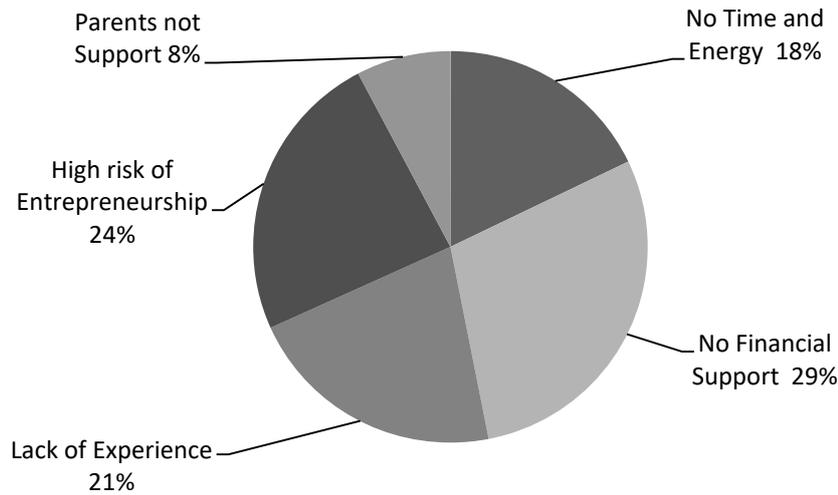


Fig. 3 The Difficulties of College Students'E-Commerce Entrepreneurship

3. The Problems of College Students' E-Commerce Entrepreneurship

3.1 Lack of Entrepreneurial Awareness and Experience

According to the survey, more than 45% of college students are willing to e-commerce entrepreneurship or do some actions, but the actual success rate is less than 3%. The reasons for the low success rate of college students' entrepreneurship are mostly due to the lack of management experience of online stores, imperfect marketing strategies, inadequate logistics and service handling capabilities and lack of social experience. Many college students have not yet made a clear prediction of the future of e-commerce, and act without thinking. As a result, the psychological endurance and willpower of college entrepreneurs are insufficient. Some of entrepreneurship projects can not withstand the severe test of the market.

3.2 Lack of Entrepreneurial Skills

Most e-commerce entrepreneurs will choose to use third-party online platform for online sales. This single mode leads to fierce market competition, and the cost of propaganda and marketing is also increasing. College students directly adopt this mode of entrepreneurship, without competitive advantage, it is difficult to achieve success. E-commerce entrepreneurship need strong professional skills and experiences, such as web design, website optimization, product promotion, network marketing promotion and website maintenance.

3.3 Lack of Financial Support

Lack of funds is a problem faced by many entrepreneurship college students. The starting funds of college students' entrepreneurship come from school entrepreneurship fund, government entrepreneurship fund, family support and bank loans. However, college students have weak economic foundation, no or very few fixed sources of income, and they can seek less venture capital in the early stage of entrepreneurship. Lack of family and social economic support has brought great psychological barriers to college students' entrepreneurship.

3.4 Lack of Entrepreneurial Guidance

College students are not exposed to much knowledge of entrepreneurship. They have relatively single choice of entrepreneurship mode and insufficient awareness of entrepreneurial risk. The lack of sustained attention and support for college students' entrepreneurship projects leads to low incubation rate of entrepreneurship projects. These problems need the guidance and help of entrepreneurship mentors.

4. Measures to Promote College Students' E-Commerce Entrepreneurship

4.1 Promoting Understanding and Ability of Entrepreneurship

We should actively promote college students' entrepreneurship work, improve the awareness of entrepreneurship among society, families and college students, change old employment concepts and create a good environment for entrepreneurship. College students should actively learn the professional knowledge and skills of e-commerce entrepreneurship, such as management, computer and media knowledge. We should explore the mode of e-commerce entrepreneurship, boldly practice, learn and accumulate entrepreneurial experience.

4.2 Improving Entrepreneurship Policy and Financial Support

To encourage college students to entrepreneurship, the government needs to improve the relevant incentive policies for entrepreneurship. It must take into account the actual situation of college students, and strive for more preferential policies for college students in the fields of law, taxation, loan and administrative management. Enterprises and entrepreneurship organizations should shoulder social responsibility, create a relaxed atmosphere of public opinion, understand the difficulties of college students' entrepreneurship, and actually proceed from reality to provide them with real financial and technical support. The school establishes a customer center and provides “one-stop” entrepreneurship service.

4.3 Systematic Guidance for Developing Entrepreneurial Practice

We should establish a team of school-enterprise cooperative entrepreneurship mentors, jointly offer relevant entrepreneurship training courses, and provide systematic and effective entrepreneurship guidance to college entrepreneurs. In the daily assessment, we can quantify the entrepreneurial practice activities into the students' personal performance evaluation, and encourage college students to actively engage in e-commerce entrepreneurship. We should guide students to allocate the time for learning and entrepreneurship practice reasonably, increase the success rate of e-commerce entrepreneurship, and help students take more successful entrepreneurship projects to society when they graduate.

5. Conclusion

College students are the most energetic and creative group, which contains tremendous enthusiasm for innovation and entrepreneurial potential. Through a questionnaire survey among college students in Xi'an, this paper investigates their understanding of e-commerce entrepreneurship, entrepreneurial willingness, entrepreneurial orientation and major difficulties. On the basis of full investigation, we can understand the difficulties and problems of students' e-commerce entrepreneurship. We should support college students' entrepreneurship from the aspects of enhancing their awareness and skills of entrepreneurship, providing policy and financial support, and improving the guidance system of entrepreneurship.

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