



Research on the Practice of College Students' Second Hand Trading Platform

Shengjia Wei¹, Dan Fang², Meitong Liu³, Yuanda Yang⁴, Ninghao Mo², Yuan Jiang¹, Bai Yang¹

¹School of Architecture and Transportation Engineering, Guilin University of Electronic technology, Guilin, China

²School of Art & Design, Guilin University of Electronic technology, Guilin, China

³School of Business, Guilin University of Electronic technology, Guilin, China

⁴School of Mechanical and Electrical Engineering, Guilin University of Electronic technology, Guilin, China

Email: ayangbai@163.com

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Abstract

Based on the fact that there are many idle items on campus and increasing the circulation rate of items, this article aims to establish a campus Internet platform that can conduct second hand goods trading, shopping on the basis of learning and life, and discussion on consumption concepts to fill the gap in the second hand commodity trading platform on campus, meet students' basic shopping needs, and help students establish a sustainable consumption concept and psychology of thrift, green, and environmental protection.

Subject Areas

Project Management and Strategy

Keywords

Second Hand Trading Platform, Idle Items, Consumption Concept

1. Introduction

With the development and popularization of the Internet, "one machine at hand" can meet our needs in all aspects of life, such as learning, shopping, social networking and so on, which is very efficient and convenient. But also because of this efficiency and convenience, the consumption mode and consumption concept of contemporary college students have changed a lot. All kinds of online shopping platforms have become the consumption mode often used by college students. At the same time, some students' impulsive consumption, excessive consumption and other problems caused by "buy as you want" and "over consumption" have become prominent, resulting in the increasing variety and

quantity of idle items on campus; some college students have a consumption attitude of “money should be used on the blade, and if they can make do with it”, they should eat, drink and have fun best, books and materials can be used only, and they have high requirements for the update and iteration of electronic products. Therefore, the construction of a safe, reasonable and secure campus second-hand trading platform has become urgent.

The campus second-hand trading platform is a centralized commercialization model based on the needs of the campus, targeted at specific college students and taking the trading of second-hand idle goods as the main behavior. Make the idle resources and goods in the campus flow reasonably, improve the utilization rate and value of idle goods, and create greater economic benefits; at the same time, we will discuss the basic shopping and consumption concepts of study and life, and help college students establish a sustainable consumption concept and consumption psychology of thrift, green and environmental protection. Therefore, it is in line with the development trend of the times to establish a trinity of Campus Internet platform for specific colleges and universities and their students, which can carry out second-hand commodity trading, shopping on the basis of learning and life, and discussion of consumption concepts, and has a good development prospect.

2. Investigation and Analysis of Secondary Transactions on Campus

In this paper, 663 college students in a public university of science and engineering were selected as the research objects, and the second-hand consumption of college students was investigated through online questionnaires (designed by the first author of this article). The following results were obtained. The survey is for college students of all grades in order to understand the psychology of students at different ages. The number of respondents in different grades is relatively average.

Only a small number of people are unwilling to purchase second-hand goods.

The respondents' willingness to trade second-hand goods is shown in **Figure 1** and **Table 1**. 41.03% of the respondents directly expressed their willingness, 51.28% of the respondents need to be neutral depending on the situation, and only a small number of people are unwilling to purchase second-hand goods. As shown in the figure, 89.74% of the respondents are willing to choose second-hand trading of books such as professional textbooks and postgraduate entrance examination materials, 51.28% and 41.03% of the respondents choose electronic equipment and transportation equipment respectively, and the remaining 17.95% of the respondents choose household goods. On the one hand, due to family economic reasons, it is the best choice to be economical and affordable to buy the goods you need. Books have great advantages in this respect. First, they are affordable. At present, compared with the genuine physical bookstores, the genuine books are more expensive, the use of books by college students is low, the reuse rate is high, and the books used are also similar. And second-hand old

books really solve this problem. Consumers can buy genuine books at low prices. Second, environmental protection and energy conservation. The market of second-hand books is the embodiment of resource reuse. The cost of second-hand bookstores is relatively low and there is considerable room for interest. The university campus covers a large area and is not easy to transport. Electronic products are generally expensive, but many people pursue the update and iteration of new products, so there is a considerable second-hand market for transportation equipment and electronic equipment. On the other hand, life products are particular, and few college students choose second-hand trading.

It can be seen from **Table 2** and **Table 3** that the respondents are very

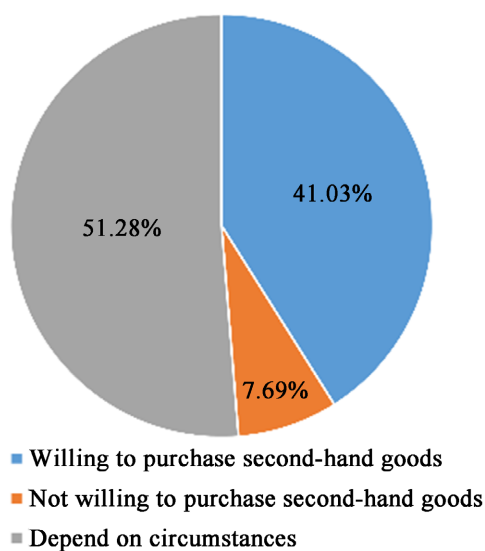


Figure 1. Whether you are willing to buy second-hand goods.

Table 1. Selection tendency of second-hand commodity categories.

Option	Proportion (%)
Transportation equipment (bicycles, electric vehicles, balance vehicles, etc.)	41.03
Electronic devices (smartphones, tablets, etc.)	51.28
Books (professional textbooks, postgraduate entrance examination materials, etc.)	89.74
Articles for daily use	17.95

Table 2. Information expected from second-hand traders.

Option	Proportion (%)
Purchase time	69.23
Use of items	87.18
Whether the warranty period has expired	58.97
other	25.64

Table 3. Problems encountered in second-hand trading.

Option	Proportion (%)
Refund information	38.46
Commodity quality problems	71.79
Unable to understand the use of goods	61.54
after-sale service	41.03

concerned about the quality and use of second-hand products. The quality of products directly affects people's use and the credibility of the platform. 87.18% of college students want businesses to provide information on the use of goods. At the same time, 71.79% of the respondents have encountered quality problems in second-hand transactions, which points out the key problems for the establishment of the platform.

3. Feasibility Analysis of Second-Hand Trading Platform

3.1. Target User Analysis

The consumption demand of contemporary college students is strong, the demand for goods and the freshness decrease faster, and the idea of selling for part of the cost will come into being. Most of the idle items are trivial and scattered daily and school supplies. For example, the use of a mature second-hand trading platform greatly reduces the transaction efficiency and improves the transaction cost; however, the school's "flea market" is open in the graduation season every year. The number of times it is opened is limited, the flow is strong, and the publicity and classification of goods are poor, which can't meet the needs of college students for goods from time to time. Sometimes we urgently need some specific goods, and the logistics time cost of online shopping platform will become an obstacle. The fast and effective method is the flow transaction of idle goods in a small range. Due to the restriction of information gap between buyers and sellers, the transaction becomes difficult. The discarding of these types of goods not only causes economic losses, but also a waste of resources. These goods may also be urgently needed by others. If we can build a bridge between buyers and sellers and a secondary trading platform for college students with more centralized information, we can make the best use of everything and achieve a win-win situation [1] [2].

3.2. Analysis of Campus Environment

In this era of rapid development, the consumption of resources is huge. We are the largest developing country, and the consumption of resources is inevitable. Therefore, we also shoulder the responsibility of protecting the environment. In order to respond to the national call for environmental protection to build a "green water and green mountains", as a "responsible, capable and responsible" youth of the new era who care about the society, the country and the times, we

should start with small things in our daily life, be diligent and frugal, and avoid extravagance and waste.

3.3. Feasibility of Platform Implementation

According to the survey, there are few secondary trading platforms on campus at present. In recent years, campus service enterprises have mushroomed, with more than 50 new enterprises each year (data sourced from enterprise investigation). There is no secondary commodity trading category on campus, and this branch field is still a blank spot. There is no relevant community forum. In recent years, the state has attached great importance to focusing on the cultivation of teenagers' consumption concept. The community forum with a specific single theme "consumption concept" is a new thing lacking in the current market but with broad market prospects.

There are also some omnipotent groups on campus to achieve the purpose of second-hand trading, or bookstores specializing in the acquisition and sale of books, but there are shortcomings. Omnipotent groups mainly express their needs and purposes by publishing information. Messages are not classified, and information search cannot be achieved. A large number of information will be published every day, and earlier information will be constantly covered. It takes a lot of time to browse information, it is difficult for users to browse information that meets their needs. It is difficult for the existing means to include the secondary trading needs of basic supplies for study and life, which are efficient, reasonable and guaranteed. The campus second-hand trading market has a long life cycle and covers a wide range, including daily necessities, school supplies, electronic products and other essential supplies. Its trading scope covers students' clothing, food, housing, transportation and other aspects.

4. Second Hand Trading Platform

4.1. Competitive Advantage

The talent reserve and system support of the University, we can find all talents for the operation of the whole project in many colleges of the University, at the same time, the University encourages students' innovation and entrepreneurship, and provides material support. These aspects are the basis for us to start. The unique innovation in the mode is that we adopt the mode of "school + organization + students". With the school as the leading force, we give full play to the main role of students and student organizations, allowing students to serve themselves, hone their skills and improve their abilities. It is a win-win mode.

We are the link between the buyer and the seller. We have perfect platform transaction rules. All platform users need to carry out real name authentication, and provide full tracking service for the whole process of the transaction. The transaction and payment methods can be selected by the users themselves, so as to protect the transaction safety of both parties to the greatest extent.

In the face of a variety of commodity information, we will do a good job in

classification and conduct a preliminary review of the authenticity of the information; for user information, we will set up firewalls, configure perfect and reliable security control modules and set access permissions to avoid information leakage and network virus invasion [3].

In the case of goods, the seller is required to provide the purchase time, use of goods, warranty period and other information. At the same time, the seller is also required to guarantee the quality and performance of the goods within a certain period of time. In case of product quality problems or false commodity information, the Seller shall compensate a specific proportion of the transaction price in accordance with the platform rules. Strictly punish illegal transactions or entrapment of users, and fully guarantee the legitimate rights and interests of both parties to the transaction.

Form a mature management team, form different departments, supervise the lower level by the upper level, use the rotation system to operate the platform, ensure that there is enough material force to solve the possible problems of the system, form a management system can improve efficiency, find the corresponding person in charge to solve the corresponding problems, and negotiate from bottom to top, in order. We will also conduct regular market research to understand the market demand for a certain product through research, and the students' more specific requirements.

4.2. Platform Promotion

In terms of publicity and promotion, at the initial stage of the platform's launch, we will display propaganda posters and distribute leaflets in places with a large number of people on campus (such as canteens, express delivery points, dormitory areas), and plan various activities, such as offline road shows and publicity meetings. Secondly, we will publish special articles on the official accounts or web pages of relevant groups to achieve explosive accumulation of users and increase the publicity exposure of the platform. After accumulating a certain number of users, we will attract new users mainly through the driving and publicity of old users, and carry out certain incentive mechanisms, such as giving discounts, full discounts, collection and other preferential activities. At specific time nodes such as the opening and graduation of the school year, carry out characteristic activities, so that more campus groups can put into use the platform and really enjoy a good and wonderful trading experience [4].

5. Conclusion

According to the results of the questionnaire survey conducted in the campus, from the analysis of the target object of the platform, the campus environment, the feasibility of the implementation of the platform and the competitive advantage, it can be seen that there is a lot of room for the development of the campus second-hand trading platform. Our team relies on the College Students' Innovation and Entrepreneurship Training Program and conducts a series of research

based on the obtained data. With the support and assistance of schools, teachers, and others, establish a campus internet platform that can discuss consumption concepts in a trinity. Unlike other platforms that can only conduct simple transactions or exchanges, students can share their consumption concepts on the platform, and different consumption concepts collide; simultaneously providing a safe and secure trading market to meet the second-hand trading needs of students. But there are still many problems to be encountered in the establishment and maintenance of a campus Internet platform that can carry out second-hand commodity trading, shopping on the basis of learning and life, and Discussion on consumption idea, such as unstable software systems when user traffic is too high, cumbersome user interface settings, and unreasonable product classification. We need to put forward corresponding countermeasures to deal with it, and lay the foundation for the comprehensive optimization and improvement of the operation of the campus second-hand trading platform.

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Conflicts of Interest

The authors declare no conflicts of interest.

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