

Ways of Shopping in College

There are plenty of ways of shopping in college. For many different reasons, students choose various ways. Here, this story will introduce all kinds of ways about shopping between college students and why these ways come into being.

By: Jiayu Cui 120905212 Class2



Shopping has become one of the important components of the college students' lives, they all the daily life of the item need to be done by shopping. Thus produced a variety of shopping in the university, according to their own economic ability and the idle time, students can choose the most suitable for their way of shopping. Now I will introduce to the readers many different ways of shopping through this article, and explain the reason of the college students choose this way of shopping.

Outdoor shopping is the most traditional and most direct way

of shopping. Most students like this way of shopping, especially on some daily supplies or food, they almost choose to go to the supermarket and stores to buy things. Not only saves time, and the risk small, don't worry about buying the wrong thing. Buying clothes is one thing that needs to select carefully, if you choose to go to shopping mall to buy, you can try it on, you will get the most suitable clothes. But the store things compared to similar goods on the network, the price is on the high side. So select outdoor shopping way, students must have certain economic ability and free time.

In recent years, online shopping has become the main way of shopping in college. Online shopping is very popular among college students, the students can not only save time, and more important is to buy a lot of things on the net cheaper than entity shops. Almost all students once bought things on the Internet, but not everyone is suitable for this way of shopping. Compared with other shopping ways, online shopping has a big risk. Before buying, can't see the real goods, can't check the quality of the goods, less likely to try it on. Only through images and the evaluations of other buyers should determine whether to buy. This undoubtedly increased the risk of consumer. If found the goods is not what you want after received it, you need to return, this may have caused the contradiction between buyers and sellers, have a greater time and economic loss. So, choose online shopping, the college students need through long-term online shopping experience to have the discerning eyes can tell greatness from mediocrity.

In addition to the above two of the most common ways of shopping, in the campus, there is a very new way of shopping, is called the act as purchasing agency. The students themselves to be the purchasing agent sell goods to other students. In general, college students through their own students abroad to buy all kinds of brands about clothing, shoes and cosmetics, etc., then mail back to home, sell to other students in need. This way is not only convenient and

quick, the price is cheaper, and quality guaranteed, is much smaller than the risk of online shopping. So act as purchasing agency soon became popular among the students, many students also earn pocket money in this way.

College students have so many ways to shopping, to combine their own economic ability and free time; they will choose the most suitable for their way of shopping. College students is a group of people full of creativity, perhaps in the future, they can create more original ways of shopping.

[Shopping Communication _ College Forum](#)

Crazy shopping



Louis Vuitton, Gucci, Burberry are well-known [fashion brands](#).

Many people are crazy about them. Buying famous brands even becomes a hobby. Recently, China has overtaken Japan, making it the top luxury consumer in the world.

by: 130409118 Rong Sui in Class4

Nowadays, it is obvious that Chinese has strong purchasing power. Thus, in the development of tourism, shopping gradually plays a necessary role in economy. This way even turns into a means of forced shopping.

Once I traveled in Japan, my purpose was simple to feel different culture and met different kinds of people during the trip. At the beginning of the trip, the guide was warm-hearted and told us many anecdotes. To be honest, I fall in love with the journey. But after this, the guide acted as a seller on the bus. And he showed many goods to us and expected us buy some. Finally, but none of us bought the goods. And then, the guide got angry with us. The tour guide's behavior was beyond the scope of duties, and it directly affected my good moods. What a terrible trip!

And when I traveled the U.S, shopping and tourism, I felt the former seems to be more important for Chinese. People were crowded in the mall like outlets, and the luxury gave me a kind of illusion like cheap goods. Actually, most buyers do not know how to purchase and also do not know the culture of brands. The causes of this phenomenon are the expensive tariffs in China and Chinese tradition of giving gifts. These goods are sold at a high price because of their unique brand culture, history and value. And the same brand is not suitable for all people. It depends on each person's temperament. People who pursue famous brands generally should have higher economic and education level.

Shopping is an ordinary way to relax, not an important lifestyle. The pursuit of famous brand can't meet all of life. There are many the others worthy to care. Of course, fashion

is as an art giving us beautiful feeling and the inspiration of novel. I have to say its reason is the highest.

<http://baike.baidu.com/subview/35982/5064493.htm?fr=aladdinlink:shopping-luxury>

Into a fascinating occupation—Fashion buyer

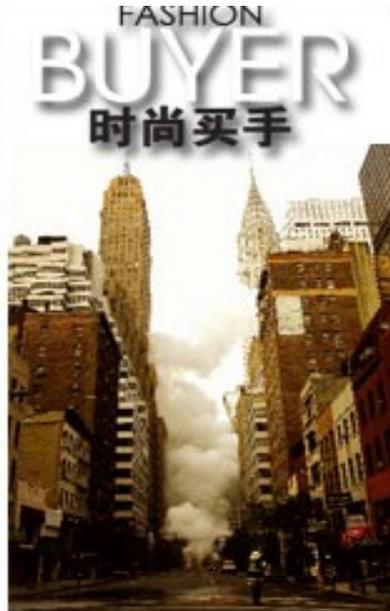
What's will be an advanced occupation of being fabulous, full of pleasure and the most important is that it meets the modern requirements . Maybe you are wandering so much. Here I am telling you the special job—fashion buyer. It sounds pretty cool and fascinating right?

BY: LanYing Huang 130907216 Class:2

Fashion buyer is a kind of fascinating occupation to the forefront of fashion, originated in the 60's of the last century in Europe. However, it still be a new job in China. What buyers usually keep in mind? They always concern about the newest popular information, grasp the epidemic trend, the pursuit of perfect fashion and hold amount of orders— they generally pick up clothing, shoes, jewelry and other basic goods for the company they work for from suppliers to meet the different needs of varies of people, so-called consumers. They must stand in the forefront of the fashion, to understand the industry norms, timely earn a profit in it.



There is no easy task in the world. Let alone it's so fascinating. As a good fashion buyer, you should have such feature. Paying attention to fashion information most of your time, having a keen sense of "smell" the trend and design talent. What's more you need certain professional quality, can quickly and accurately mining hot; be able to work under high, frequent travel the world, pick the goods; be good at business negotiation and interpersonal communication.





Wow! Are you kidding me? What a long list you show! I know you gonna say that to me. But if you are really into fashion, you just imagine it for a moment first. Is there will be a occupation fascinating more than this? In my mind, I guess not.

An elegant Japanese woman fashion buyer Kitayama Yoshiko, as the major suit set store art direction, walks in Japan, Hangzhou, Shanghai and American, is shuttling back and forth in the D&G, Giorgio Armani, Jimmy Choo, Versace, through her own eyes to find a good way to unite the individuality strong major suit. She once said, "Selling clothes is also selling the feeling, we must understand the life and habits of the consumer, if she is smiling and her eyes twinkled with happiness, so now she is willing to try. This is why every time I see some anxiety woman entered, we will chat with her first, excepted her happiness tuning out". That's it! Taking an fascinating occupation is necessary to make others feel the same too.

Jiuxiao who is at last the first one as a fashion buyer in

China, is out of crazy when she knew that there is a job related to shopping. However, there is no any course about the major in China at that time. In her eyes, it was a chance to go abroad to learn. Now she is an excellent buyer with passion for fashion and culture and has the sensibility to grasp the fashion trend accurately.

Good news is coming. I intend to introduce a institute—HongKong Institute of Fashion Buying, which is established in Hongkong, a culture of fashion creation institution, its subject mainly relates to fashion buyer, display design, fashion MBA and fashion design and other international fashion highly recognized post-graduate courses and research courses. Have received a cutting-edge art edification and practice and new fashion buyers from here to the society every year, becoming the new fashion. Hongkong Fashion Institute (IFB) purpose is to teach business acumen and creativity. If you have any interests, you can visit the website. <http://www.smd.hk/index.html>



hkifb | Hong Kong
Institute of Fashion Buying
香港時尚買手學院

**BUSINESS OF FASHION
DESIGN WEEK**
時尚買手研究生課程
2013-2014

Shenzhen, Hongkong, Shanghai, Suzhou, China. <http://www.smd.hk>

If you are a shopping lover, maybe you should have a look in our inner self to find out whether the fascinating occupation is in line with your appetite. As for me, I wish to be a fashion buyer someday.