

# *Analysis of the Characteristics and Problems of College Students' Consumption under the Background of Internet Times*

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**Abstract**—Due to the wide application of the network in the college students group, it is necessary to analyze the consumption characteristics of college students under the Internet background and the problems that arise. Through the methods of qualitative research and literature research, the collected data are sorted by a combination of inductive analysis and comparative analysis. The results show that there are unplanned consumption, premature consumption, and consumption in colleges and universities. On this basis, this paper puts forward reasonable suggestions for college students in the process of network consumption.

**Keywords**—college students group; consumer behavior; internet; Consumer psychology

## I. INTRODUCTION

The modern era is an era of global interconnection. The Internet has become more and more important in people's lives. Especially in recent years, the Internet + plan has been put on the agenda and rapid development, making the Internet's impact on people's lives rise to a new height. Network consumption has become more and more people's lives because of its convenience, price advantage, selectivity, and time and space constraints, and has become one of the main forms of consumption.

As a special and huge consumer group, college students have become a major part of the online consumer group because of their high education level and social activity. College students are in a critical period of consumerism and values formation, and they are also the most intense period of social change. Moreover, because the problems in the consumption behavior of college students have not received the attention of the society, they are more susceptible to the influence of bad thoughts, such as the advanced consumption and hedonism in the West, which leads to unhealthy consumption in the college students group, such as herd consumption, impulsive consumption, and comparison consumption idea.

The value orientation of college students has an important influence on the direction of social change. Analyze and study the current situation of contemporary college students' Internet consumption behavior, find out the unreasonable places to correct them, help to promote the rational consumption of

college students, better guide college students to complete socialization smoothly, and promote the healthy growth of college students.

## II. THE PRESENT SITUATION OF CONTEMPORARY COLLEGE STUDENTS' CONSUMPTION BEHAVIOR

### A. The rise of online consumption

Network consumption is the redefinition of consumer behavior by the Internet. Zhu Yi believes that the phenomenon of consumer behavior in the network society refers to the process of satisfying the needs of the Internet by using the Internet as a tool for life. The online shopping market has been developing for more than ten years. During this period, the popularity of broadband networks, the development of online payment platforms such as WeChat and Alipay, and the support of the logistics system have provided tremendous impetus for the development of online shopping platforms.[1] Becoming an "online shopping giant", according to the 42nd "China Internet Development Statistics Report" survey [], 36% of Chinese people spend at least once a week online, far more than the second place, the online shopping ratio is the highest in the world[6].

### B. Basic situation of college students' consumption

According to the research of Michael University's "2017 College Students' Financial Management Concept" [2], the consumption of contemporary college students shows the characteristics of "super, high, single, and more". Super refers to the advancement of consumption concept, and high refers to consumption. The high amount of money refers to the simplification of consumption sources, mostly refers to the diversification of consumption structure and level. Most students will conduct online shopping, but the cost is still based on revenue and expenditure. The online shopping consumption structure is also diverse. More college students will pay more attention to price-performance and more rational consumption when doing online shopping.

### *C. Analysis of the consumption characteristics of college students*

#### *1) The affordability and convenience of network consumption [3]*

The main source of living expenses for the current college student group is that when the family is spending, because of its limited consumption capacity, it is more sensitive to price, while pursuing taste and fashion, it tends to focus on low cost and save time to complete consumption. The benefits and convenience of online shopping are just satisfied. The consumption needs of college students.

#### *2) Symbolization and personalization of online consumption*

The group of college students is more and more aware of the power of symbols. Buying anything will require the brand, and it is far from enough to desire more differences and more personality. This makes the symbolic consumption of college students more prominent when they consume. The symbolic consumption of college students is mainly characterized by "convergence" and "living"[2].

#### *3) The advancement and fashion of online consumption*

Fast-food fashion consumption actually produces excess consumption, especially in clothing and electronics. The college students themselves are young, sensitive to new things, and easy to accept new things. The extensiveness and high interactivity of the online platform enable college students to learn about the latest trends without leaving their homes, especially in clothing, electronics and other aspects have a strong purchasing power.

### *D. The main problems in the consumption behavior of college students*

Online consumption provides a good platform for learning and communication for college students' shopping, but it also increases the tendency of college students' heavy material enjoyment and light spiritual culture consumption. The material consumption of college students has always been in a rising state, and in the consumption of spiritual culture, more emphasis is placed on the enjoyment consumption of entertainment. The imbalance of material consumption and spiritual culture consumption will lead to the alienation of human beings. Lost in the process of pursuing material enjoyment. The main problems exist include the following three aspects:

#### *1) Unplanned consumption has increased significantly*

The current college student group lacks social experience and is easily tempted by the outside world. Especially for online promotion activities such as "year-end ceremony" and "end-of-season clearance", they cannot control their own "hands", buy some items that they do not need, and more.[4] The impulsive consumption of college students is a whim, and the individual's mood is also an important factor affecting the impulsive consumption of college students, resulting in much unnecessary consumption.

#### *2) Consumption premature*

Premature consumption, also known as advanced consumption, means that the current income level is not

enough to purchase the products or services that are needed now, and it is consumed in the form of installments and advances. [4] During the university study period, most students rely on the living expenses given by the family to study life. Some students' consumption concepts and their identities do not match. With the development and promotion of various online finances, some college students pursue the pleasure of online shopping. The vanity drives the advanced consumption behavior such as advance overdraft and installment payment regardless of the actual economic situation, and carries a heavy economic burden.

#### *3) Herd consumption*

Hereditary consumption refers to the consumption behavior of college students who use their class as a reference and psychologically express their sense of identity. Congregational psychology is one of the most common psychological phenomena in life. Some college students lack their own unique judgment. Under the pressure of classmates, they give up their own independent ideas and choose the same practices as other students. They blindly participate in online consumption, many times. It is because of the face; follow the trend of the wind, rather than spending according to their own needs. At present, many college students are not eager to compete in academics. Instead, they chase after each other in consumption, and satisfy their own vanity by winning the envy of others. Just as online consumption provides a platform for college students to pursue their sense of identity, which intensifies college students. The herd mentality of the group forms a bad consumer atmosphere, and it is also easy for some students to feel inferiority and affect the normal learning life.

## III. THE REASONS FOR THE EMERGENCE OF COLLEGE STUDENTS' CONSUMPTION PROBLEMS

### *A. The impact of bad values*

#### *1) The influence of Western values*

In today's big environment, the trend of globalization is deepening, and various cultures collide and infiltrate each other. This generation of people in the post-90s was particularly affected by Western values. It is expressed in the recognition and embrace of Western culture, listening to hip-hop music, learning from Western dressing, and recognizing the value of Western brands. However, it lacks a sense of identity for Chinese operas and traditional festivals, and marginalizes the tradition of the Chinese nation.

#### *2) Deviation of family education concept*

When I walked into the university campus, most of the students still depend on the family's own living expenses. Instead of understanding the difficulty of making money, as the saying goes, "it is difficult to get into the martyrdom", it is difficult for college students to be socially excluded in this situation. Live independently. This has a serious adverse effect on the establishment of a correct world outlook, outlook on life and values for college students.

### *B. The influence of consumer culture on the abnormality of university campus*

The university is like a small society. Most of the students live in the dormitory. A dormitory is living and living together. It is influenced by friends and classmates. The concept of consumption often changes. These changes are more biased. The wrong direction, a few people have a hot mind, the picture is cheap and the group comes to "group purchase" to produce collective consumption behavior, and there is a consumer psychology that compares each other, living in a dormitory, you are better than I use, I am better than You use better, create a vicious circle, which leads to more impulsive consumption, advanced consumption and other unhealthy and unreasonable consumption patterns. And these malformed consumer cultures are also spreading in the group of college students.

There is a consumerism tendency in the group of college students. The purpose of consumption is not to satisfy the actual needs, but to constantly pursue the satisfaction of the stimulated desires. Pursue decent consumption, eager for uncontrolled material enjoyment and pastime, and regard these as the purpose of life and the value of life. The college student group is the main recipient of consumerism in the concept. The consumerism cultural consciousness has imperceptibly influenced the consumption concept of college students. They firstly agree with the value orientation and lifestyle of consumerism, and advocate personal enjoyment and so-called personality. Longing for high-consumption, high-end brands, equating high-end brands with high-grade brands combining high consumption with a beautiful personality.

### *C. The sensibility of college students' consumption behavior*

Most of the consumption of college students is still rational, but a clear fact is still in front of us: whether it is daily consumption or spiritual and cultural consumption, it shows a sensible trend. In consumption, it is easy to use things emotionally. Impulsive consumption is often more than planned consumption.[5] Although most of the students are not fully independent in economics, they have independent purchasing power, and they are less willing to be vulnerable to online consumption. The deception and temptation of the media, as long as there is money in the pocket, can't wait to buy what they want. The following is a brief introduction to several typical perceptual consumptions in the college student population:

#### *1) Sensual consumption caused by hunting psychology*

The objective world is constantly changing. The things that have not been seen or heard have been filled with mystery, often causing great curiosity. As far as commodities are concerned, there are also many novelties that people don't understand and don't know, so it is normal to have curiosity. Driven by curiosity, the group of college students may form emotional shopping desires and shopping behaviors at any time.

#### *2) Sensible consumption caused by celebrity effect*

People often admire social celebrities. The reasons are: first, respect their character or talent; second, show your taste, identity or wealth through a certain connection with celebrities. This kind of motivation is reflected in the celebrity effect in the process of consumption, and the shopping behavior caused by

this tendency will happen from time to time, just like the current brand spokesperson.

#### *3) Sensible consumption caused by price fluctuations*

Price is one of the important factors that restrict consumers' desire to shop into shopping behavior. Therefore, the rise or decrease in commodity prices often leads to changes in consumers' shopping behaviors. Because of the special role of prices in stimulating consumers to form emotional consumer psychology, they are often used as psychology.[5]

## IV. MEASURES TO SOLVE THE PROBLEM OF COLLEGE STUDENTS' CONSUMPTION

### *A. Paying full attention to the current consumption situation of college students*

The values of college students are in a period of stereotypes, and they are particularly vulnerable to the influence of society, families, teachers and students. Only by working together can we make the consumption of college students develop in the right direction. In terms of schools, ideological and political education should be carried out as a key task, paying attention to the timeliness of knowledge courses, avoiding the theoretical knowledge education of cramming, and raising the interest of students through organizing corresponding practical activities, taking consumer education as one of the main tasks. Combine the values of ideological and political education to educate the scientific consumption concept and establish a correct consumption culture among the college students.

In terms of family, parents should pay attention to cultivating children's sense of independence, formulate reasonable consumption plans with their children, resolutely put an end to devotion, and educate children to develop diligent and economical consumption concepts. At the same time, parents should set an example and set a correct consumption model for their children.

In terms of society, we will improve the corresponding laws and regulations on network consumption, form a standardized online consumption environment, strengthen media guidance, and build a website for college students' online consumption thought and behavior education, which will provide a good public opinion atmosphere for guiding online consumption and promoting rational consumption of college students.

### *B. College students themselves must establish a rational and scientific concept of consumption*

Consumption is not only an economic behavior, but also a cultural phenomenon. Consumption reflects the way people exist, and reflects people's values. Different consumption concepts show different consumption behaviors and consumer psychology. We are in an era of greater influence from the consumerism culture. Those hedonism, consumption, and individualism are the sources of perceptual consumption of college students. For this reason, we must improve our own ideological understanding, recognize the essence of capitalist decadent culture, strengthen self-analysis, have a clear understanding of our own consumption behavior, and analyze what are the necessary consumption and which are Perceptual consumption, which are unreasonable consumption, deal with

the needs of reality and long-term needs, the relationship between material needs and spiritual needs, Inherit and carry forward the excellent and advanced consumption concept, reject the bad consumption habits, and thus establish a scientific and rational consumption concept.

At the same time, college students should actively learn the knowledge of financial management, actively participate in some financial management activities held by the school, and lay a theoretical foundation for the development of scientific consumption concepts. In addition, college students should also try to do some practical activities in financial management, and deepen their understanding of knowledge through practice.

#### V. CONCLUSION

Under the current Internet background, the problem of college students' consumption is no longer an isolated problem. It is more about the formation of the world outlook, outlook on life and values of college students, attaching importance to and studying the consumption behavior of college students, and guiding college students to establish scientific rationality. The concept of consumption and the improvement of the depth of

college students' thinking have important theoretical and contemporary significance for understanding the consumption trends of college students and the whole society.

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