

New Media Affecting College Students Consumption Behavior

Xinxin Liu

College of Humanities, Henan University of T C M, Zhengzhou, Henan 450046, China

xinxin_liu123@126.com

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Abstract. With the development of information technology, digital television, digital magazines, digital newspapers, digital broadcasting, SMS, mobile TV, network, desktop windows, digital movies, touch the media. Such computer information processing technology, to telecommunications networks as operation platform media forms; it seems that in a moment to ask overflowing our visual, auditory, tactile or even foot. With respect to the media, press, radio, television three traditional senses, they are called new media. The biggest feature of the new media is digital, it passes information fast, convenient and audiences town at any time through the new media coverage in the local electronic information in any corner of the earth to accept the message. The emergence of new media largely changed the way we live cattle and ideas, which is very obvious point is reflected in consumer behavior. In particular, like to follow new things contemporary college students, the impact of new media generate their consumption should not be overlooked.

Introduction

New media, the Internet is a medium for the dissemination of the emergence and development of new media [1]. It strongly influences people's lives compared to traditional media, interactive, multimedia sex, mass, speed, openness and other features [2, 3]. According to the "34th Statistical Report on Internet Development in China" CNNIC released, as of June 2014, the scale of China reached 632 million Internet users, representing an increase of 1442 million by the end of 2013. Internet penetration was 46.9%, compared with the end of 2013 improved 1.1 percentage points. In the utilization of various types of network applications, our online shopping users reached 332 million, the proportion increased from 48.9% to 52.5% [4]. Internet user's constitution, students are still the largest group of Internet users in China, accounting for 25.1%, Internet penetration in the population, especially college students are already at a high level. Research on new media influence consumer behavior for college students, college students help to understand the blocking factor and consumer opinions and suggestions put forward feasible, for in the new media environment, how to promote the consumption of college students is significant [5-8].

The online media has become the first Chinese college students in contact with the media. According to data showed college students media exposure rates were: 83.3% Internet, newspapers 80.7%, magazines 72.3%, 55.9% broadcasting, television 37.4%, 33.4%. Students' network media exposure ratio is showing a very significant growth, in the four years up to 11.9% contact rate increase. The traditional media contact rate overall show a downward trend. Decline of newspapers and television media contact rate is relatively slow, magazines and broadcast media contact rate decreased very significantly, respectively, 7.6% and 5.2%. Visible and influential online media grew more than other media [9]. 2007 Students of the Internet daily contact rate reached 97.6 percent, 2.2 hours daily access to the Internet [10].

Research Methods

Investigation of Object. In this study, the University Students Higher Education Zone 6 as a sampling samples taken random sampling method, a total of 400 questionnaires, 359 copies, of which 338 valid questionnaires, the effective rate was 84.5%. There are 145 boys, 193 girls and 100 parts of the freshman, sophomore, 85 parts, 85 parts juniors, seniors and more than 68 copies.

Research Tools. According to 20 questions questionnaire prepared by the author, each question set A, B, C, D four options, the use of optional type answer, after use Excel2003, Spss18.0 and other software for data analysis. Questionnaire source of students was shown in Table 1.

Table 1 Questionnaire source of students

Project	Family supply	Relatives and friends Loan Help	Scholarship	Work-study program	Student Loans	Other
Percentage	64.1	5.8	5.1	14.6	6.5	3.9

Specific Performance network Consumption of College Students

Students Adapt to New Consumer Demand Network. Students today pursue a relatively independent of personal taste in consumption, consumption habits herd has gradually been abandoned. Students are not the market value and the media tell me what you need, but what they need, what products suitable for them, often through the shopping items displayed differentiate themselves. In female students, in addition to military training, rarely seen wearing the same clothes the students together, and, regardless of boys and girls, wearing clothes are rarely, students also mix with the phone.

Contemporary college students are increasingly seeking individuality, the pursuit of immediate consumption, whereas fast and diversity network is to meet their needs. And frequent interaction between college students makes it possible to exchange the latest and most popular network of information between them. Thus find their most satisfying and commodities information. Therefore, the students consuming more respected the network.

Influence of Internet Media Consumption Behavior of University Students. Online shopping is through the Internet to retrieve product information, and sends a request through the electronic order form shopping. Then fill in the personal checking account or credit card numbers. Manufacturers through mail order delivery or by Courier Company send the loan. From Taobao, eBay and pat network launched after the country online shopping. Online shopping set off a boom in the major universities.

Students become other new forms of consumption-based virtual consumption generated virtual currency. Consumption of virtual objects including virtual products, features consumer and emotional consumption (or spirit consumption), the user can use a variety of virtual currency trading various virtual goods, for various virtual consumption. In the virtual network, players want to become a master in the game and can do anything they want to succeed, it is necessary to improve their level.

Results and Discussion

Positive Impact on New Media Consumption Behavior of University Students.

Rich and Diverse Network of New Media Advertising, Everywhere. Survey results show that 79.3 percent of students get shopping information from the network of new media sources. Online advertising content rich and varied expressions, from layout, broadcast time constraints, can hold vast amounts of information, but information is up to date, interactive, college students interested consumers for their ad is clicked, deep understanding, make online advertising to achieve the best results.

Convenient Online Shopping Have Obvious Advantages. Survey results show that more than 90% of the students have been online shopping experience. Since more than in the suburban University City, college students go to the store more than an inconvenience, but most of the time on college students learn, rarely taking the time to go out shopping, online store open to customers 24 hours this will solve the time problem area. Also online commodity relatively cheap compared with the traditional mall, for college students spending power.

New Media Personality Characteristics Consistent with Students. Survey results show that the consumer must deduct living expenses after the cost of living, 59.3 percent of the students think, "I like to buy something unique style," 52.4 percent of the students think, "I like to buy things fashion", 41% The students that "I prefer to buy discounted cost-effective thing." Student's consumer tastes have respect for individuality, chasing fashion; enjoy life and other features, online store full range, to meet a variety of individual needs of college students.

From the survey data: about 47% of the students about the consumer at 500-1000 Yuan, nearly 36 percent of the students about consumption between 300-500, 15 percent of students monthly consumption is relatively frugal at 300 Yuan, consumption in 1000 about 2 percent more than the students, and they all come from the city, the data show that the spending power of analysis, the city's far above the countryside and towns. The ratio was shown in Fig. 1.

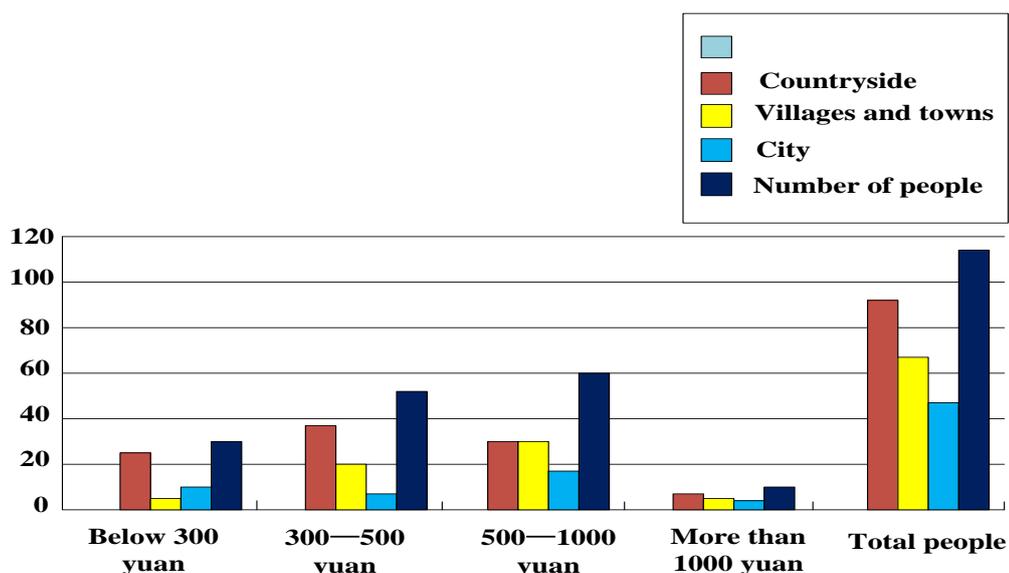


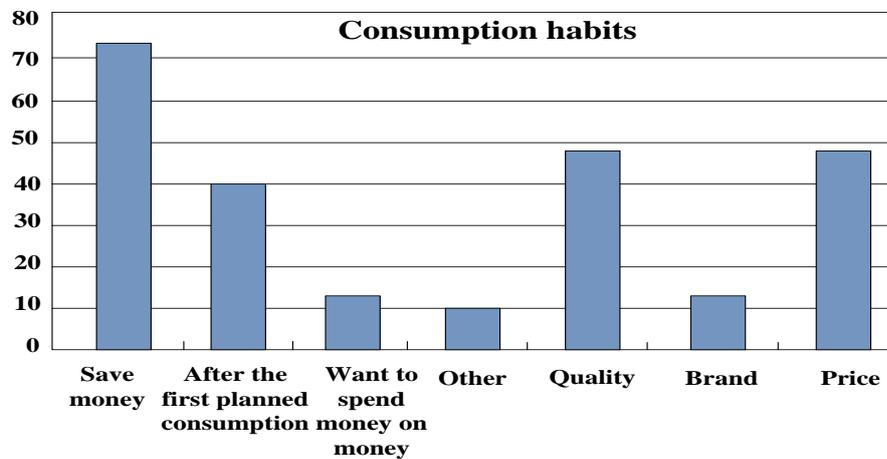
Figure 1. The ratio of different area consumers

New Media for the Negative Impact of Consumer Behavior Students. Criminals for various reasons refuse third-party payment, direct payment to lure college students. "Phishing" sites and shopping sites through similar network platform, steal classmates trading account and password, or directly through the online shopping Trojan to steal user information the students, as well as businesses by charging a deposit to entice college students to confirm receipt, etc. or deliberately delay time, the use of the system will automatically confirm receipt. Student's mental immaturity easily fooled. Survey results showed that 13 percent of the students had been such a violation.

Because online shopping is a virtual trading, the students cannot experience the intended purchase of goods, only to feel the features of commodities, product quality through indirect means text descriptions and pictures, video, etc., and therefore, difficult to guarantee the quality of online shopping. Internet stores a huge number of products of varying quality, many businesses exaggerated product performance, provide false prices induce Students made inappropriate and unreasonable consumer choice, goods received as advertised, even defective products, to students caused no small trouble.

Stimulate irrational consumption. In the new media environment, share stimulates interaction between advertising and students, so that students in the non-rational consumption are more serious. Survey results showed that 87% of students indicate the presence of impulse spending and regret later. Student's irrational consumer behavior as comparisons consumption, vanity consumption, hedonic consumption. Students at the same time have control over the money has not yet formed a complete consumer attitudes, values and consumer behavior susceptible to others, impulsive consumer behavior is more likely to occur in interpersonal relationships, love and Recreation in these areas.

The statistical tables, the 70% of people are still able to save the province, and 90% of people in the purchase of clothing is the first consideration is the price and quality, there are few people consider the brand as the first object, and nearly 20% people have to plan. Habits of consumption, there are very few people are more generous, which some people would like to spend on care is no flower, statistics shown in Fig. 2.



Consumption habits and shopping standards

Figure 2. Consume habits

65% of people are dissatisfied with their current consumption situation, only 35% of people satisfied with the current consumption, 55% of people believe that all of their monthly living expenses just right, 30% of people think that only the monthly fee barely meet their needs, 10% of the monthly cost of living is more than enough, while 5% of people think that the gap between the cost of living and they need very far. The following proportion was shown in Fig. 3.

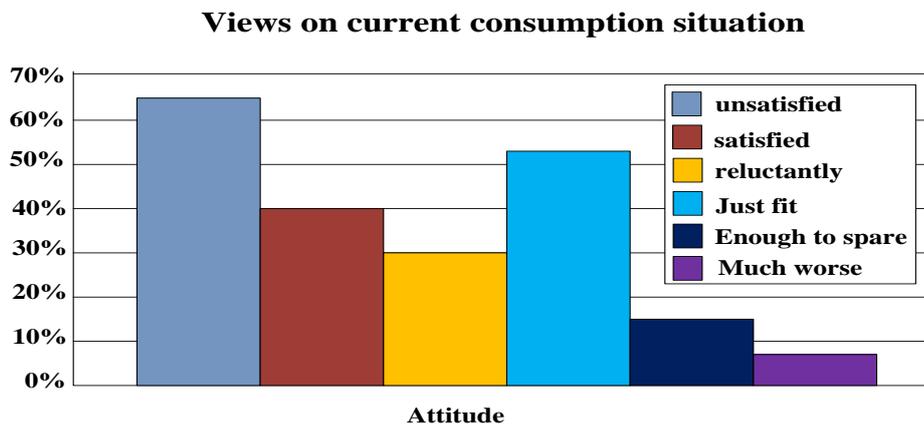


Figure 3. Views on current consumption situation

Conclusions

Student's consumers to enjoy new media bring fast and convenient, should also be alert, reasonable consumption. I think we can start from the following: (1) vigilance, security spending. Students who want to improve self-awareness, not just for the sake of small cheap, continuous learning anti-cheat knowledge online shopping. Use PayPal, money paid through safe and secure platform for third-party online payment, install anti-virus, anti-virus software with a net purchase protection feature, and constantly update. (2) Shop around, smart consumption. Students should be more comparative, check user reviews, the selection of regular factory product. Physical seen through the store, try a good

model, and then pick on the network, to avoid a series of problems with the physical discrepancies businesses generated publicity. Do not covet cheap, to understand that "a penny, a cargo" the truth. (3) Rational planning, rational consumption. Students should do financial management, according to their actual situation, reasonable arrangement consumption, do not follow suit, comparisons, and do not blindly unconventional, impulse spending.

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