

Research on the Psychological Characteristics and Behavior Mechanism of College Students' Consumption in the Context of Online Shopping Festival

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Abstract

With the development of the Internet and e-commerce, online shopping festivals such as Double Eleven and 618 are deeply loved by everyone. As the main group of online shopping, college students use Huabei to consume ahead of schedule and the consumption structure is unreasonable, etc. The phenomenon is increasing. Taking the online shopping festival as a specific time point and college students as the research object, this paper studies the psychological characteristics and behaviors of college students' online shopping consumption, points out the existing problems and puts forward suggestions, in order to improve the online shopping environment of college students, and make the online shopping process of college students more standardized and behavioral more reasonable.

Keywords

Online Shopping Festival; College Students; Consumer Psychology; Consumer Behavior.

1. Introduction

1.1. Research Background

College students who grew up in the Internet age, are skilled in using technology, and have the characteristics of pursuing individuality and fashion, and are quickly attracted to online shopping. The participation of college students is getting higher and higher, and they have become the most active special consumer groups in contemporary society. Advanced shopping concepts and actual economic conditions have made college students the main force in online shopping, and the number of college students shopping online is also showing a rapid upward trend. Contemporary college students show strong personality preferences in consumption, pursue fashion trends, and have both impulse and rationality in shopping; they not only hope that the products can meet their needs in terms of practicality, but also hope that the products can be used and enjoyed to make them feel spiritually happy. At the same time, the consumption habits of college students are easily dominated by emotions, and the psychology of attachment and conformity is higher.

With the popularity of Double Eleven and the 618 promotion in the middle of the year, the express logistics market in colleges and universities reflects the seasonal characteristics completely different from that of the society. Among them, online shopping express delivery reached its peak in November, and college students are shopping online with increasing popularity. The number of items purchased during the festival is several times higher than usual. Because college students are basically in a state of no income or low income in terms of economy, the main source of living expenses is finally given by parents, and the strong desire to buy and impulsive consumption behavior make most college students use AlipayHuabei and other loan APPs. Spend ahead of time to get your favorite items.

Based on this, studying the online consumption psychology and behavior of college students in the new era is not only a necessary means to conform to the consumption trend under the new normal of the national economy, but also a practical need for the construction of ecological civilization in my country. This project takes the online shopping festival as the time background, starts from the consumption psychology and behavior characteristics of college students, analyzes the current shopping situation of college students, and draws relevant conclusions, advocates everyone to establish a correct scientific consumption concept, and try to avoid some unhealthy consumption. Psychologically, consume moderately and do what you can, and do not blindly pursue famous brands; at the same time, schools should strengthen the prevention work of college students' addiction to online shopping and online lending.

1.2. Development Trends

The online shopping market is developing rapidly, but the competition is also extremely fierce. As a special consumer group in online shopping, college students' online shopping behavior and characteristics have high research value for merchants. The acceptance attitude of college students to new things and the psychology of pursuing new things are conducive to the further development of the online shopping model. The consumption behavior and consumption habits of college students on online shopping festivals such as Double Eleven and 618 are conducive to the targeted Choose a marketing model. In the future, the time and money that college students spend on online shopping will also increase, and online shopping will usher in an explosive cycle in the future. The research on college students' online shopping consumption psychology and behavior will still be the focus of the theoretical circles. Through the research, some real-time relevant data can be provided for college students, practical shopping consumption suggestions can be provided for college students, and a good shopping atmosphere can be created.

2. The Current Situation of College Students' Consumption Psychology and Behavior in Online Shopping Festival

2.1. The Psychology of Vanity Comparison

In the process of online shopping and consumption, due to their own vanity, there is usually a behavior of comparison, which is mainly reflected in electronic products and clothing. College students are still at an age with strong self-esteem. They want to increase others' favorability through material means. When they see their classmates or friends have bought the latest mobile phone or clothing accessories, they also go to buy a mobile phone with the latest price. It leads to a change in their consumption concept, and only buys expensive commodities without considering their own and family economic conditions, which has formed a bad atmosphere of comparison to a certain extent.

2.2. The Act of Blindly Following

University is a small collective society, influenced by dormitory life, it is easy to produce behavior from it. College students are easily affected by external factors and blindly buy some things that they do not need at all, thinking that they will appear out of tune with the people around them if they do not have this thing. When I see my roommate buy an item in my life, I don't think about whether I need it or not, I buy an item that is exactly the same. After I buy it, it will be kept aside. It may not be used once. Blindly following the trend will lead to resources of waste.

2.3. The Concept of Advanced Consumption

College students do not have financial independence, and their living expenses still come from their parents. The limited money cannot meet their own material needs, which will lead to the

phenomenon of excessive consumption. Nowadays, many software can borrow money. The most popular among college students should be Huabei. In order to buy goods beyond their own purchasing ability, they borrow money from Huabei. With the continuous expansion of their own desires, the loan amount is increasing. The more, the failure to repay the loan on time will lead to problems with your own personal credit.

2.4. Hedonism and High Consumption

College students have not yet entered the society. They only know that spending money is very happy, but they do not know that making money is a difficult thing. Enjoying life has become a new concept. Now mobile payment is very convenient, you can place an order with the touch of a finger, and the goods can be delivered to your hands. In the process of purchasing items, they often like limited models, and they like products with unique appearance and higher prices, so various big brands and their joint limited models are their first choice. On campus, their clothes do not match their student status, their excessive consumption levels exceed actual needs, and their ideas deviate from reality.

3. Disadvantages of Improper Consumption of College Students' Online Shopping Festival

3.1. Increase the Financial Burden of the Family

Although the living standard has gradually improved, most of the college students still come from ordinary families, and their main source of income during the school period is their parents, who will give some living expenses every month. After the living expenses are met with daily expenses, there is basically nothing left, which cannot support behaviors such as comparing consumption and blindly following. Wrong consumption concept and consumption behavior will increase the repayment pressure of college students. When the repayment day comes, they can only repay with their own living expenses. If they are not enough, they need to ask their parents for it, which not only disrupts their own life planning, but also increases the family's burden. economic pressure.

3.2. Deviations in Ideas and Concepts

We should buy some things that are in line with our own economic ability, but due to hedonism, excessive consumption and other behaviors, we will want to buy goods that are far beyond our ability to pay Huabei and other software loans. In the subsequent consumption process, it will become dependent on it, and it will gradually become a habit. Always want to get things that do not match the current conditions in advance. This behavior will seriously affect the consumption outlook of college students.

3.3. Personal Credit Problems Arise

Excessive consumption, comparison consumption and other behaviors may cause college students to have borrowing behavior, but college students' economic source is relatively simple, usually from their parents, and they need to repay on time every month. Due to factors such as self-esteem and family economic conditions, I am embarrassed to ask their parents money to repay, resulting in overdue. Personal credit information is blacklisted, which will have an impact on all aspects of life such as employment and children's schooling in the future. In the process of consumption, we must do what we can. If the online loan cannot be repaid on time, it will have a huge impact on college students.

4. Suggestions for Improving College Students' Online Shopping Festival Consumption

4.1. Establish a Correct Consumption Concept and Reduce Vanity and Comparison Consumption

Schools should carry out lectures on relevant consumption concepts, publicize the correct consumption concepts, and let college students understand what is the correct consumption concept. The status of a person can only be recognized by others by making the inner self-cultivation. Comparable consumption with vanity consumption will make college students lose themselves gradually, and irrational consumption behaviors will lead to healthy life and study.

4.2. Cultivate Your Own Financial Management Ability and Prevent Excessive and Advanced Consumption

We should not spend ahead of time until we have financial independence. The basis of overspending is that we have a stable job, our income is at an optimistic level, and we are able to pay back what we owe. At present, college students do not have the ability to be financially independent, and most of them have no income. They mainly rely on their parents to provide living expenses every month, so they cannot support their excessive consumption. In recent years, there have been many news that college students are deeply involved in online loans, which warns college students to strengthen financial planning and prevent excessive consumption.

4.3. Enhance Independent Thinking Ability and Avoid Blindly Following Consumption

Blindly following consumption is a common phenomenon on college campuses. When you see a friend around you buy it or recommend it from an internet celebrity, you will place an order to buy it. Whenever I see an eye-catching product, I will stop, and I will still choose to buy it after being entangled, regardless of whether I already have something similar. College students should cultivate the ability to think independently. When consuming, they should be able to calmly analyze when they see popular Internet celebrities or advertisement recommendations, and judge whether they need this product based on their own needs, instead of blindly following the trend to buy, so as to avoid the waste of resources caused by idle items.

5. Conclusion

The outlook on life and values of college students are still in a stage of cultivation, and they are easily affected by the surrounding environment. It is necessary to carry out correct leadership on the consciousness and behavior of college students, so as to provide a motivational support for college students to develop a correct consumption outlook and behavior. self-awareness.

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