

Research on Contemporary College Students' Attitudes towards Domestic Products

Luzhiqing Ye, Ran Wu, Dongjun Shi

School of Business Administration, Hohai University, China.

Keywords: College students; National-brand Consciousness; Consumer behavior; Cross-border e-commerce.

Abstract: With the rapid development of cross-border e-commerce, there are various channels for consumers in China to purchase foreign goods. As a large group that can quickly accept new things, college students can buy more and more overseas products through such platforms. It has affected the attitude of contemporary college students towards domestic products. The research found that although most college students can consume rationally and do not blindly praise foreign products, their recognition of domestic products is not high.

1. Introduction

In recent years, with the rapid development of cross-border e-commerce, "online shopping agents" and "cross-border online shopping" have become major shopping methods of Chinese people. Many Chinese consumers are willing to spend more money buying foreign products. On the one hand, it reflects the development of Chinese society and the gradual improvement of Chinese people's consumption level. On the other hand, it also reflects the distrust of some Chinese people on domestic products, and their national-brand consciousness is relatively low.

Contemporary college students can quickly learn and accept emerging things, so they become a large user group of cross-border e-commerce platforms. Domestic research on contemporary college students' consumption behavior points out that there are phenomena such as excessive expenditure on interpersonal contacts, pursuit of high-grade products, and consuming follow the trend blindly. At the same time, most college students do not have a sense of saving, instead, they advocate consumption. Foreign goods just account for a large proportion of the high-grade goods they purchase.

Focusing on college students, through large-scale investigations and interviews, this paper intends to study the attitudes of contemporary college students towards domestic products and whether they have national-brand consciousness, analyze the reasons, and then make suggestions to enhance the national-brand consciousness of contemporary college students, and to a certain extent promote the development of Chinese local brands.

2. Research

2.1 Participants

Undergraduates in four colleges of Changzhou were the research subjects. 250 questionnaires were distributed in the method of cluster random sampling, and 232 valid questionnaires were collected. There were 102 male students and 230 female students in the effective sample, 1/3 of them were in the second grades, another 1/3 were in the third grade, the rest were in the first or fourth grades. 74 of the participants were from large or medium-sized cities, 97 of them came from small towns, 61 students were from rural areas.

2.2 Results and analysis

The overall characteristics of college students' consumption behavior

Through the survey of college students' economic sources, families are the most important

sources of income for college students, accounting for 89.6%; 5.7% of college students rely on state loans; and 4.7% of college students pay for study expenses and daily expenses with part-time income.

The results show that college students with monthly consumption expenditure below 500 yuan account for 55.4%; college students who spend 500-1000 yuan account for 29.5%; and 15.1% of college students have monthly expenditures of more than 1,000 yuan. In terms of monthly expenditure on overseas goods, 79.31% of college students limit the budget within 300 yuan; 15.52% of college students spend 300-500 yuan; and those who spend more than 500 yuan purchasing imported products account for 5.17%, which is in line with the average monthly income of college students. The results also show that most college students are rational consumers, they can choose the suitable products according to their own economic conditions. They do not pursue the brand, or follow the trend blindly.

2.2.1 Analysis of the purchase of local/foreign brands of college students

According to the survey, college students are more inclined to purchase foreign brands in three major fields -- electronic products, cosmetics, and clothing, accounting for 65.52%, 60.34%, and 56.9% respectively, indicating that college students are not highly recognized for local brands in these areas. This is related to the rapid development of cross-border e-commerce in recent years, large number of imported brands entering the Chinese market, and the low competitiveness of local brands in such fields. However, in the fields of food (22.41%) and daily necessities (15.74%), college students have shown strong recognition of local brands, which is related to the large number of local brands in those field, with strong competitiveness and good quality control.

2.2.2 The overall attitude of college students towards domestic products at the current stage

Although college students do not spend much on purchasing imported products, their recognition of domestic products is not high. Economic conditions permitting, they may still choose to purchase imported products.

The data shows that students who do not like domestic products only account for 8.62% of the total. More than half of the students have a neutral attitude. But students who really like domestic products are lower than the general proportion. It can be seen that college students show high acceptance of domestic products, and most college students do not reject domestic products. However, from the overall situation, it is still difficult for college students to appreciate and support domestic products.

For the satisfaction degree of college students on domestic products, only 24.14% of college students are completely satisfied with domestic products. Most college students show ambiguous attitude, expressing that it depends on the specific situation. The satisfaction degree of college students on domestic products is generally not high. This is because some of the domestic brands purchase profits blindly, ignoring the quality of their products. However, the interviewed college students did not completely negate the domestic products, they still have expectations for domestic products. Therefore, local enterprises should pay attention to their quality control and establish good brand image, which is very important to improve college students' satisfaction on domestic products.

Further investigation found that the students who were interviewed believed that the biggest shortcoming of domestic products compared with imported products was product quality. It can be seen that the irresponsible behavior of some domestic merchants and the large-scale coverage of quality problems of domestic commodity on TV have given rise to a stereotype in domestic consumers that the quality of domestic products is lower than the quality of imported products. In addition, the international brand effect is also a big factor for consumers to buy imported products. Therefore, domestic brands should improve product quality, operate in good faith, and enlarge their brand influence to consolidate their market position.

3. Causes and countermeasures

The causes of contemporary college students' attitudes toward Chinese goods can be explored from the perspectives of college students themselves, families and society:

1) In the aspect of college students themselves: In the network age, college students are more likely to learn and accept emerging things. With the rapid development of cross-border e-commerce platforms, college students can purchase more and more foreign products at a reasonable price through the network. In addition, comparison and follow-up psychology among college students are inevitable, and some college students will use the foreign products to cater to the group and even to promote their status in the group.

2) In the aspect of families: With the rapid development of Chinese society, the average income of the citizens has been improved. Parents are willing to provide as much material support as possible to their children. Even if one family is not so rich, Chinese parents will try their best to give their children a better life, even though they live a poor life themselves. Additionally, after entering the college, it is the first time for many college students to have the complete freedom to spend their money, so they may lack of planning, vulnerable to external influences and are easy to follow suit to buy foreign products.

3) In the aspect of the society:

The irresponsible behavior of some domestic merchants, as well as a large number of reports on the quality of domestic products on TV, have given rise to a stereotype among domestic consumers that the quality of domestic products is lower than the quality of imported products. In addition, the rapid development of social media has brought more foreign concepts and information into the country, which has a subtle influence on the thinking of college students. Some college students will buy foreign products to show that they are keeping up with fashion.

In response to the above questions, we can make the following recommendations:

1) College students themselves: College students themselves should strengthen self-management, make ends meet, consume rationally, and not pursue fashion trends blindly. They should cultivate positive and mature consumption customs. Also, they have to pay more attention to domestic products, supervise them, combat bad brands, consciously promote excellent local brands, helping domestic products to develop better and faster.

2) Families: Family education plays a vital part in the shaping of college students' personality. Parents should lead by example, show cultural self-confidence and trust in local brands, stay diligence and thrifty, setting examples through words and deeds to strengthen the national-brand consciousness of college students.

3) Society: The mass media should play an active role as public opinion leader, promptly expose the local enterprises that are operating irregularly, enhance the promotion of excellent domestic brands, use the power of public opinion to create a good environment for local brands, and help domestic products to achieve development and improvement. At the same time, online media should strengthen healthy consumption education, helping young people to establish correct consumption views and values.

References

- [1] Liu Jinping, Zhang Yi, Xiao Yan. National-brand Consciousness or Prejudice in Consumer Purchase Decision: An Empirical Study Based on Total Factor Questionnaire--An Empirical Study Based on Total Factor Questionnaire [J]. *Brand Research*, 2016, 03: 2096-1847(In Chinese).
- [2] Zhang Yi, Liu Jinping, Zhang Rui, Guo Bin. Influential factors model and guiding strategy of Chinese national product apathy[J]. *Lanzhou Academic Journal*, 2016,05:1005-3492(In Chinese).
- [3] Zhuang Guijun, Zhou Nan, Zhou Lianxi. National- brand consciousness, Brand Characteristics, and Consumers' Preference for Indigenous Brands [J]. *Management World*, 2006,07:1002-5502(In Chinese).

- [4] Zhang Yi, Li Bingxin. Research on Chinese Consumers' Domestic Goods Consciousness: Retrospect and Prospect [J]. Enterprise Economy, 2017,01:1006-5024(In Chinese).
- [5] Fan Zhaohua, Tang Hanwei. Characteristics of Consumer Culture among University Students in Shandong Province and Education Strategy [J]. Journal of Shandong Normal University(Humanities and Social Sciences), 2010,04:1001-5973(In Chinese).
- [6] Zhu Yin, Research on College Students' Consumption Culture from the Perspective of Ideological and Political Education [M]. Journal of Nanjing Aerospace University, 2007,03(In Chinese).
- [7] Wu Qian, Research on the Development Trend and Countermeasures of College Students' Consumption Behavior[J]. Journal of Hunan Agricultural University, 2007,06(In Chinese).