

Investigation on Contemporary College Students' Consumption Behaviors from the Perspective of Mobile Internet and Countermeasure Analysis

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Abstract: With the development of economy and society and the improvement of residents' living standards, people's consumption ideas and patterns have changed greatly. Contemporary college students are Internet natives; their consumption behaviors are deeply affected by the mobile Internet. By means of questionnaire and interview, this paper studies college students' consumption situations, structures, tendencies as well as attitudes, and puts forward corresponding suggestions.

1. Introduction

College students act as an important force in building a harmonious society; their consumption behaviors can influence other social members widely and profoundly. To build a harmonious society and good social morality, colleges and universities should cultivate and guide the students to establish scientific, rational and environmental friendly consumption concepts, as well as healthy and scientific living habits and consumption consciousness. Recently, with the rapid development of China's market economy, irrational consumption behaviors such as conspicuous consumption, pre-mature consumption, consumption through online loan and "keeping up with Joneses" are beginning to appear among college students, together with enjoyable consumption behaviors such as fashion information consumption, tourism consumption, dating consumption and interpersonal communication consumption. [1] With the popularity of smart phones and the mobile Internet, college students rely more and more on mobile Internet in their daily life and study. In addition, contemporary college students are full of curiosity and desire to explore new things, which lays the foundation for non-traditional consumer behaviors. This research is carried out on the basis of many problems exposed in college students' daily consumption behaviors. It investigates students from Sichuan N University and puts forward to corresponding suggestions.

2. Organizing Investigation

In this study, network questionnaire was used. 298 students were selected from various majors and grades, including 141 male students and 157 female students. Among them, 241 were undergraduates; 57 were graduates, including master and doctoral students. 161 students came from urban families, while 137 students came from rural families. Questions were divided into 4 aspects, including students' consumption situations, consumption structures, consumption tendencies and students' views on their own consumption behaviors. On the basis of questionnaire survey, targeted interviews were conducted. Researchers also referred to relevant documents and completed the investigation report.

3. Investigation Results

(1) Consumption situations. Among college students investigated, 19.80% came from families with monthly income lower than 1000 yuan; 68.12% came from families with monthly income

between 1000 yuan and 5000 yuan; 9.06% came from families with monthly income between 5000 yuan and 8000 yuan; 3.02% came from families with monthly income higher than 8000 yuan. About 84.75% students that came from families with monthly income lower than 1000 yuan were rural students. The average monthly consumption of 9.40% college students was below 800 yuan; of 67.45% college students was between 800 yuan and 1200 yuan, which was the largest proportion; of 19.13% students was between 1200 yuan and 2000 yuan; of 4.03% students was more than 2000 yuan. Only 6.04% students thought that they "had a surplus" in living expenses; 56.38% thought that the money was "just enough"; 37.58% felt the money was "not enough". Among students that "had a surplus", 66.67% were freshmen; among the students felt the money was "not enough", the proportions from freshmen to seniors were in normal distribution, accounting for 8.04%, 26.78%, 46.43% and 17.85% respectively. The survey found that for college students, the main financial income was family support. For students that participated in part-time jobs, the proportion of students with financial difficulties was about 40% higher than that of other students; their desire and efforts in part-time jobs were also much higher than those of other students.

(2) Consumption structures. In terms of food and drink, 10.07% students spent less than 500 yuan per month; 47.65% students spent between 500 yuan and 800 yuan; 32.21% students spent between 800 yuan and 1000 yuan; 10.07% students spent more than 1000 yuan. For purchasing learning materials, 41.61% students spent less than 100 yuan each semester; 49.33% spent between 100 yuan and 300 yuan; 6.04% spent between 300 yuan and 500 yuan; 3.02% spent more than 500 yuan. According to statistics, for monthly expenditures related to dating and making friends, 12.08% of college students chose the item of less than 100 yuan; 29.19% chose the item of between 100 yuan and 200 yuan; 40.60% chose the item of between 200 yuan and 300 yuan; 12.08% chose the item of more than 300 yuan; 6.04% chose the item of "almost no spending or no spending at all". The smart phone ownership rate of respondents was 96.98%. Nearly 93% of students with financial difficulties also owned their smart phones. For the average telephone fee, 14.09% college students spent less than 50 yuan per month; 43.96% spent between 50 yuan and 80 yuan; 35.91% spent between 80 yuan to 100 yuan; 6.04% spent more than 100 yuan. The telephone charges of the vast majority of students were between 50 yuan to 100 yuan. For online consumption including mobile Internet data, 8.05% college students spent less than 20 yuan per month; 21.14% students spent between 20 yuan to 40 yuan; 38.93% students spent between 40 yuan to 60 yuan; 31.88% students spent more than 60 yuan.

(3) Consumption tendencies. For the question on "what do you want to do with spare money", 29.19% college students chose the item of "eating and drinking", 24.16% the item of "travelling", 17.45% chose the item of "dressing", 16.11% chose the item of "surfing the Internet", 7.05% chose the item of "saving", 5.03% chose the item of "purchasing books and other learning materials", and 1.01% chose the item of "others". With the rapid development of mobile Internet, the proportion of college students who use cash consumption was increasingly lower. 78.19% of respondents expressed they would prefer mobile payment methods such as Alipay and WeChat. . For the question on "do you have a plan for monthly expenditure", 42.04% girls and 36.88% boys chose the item of "having a plan". On average, respondents went to travelling with collectives or friends about 2 or 3 times a year. About 30% of college students were in relationship. The monthly cost of dating was mostly between 200 and 300 yuan. The expenditures of girls and boys were basically the same. In establishing and cultivating interpersonal relationships, boys spent more than girls, while girls spent a little more on image packaging. The survey showed that college students were active in thinking, had a strong thirst for new things and liked to pursue new trends. They tended to follow others in consumption; entertainment consumption like tourism, movies, games and animation accounted for a larger proportion in total expenditure and showed a growing trend. In college students' online consumption, 53.02% was spent on purchasing online goods; 11.74% was spent on entertainment; 24.83% was spent on virtual products and game recharge; 10.40% was spent on other things.

(4) Views on consumption behaviors. The survey showed that college students' consumption concepts showed the characteristics of overall rationality and individuals' "looking ahead". Regardless of family financial situations, 37.92% of respondents expressed that their consumption behaviors were "just right"; 9.02% students felt that "the own consumption status was low". The rest

53.02% students thought that "the consumption status was on the high side". Almost all respondents had experience of spending money unconsciously. According to the survey, the proportions of college students that agreed that "pre-mature consumption is the consciousness of modern people" and "spending tomorrow's money is normal" were as low as 12.42% and 9.73%. Most students thought that their consumption concepts were "making a good plan" (52.01%) and "saving if possible" (32.89%). Only about 13.09% of the college students belonged to the "moonlight clan" or "debtors"; only 2.01% of them adopted the consumption mode of overdrafts. In modern society with highly developed mobile Internet, students who accustomed to "spend all the money" and "overdraft consumption" are potential targets and main objects of net loan business in campus. For students who usually spend all their living expenses or begin to borrow money for consumption, once there are contradictions between their consumer demands and the supply of living expenses, they tend to neglect financial and credit risks and choose to loan in order to satisfy their consumption demands.

4. Result Analysis

The study showed that the basic life consumption pattern and psychology status of college students were realistic and reasonable on the whole, but the trend of discretion was obvious with great individual differences. Main features can be summarized as follows.

(1) Rational consumption is the mainstream of college students' consumption. The study showed that most of these college students' money was spent on food and drink, while the proportion of enjoyment was not high. College students clearly know that their mission is to learn knowledge, rather than indulge in fun. Due to the limited consumption capacity, college students are cautious about consumption. They select commodities as carefully as possible, trying to achieve the balance between affordable prices and good quality. Therefore, rational consumption is the mainstream of college students' consumption.

(2) There are also irrational phenomena in college students' consumption. College students do not have economic source, which determines that they have little experience in independent consumption and cannot rationally measure the value and cost of consumption. The weak self-control abilities and the lacking of complete and stable consumption concepts often lead to random and impulsive consumption under the influence of media propaganda and behaviors of people around them. It is also the result of consumption demonstration effect among college students. In addition, the changes of consumption structures and consumption concepts bring about pre-mature consumption demands; the changes of consumption field and payment modes bring an obvious increase in the form of online loans. These changes can increase the probability of college students trapping in online loans. [2]

(3) The trend of fashionable consumption is obvious among college students. College students are active in thinking and have a strong thirst for knowledge. They like to follow the new trends, explore new things and dare to innovate. College students tend to follow others in consumption; entertainment consumption accounts for a larger proportion in the total expenditure. Many enterprises fully use these consumption features and launch students' exclusive products. With the help of popular fashion spokesmen, these products are universally welcomed by college students, helping these companies to win outstanding achievements. In today's network society, information is ubiquitous. Modern media transmits a variety of consumption information to individuals; the so-called popular tends and fashion information invisibly affect college students' consumption concepts. [3]

(4) The consumption structures of university students are in line with the society. College students, as an active group in society, cannot keep up with the society in economic strength, but they can keep the pace of social development in consumption consciousness. The study shows that college students, as adults, spend a relatively large amount of money on eating in restaurants, hosting dinners, traveling and communicating with each other. It seems that college students have formed a small society. College students are influenced by the social atmosphere; they have realized that they should know some new ways of life and consumption in advance, so as to better adapt the society. Mobile Internet payment and other consumption methods are warmly welcomed by college students because of their

convenience and fast speed.

(5) The consumption trend of diversification is emerging. On the basis of having enough money to eat and wear, college students have obvious consumption tendency in dressing and adornment. As specially privileged people in the society, college students like to patronize bookstores and stores providing school supplies, and register for supplementary courses in order to obtain various certificates. Some of the students from well-off families have their own digital products such as digital cameras and tablet computers. In addition, the demands for tourism, outdoor sports and virtual products are strong, showing that the consumption trend of diversification is emerging and developing.

(6) Internet consumption has become an important pattern. Internet consumption refers to consumers' regular consumption through the platform of Internet and consumption behaviors on the Internet. [4] With the rapid development of the Internet especially the mobile Internet, as well as the rise of network society, the network had penetrated into people's lives with its powerful force. More and more college students become Internet users; the network becomes an important way of consumption for college students. In the survey, all college students use the Internet; the Internet prevalence rate among college students is far higher than that of other groups. The commercialization degree of Internet is also rapidly increasing. In addition to obtaining information, communicating and entertaining through the Internet, college students also carry out various online consumption activities, such as online shopping and online payment. [5]

5. Educating and Guiding College Students to Form Scientific Consumption Views

(1) Families and the society should work together to build a good consumption environment. It is generally believed that consumption view is an aspect of value system; it is the consumers' value orientation or evaluation of the consumption object as a whole. [6] Family members should pay attention to the cultivation of children's morality, intelligence, physical fitness, aesthetics as well as consumption concepts. Parents of college students should start from their own in changing bad consumption concepts such as conspicuous consumption, and guiding their children to form simple, preferential and practical consumption concepts. Only in this way can college students gradually develop the good qualities of self-reliance and frugality. Social ethos is an important factor which affects the formation of college students' consumption habits. The society should gradually adjust the overall consumption structure, and decrease the proportion of high consumption which stimulates students' desire to compare with others. In addition, the authority should continue to strengthen the construction of the rule of law, improve the supervision mechanism, formulate reasonable consumption laws, regulations and policies, and vigorously crack down illegal Internet loans and other activities which intensify students' bad consumption concepts. The media should guide public opinions correctly, spread scientific consumption knowledge and advocate ecological consumption as well as sustainable consumption. The authority should strengthen the supervision of mobile phone messages, information on the Internet and Wechat conversations, combat unhealthy trends like conspicuous consumption and unrealistic competition, screen out advertisements which advocate consumerism and hedonism, and gradually change bad consumption habits prevailing on the society. Through these measures, college students can be guided to develop scientific and rational consumption habits and consumption patterns.

(2) Schools should strengthen education and guidance, trying to form a good consumption atmosphere for college students. Good school spirit is an organic combination of teachers' morality and students' study and life styles. Students' consumption psychology and behaviors are important components of their life styles. Once good consumption habits are cultivated and strengthened, they will promote the shaping of good school spirit, which in turn facilitates the establishment of good academic atmosphere. Good academic atmosphere and school spirit can form a virtuous circle and continuously promote the development of each other. Therefore, the cultivation of college students' good consumption psychology and behaviors should be regarded as an important part of college education and campus culture construction. Special contents on college students' healthy

consumption concepts should be designed and included in talent cultivation and campus culture construction systems. College students' good consumption psychology and behaviors can promote the formation of good life styles, and constantly promote the consolidation and development of good academic atmosphere and school spirit.

(3) College students should make reasonable consumption plans and develop scientific consumption concepts consciously. In order to gain a firm foothold in the fierce social competition, college students need to think about their current consumption situations more rationally, and pay attention to the cultivation of healthy consumption psychology and good consumption habits. Reasonable and moderate consumption patterns should be promoted; consumption plans should be advocated since they can help college students to keep expenditures within the limits of income. Basically, college students do not have independent source of income. They should do everything according to actual situations, and choose consumption standards suitable for themselves. College students should set up correct and scientific values to adapt to the trend of the times, gradually establish correct life criteria, and find their own consumption positions. As a special group of college students, students come from families with financial difficulties have limited consumption abilities; but the fact does not weaken their desire to consume. They should fully recognize actual situations, cultivate good consumption mentality, and consume according to actual conditions. In addition, college students should also pay attention to spiritual consumption and develop healthy habits, which can not only help them to make up for shortcomings in material life, but also provide them with deeper spiritual connotations and higher spiritual enjoyment. Therefore, college students should actively participate in various educational and cultural activities, so as to cultivate temperament while learning knowledge; they should also advocate green consumption patterns and consciously resist consumer behaviors which are not conducive to the protection of the ecological environment.

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