

Analysis on the Consumption Structure of College Students

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Abstract—Through the literature sorting, this paper preliminarily defines the consumption structure of college students into basic consumption expenditure, consumption expenditure, preference consumption expenditure, and development consumption expenditure. Taking the students of Zhejiang Gongshang University as the research object, the SPSS software was used to analyze the survey results. The study found that the basic consumption expenditure of college students accounted for the largest proportion of food expenditure; the social consumption was related to the level of regional economic development; the expenditure was higher than the income level of college students; the preference for consumption diversification and individuality coexisted; the development consumption has become increasingly a major feature during the consumption of college students. And there still consists the phenomenon of blindly following the trend and lacking rational thinking. The article also puts forward reasonable suggestions from the four aspects of students, families, schools and enterprises in order to help college students establish reasonable consumption concepts and correct bad consumer behaviors.

Keywords—college students; consumption structure; consumption behavior

I. INTRODUCTION

During our life, we often see reports on various news platforms that “Some college student owe huge loans and are unable to repay and jumped to commit suicide”, these illegal activities have caused more crimes and even suicides. For the temptation of early consumption, some students have poor social cognition ability and low psychological quality in dealing with these things. It is inevitable that some inappropriate behaviors will be made because of excessive consumption. College students are in a relatively special period. If their consumption behavior cannot be reasonably guided, they will have difficulty forming correct values.

On the other hand, with the development of China's economic strength, the national income continues to increase, and the consumption of residents has become more and more diversified. This has led to some new characteristics of college students' consumption behavior, including some bad consumer behaviors. Such as impulsive consumption, blind follow-up of the herd consumption, debt consumption beyond the actual repayment ability and so on. In addition, college students are open-minded, innovative, and able to

understand. They are easier and more likely to try and experience new things. With the development of the Internet, the speed of information transmission is fast, and college students are no longer limited to paying attention to the consumption patterns of people around them. Stars and bloggers with many fans on the Internet are the spokespersons of fashion, personalization and new life in the eyes of college students, which will attract them to imitate. Therefore, studying the consumption structure of college students and making reasonable suggestions not only benefits the healthy growth of college students, but also promotes a good consumer culture.

II. LITERATURE REVIEW

In Consumer Economics, the author defines the consumption structure as “the proportional relationship between various consumption data consumed by consumers in a certain period of time”. The consumption structure of college students refers to the proportion of each type of consumer expenditure in total consumption expenditure during the period of college students. However, scholars have not yet formed a unified view on the specific division of college students' consumption structure. For example, Lin Mei and Yan Ying (2014) divided the consumption structure of college students into basic consumer demand, enjoyment demand and development demand. Ban Ran and Men Ruixue (2012) believe that the consumption structure of college students includes living consumption, learning consumption, leisure and entertainment consumption, interpersonal consumption, and transportation. Tao Yukui and Li Cheng (2003) divided the consumption structure of college students into food consumption expenditure, daily necessities consumption expenditure, medical consumption expenditure, clothing consumption expenditure, and transportation consumption expenditure. According to Maslow's demand theory, there are seven levels of human needs. From low to high, there are physiological needs, security needs, social needs, respect for needs, knowledge needs, aesthetic needs and self-fulfilling needs. In this article, based on this theory, we divide the consumption structure of college students into four parts: basic consumption expenditure, social consumption expenditure, preference consumption expenditure and development consumption expenditure.

According to the above research, this paper defines the various parts of the consumption structure of college students as follows:

1) *Basic consumption expenditure*: It is the cost of college students in both life and study: the living expenses including basic food expenses, other food expenses, and clothing expenses. Relatively speaking, this part of the cost is a large proportion. The study fee mainly includes tuition and books. Since this fee is generally paid directly by parents and is not part of the disposable income of college students, the cost of study is not discussed in this paper.

2) *Social consumption expenditure*: It is the cost incurred by college students in order to obtain group identity and meet the needs of emotional communication. Maslow's hierarchy of needs theory believes that when people meet low-level needs, they tend to seek higher level of satisfaction. Therefore, when basic life is guaranteed, people will generate new demands. In real life, people can't rely solely on themselves to live alone like Robinson in the novel. Whether it is for economic or emotional needs, we have to be more or less connected with others. When college students are in a small, concentrated society, they naturally have a need to interact with others. Interpersonal consumption includes traffic charges, heterosexual consumption, classmates, friends and meals.

3) *Preferential consumption expenditure*: It refers to the cost of college students participating in various entertainment activities. College students have distinct personalities and rich opinions. They face different kinds of products and various brands. They have different opinions and preferences, which make college students' preference consumption, show a certain degree of difference. Preferential consumption mainly includes K songs, movies, travel and so on.

4) *Development consumption expenditure*: It is an investment expenditure made by college students to improve their overall quality and enhance their practical skills. Over the years, major colleges and universities have continued to expand enrollment, and the number of new graduates has increased. According to the latest statistics, the total number of college graduates in 2016 was 7.56 million. Coupled with the impact of the economic environment, the more students look for work. It's getting harder and harder. Under such a large employment pressure, many people choose to improve their competitiveness by taking some certificates, training, and postgraduate examinations. Development consumption mainly includes examination fees for various certificates and training fees for participating in various counseling organizations.

The consumption structure of college students has always attracted the attention of many scholars. Yu Zhisheng (2013) analyzed the questionnaires and concluded that the consumption level of college students is high and the consumption structure needs to be further rationalized. Zeng Xiaoling, Yang Qian, and Yang Yawei (2015) conducted a

comparative study on the consumption structure after "70" and "90", and summarized the new characteristics of the consumption structure of college students after "90". Cai Jianwei (2012) used MATLAB, excel and other software to analyze the data of college students' consumption based on variance analysis, fuzzy clustering, correlation analysis and multiple linear regression analysis. Guo Yuejin (2006) conducted an empirical analysis of the consumption structure of college students by establishing a mathematical model and concluded that both reasonable and irrational phenomena existed in the consumption of college students. Summarizing the above research, it is concluded that the consumption structure of college students will change with time and there are unreasonable places, which need further improvement.

III. RESULTS

The survey was conducted by students from Zhejiang Gongshang University. A total of 460 questionnaires were distributed, and the effective questionnaire recovery rate was 96.2%.

A. Analysis of Basic Data

Most college students (81.6%) have a monthly living allowance of between 1,000 and 1,500 yuan. A small number of students live on more than 1,500 yuan, and very few students live on less than 1,000 yuan. This shows that there is a small gap in income between college students. Among them, the number of students who earn their own living expenses is less than 30%, and the awareness of economic independence needs to be further strengthened.

B. Analysis of Basic Consumption

The monthly living expenses of college students account for a large proportion, accounting for 76.8% between 800-1000 yuan, and some students' food expenses exceed 1,000 yuan, which is more than the monthly living expenses of some students. Nowadays, people's requirements for food are no longer just simple to fill their stomachs, but also nutritious, delicious and healthy, so, in addition to the necessary three meals a day, many students will also buy fruits, snacks, etc. to .Other food consumption expenditures are basically concentrated at 200-400 yuan, and the highest is more than 250 yuan. Nowadays, students no longer only study in the past. While studying book knowledge, they also attach great importance to the cultivation of comprehensive quality. From the states, we can also see that most students have certain clothing and cosmetics consumption expenditures every semester. The highest is even more than 1,000 yuan. It is understandable that college students need to make some necessary consumption to enhance their personal image. However, it should be noted that consumption should take into account their own actual situation and consume in moderation. From the data collected, 21.6% of the students have tobacco and alcohol consumption expenditures. Smoking and alcohol abuse are not conducive to the physical and mental health of college students and should be properly guided.

IV. ANALYSIS OF SOCIAL CONSUMPTION

The survey found that college students basically have flow and phone bills, but the amount of spending is different, more than 300 yuan, less than 50 yuan, usually between 50-100 yuan. It is not uncommon for college students to eat out and invite to a meal now. Some small things in life such as falling in love, passing exams, etc., must be invited to eat out, otherwise they will be regarded as unfamiliar. More than 90% of students have party consumption expenditures every month, of which 200-400 yuan is the largest. The expenditures of college students' heterosexual friends are concentrated between 300-650 yuan. This expenditure is relatively high compared to other expenditures, which has a certain relationship with Hangzhou's economic development level. Hangzhou's economic development is rapid, the cost of living is high, and there are more entertainment and consumption items. Through interviews, we found that most of the expenses of the opposite sex are from personal living expenses, and others are earned through part-time work.

V. ANALYSIS OF PREFERENCE CONSUMPTION

The data shows that most people (72.8%) have used campus loans, and more than half of them agree to debt consumption. This shows that college students are open-minded and easy to accept emerging consumption patterns. At the same time, some students will be affected by advertising and promotion and purchase some products that they are not satisfied with, indicating that there are irrational consumption behaviors in college students' consumption. Contemporary college students are the aborigines of the Internet. They have extensive access to information and can make full use of the Internet to obtain the information they want. Through interviews, we found that whether online or offline shopping, especially when buying some valuables or durable goods, many students will search the Internet for information about the product before shopping, and then make a purchase decision after comprehensive evaluation. For example, when buying things on Taobao, people will make a more reasonable judgment on the cost performance of the products through buyer shows, buyer reviews, and comparison of similar products.

VI. ANALYSIS OF ENTERTAINMENT CONSUMPTION

The data shows that watching movies and travel are very popular among college students. Some students with better family economic conditions spend as much as nearly 10,000 yuan per semester. The data shows that less than half of the students spend on fitness. However, the actual number of fitness people may be far more than that, because we can exercise without spending money. For example, there is now a popular APP - KEEP can freely develop training programs for users based on the basic information and requirements filled out by users. Users can achieve daily fitness goals by completing daily training tasks. The survey found that there are many students playing games and the cost per month is not small, and some even cost a few hundred a month. In addition, from the data we can also see that more than 80% of students do not buy books, perhaps this has a certain relationship with the popularity of e-books and the school

library, but to some extent can also reflect some problems. From our actual observations, we can also find that today's college students are able to read and write less and less, and most of their free time is spent on playing sports, watching movies, traveling and other entertainment projects.

VII. ANALYSIS OF DEVELOPMENT CONSUMPTION

With the intensification of competition, more and more students are beginning to invest in their own future, and actively obtain various certificates, such as membership certificates, securities qualification certificates, driver's licenses, etc., and actively participate in various types of training, such as employment and entrepreneurship. According to the interview, parents are more supportive of their children's participation in these exams and courses. Therefore, most of these expenses are directly supplied by the family, and some students earn from part-time jobs. This consumption expenditure can show the income gap between different families. The courses fee for students with good family conditions is up to 10,000 yuan during school hours, and the relative cost is relatively low.

VIII. FINDINGS

A. *Consumption Structure Tends to Be Diversified*

The basic characteristic of college students' consumption structure is that the basic consumption expenditure is relatively large. Nowadays, the consumption of college students is different from the past. While pursuing high-quality material life, they are gradually changing to enjoying spiritual life. Their consumption places and consumption patterns have become more and more diverse, such as during the leisure time, students can choose to relax in the cinema and gym, and if they can, they can choose to travel.

B. *Irrational Consumption Still Exists*

The consumption structure of college students is generally reasonable, but there are still some problems. As mentioned above, some people in colleges and universities smoke and drink alcohol. This is not only harmful to their physical and mental health, but also brings a certain economic burden to themselves. Even some incidents such as fighting and robbery have arisen. The external reason may be that education, propaganda, supervision and control are not in place. The internal reason is also the main reason for the students themselves. It is necessary to carry out in-depth exploration. Why do students want to smoke? Or drink? Find out the root of the problem in order to get the right medicine. In addition, there are still many problems in the consumption of college students, such as impulsive consumption, excessive consumption of interpersonal contacts, low cultural consumption such as purchasing books, and blind development of consumption.

C. *Development Consumption Is on the Rise*

The proportion of college students' development expenditures is growing, and it has become a bright spot. On the surface, this is a good thing. In fact, there are many

problems hidden behind it. Taking textual research as an example, it is understood that many students are not clear about the purpose of their own research. They just see that their classmates are taking the test, and they follow the test. There is a blind follow-up phenomenon. There are also some certificates with low gold content. It can be said that use money to buy a certificate. However, there still so many students are rushing to this.

IX. SUGGESTIONS

College student consumption is an important part of social consumption and has a great impact on economic development. Therefore, it is of great significance to guide college students to rational consumption. The following will make reasonable suggestions for students, families, schools, and enterprises.

A. Advice for Students

For college students, first of all, we must establish a reasonable concept of consumption. Secondly, we must take into account our own family's economic situation when we consume, and we must invest in the rational consumption of the land, and try our best to reduce the free-spirited consumption. Finally, college students should also learn to use legal channels and means to maintain their own consumption rights. Research results have shown that many students generally choose to deal with their rights when they are violated, especially when they are less infringed. The reason is that some students feel that it is unnecessary to handle the problem, and some do not know how to protect their rights. Because of this, some unscrupulous merchants have started the idea of students, trying to seduce and deceive students to consume. In this regard, students should consciously improve their ability to defend their rights.

B. Advice for Parents

Parents should set a good example for their children and guide them how to consume reasonably. On the one hand, parents should encourage their children to take advantage of the holidays to participate in various social practices, so that they can experience the hardships of life while exercising themselves. On the other hand, in order to prevent children from suffering, many parents will try their best to satisfy them in material terms. What do you want to buy? Usually, children ask for money from their homes and never knew how difficult to earn money. This makes it easy for them to develop bad consumption habit. Therefore, parents should strengthen their management of children's consumption. When they find unreasonable consumption, they should promptly point out and urge them to correct.

C. Advice for School

Schools should strengthen their education on college students' consumption. Some students usually lack planning for their living expenses. When they have money, they often go out to eat, watch movies, and have fun. If they have no money, they can only stay at school to eat the cheapest meals and even eat instant noodles. Other students have to borrow

money every month. The money borrowed this month will be turned next month, and the money borrowed next month will be turned in another next month, forming a vicious circle. In response to this phenomenon, schools can strengthen relevant publicity and education so that students can understand the great harm that bad consumption habits may bring. In addition, courses related to college students' consumption education can be incorporated into the compulsory curriculum system, so that students can have the opportunity to systematically learn relevant knowledge. In addition, according to our survey results, there are not many students who work and study and start their own businesses. Schools can be encouraged by adding work-study positions, providing appropriate subsidies and preferential policies.

D. Advice for Enterprises

For enterprises, they should also assume certain social responsibilities while developing the university student market. Nowadays, many enterprises lack social responsibility. They only think about how to collect money from college students all the time. For example, some false advertisements and fake products made by enterprises have caused many consumers who lack awareness to be deceived. Although college students' current consumption levels are still very low, their consumption potential is huge. Therefore, enterprises should pay more attention to long-term interests, stand on the students' perspective and meet their needs as their own responsibility, and provide them with good products and services. How to grasp and meet the needs of consumers, there are following suggestions from the perspective of corporate marketing.

1) *Improving product quality*: A good product is the foundation for a company to win consumers. Leaving this foundation, I only want to attract consumers through various kinds of flashy propaganda methods. According to the survey, most of the students value the price/performance ratio of the products. They will collect relevant information through various channels before consumption, so as to make a reasonable evaluation of the cost performance of the products. From this point of view, product quality is very important to enterprises and consumers. In addition, companies should pay close attention to the consumption behavior of college students and the current popular culture, and constantly develop and design new products to meet the needs of consumers.

2) *Improving service levels*: In addition to the product itself, today's consumers are paying more and more attention to the shopping experience. For them, shopping is not just to meet the necessary needs of life, but a way of entertainment that allows people to enjoy spiritual enjoyment. Good service can bring a better experience to consumers. In this regard, companies can use market research to understand the shopping experience of different consumers, and then find breakthroughs in the survey results to improve service levels.

3) *Telling the story of the brand well*: From the data we recycle, brand is one of the important factors affecting

consumer shopping. The study found that college students like a brand, not only because they like its products, but also because the brand culture behind the products can make them resonate in the soul, and this emotional recognition will eventually affect their consumption behavior. This requires companies to gain insight into the psychological needs of college students, understand and respect their values, and create and present their favorite brand stories in a language and culture they can accept.

4) *Adopting a scene marketing approach:* In life, we often see all kinds of leaflets and advertisements of friends circle. These simple and rude and lack of innovative propaganda methods can sometimes lead to rejection and even disgust. College students in the new media era are happy to share and like to experience all kinds of novelty and fun things. Faced with unique college students, the use of scene marketing methods that integrate into the daily life of college students and interact with them in depth can achieve better results than traditional marketing methods. For example, the Red Bull Group has launched an emerging activity for a prevailing phenomenon among college students, who did not listen carefully to the class. The activity requires students to put the phone into the "energy bag" after entering the classroom, and then you can take a can of red bull and a bookmark card from the bag. There is no cell phone interference during class, and the classroom efficiency will be higher. In addition, students can also upload their own personal quotations by scanning the relevant QR code to follow the public number and participate in bookmark making. After the selection, these quotations have the opportunity to spread among the major universities across the country. The campus activity effectively found a connection point with the daily life of college students. Novelty and fun attracted many college students to participate, and triggered the spontaneous dissemination and sharing of many students online. From this point of view, corporate campus marketing activities want to attract the attention of college students, they must enter their lives, insight into their minds, but also have a sense of responsibility and feelings.

X. CONCLUSION

The consumption of college students stimulated the development of the local economy to a certain extent, and caused different degrees of influence on the payment structure of the family. It also reflected the living conditions and psychological characteristics of college students. The so-called juvenile is strong and the country is strong. The hope of college students is not only the hope of the future of the country, but also the driving force for the development and progress of the world. The consumption structure of college students represents not a stage, more of a reflection of the views, and its future career planning. Road selection has a profound impact. The economic ability of college students will gradually increase as they enter the society, which will affect the market orientation. Therefore, it is

particularly important to attach importance to the analysis of college students' consumption structure, to guide students' reasonable consumption, and to cultivate college students to establish correct money concepts.

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