

Research On the Relationship Between Self-control and Impulsive Consumption of College Students

Zhang Xichun^{1,a}

¹*Department of Preschool Education, Boda Bollege of JinLin Normal University, Si Ping, Ji Lin, China*

^a*Coral_820@163.com*

ABSTRACT

The Internet has been increasingly applied to life scenarios, and people's consumption habits are gradually changing. Online shopping with rich varieties and low prices is popular among college students. Online shopping has brought great convenience, and it also willing to encourage students through Internet show themself. There are more and more "shopaholic". This phenomenon is network impulse consumption. At present, influenced by the factors such as consumption habits along with psychology of comparison, impulsive consumption of college students has become a commonplace. Self-control, as an important ability of willpower, is the primary condition for human emotion management and behavior regulation. This paper mainly explores the relationship between self-control and impulsive purchase of college students, and makes an in-depth analysis and discussion on the regulation approaches of self-control on impulsive purchase behavior of college students.

Keywords: *self-control impulsive consumption impact*

1. FOREWORD

Among the factors that bring online impulsive purchases, consumers' psychological factors, as an internal factor, have a more important impact than external factors such as the online shopping environment and convenience. At the same time, the internal self-control of consumers has a greater inhibitory effect on impulsive purchases. Every annual "618" or "Double Eleven" and other online shopping carnivals, college students are the main forces that make a huge contribution to the consumption figures. As the payment process of online consumption becomes simpler and faster, and there are various kinds of free borrowing can help college students pre-expenditure. And the variety of online products, the product form is novel, so that who do not have much social experience can effectively resist the temptation of various consumption. There is impulsive online consumption behavior. In addition to the temptation of the Internet and the social environment, college students often encounter phenomena such as comparison and enjoyment in the environment. Without the effective control of their parents, they often produce impulsive consumption due to the words and deeds of others. Without the effective control of their parents, they often

produce impulsive consumption due to the words and deeds of others. Because college students are still in an important period of shaping the Three Views, their consumption concepts are not yet mature, they are not strong in self-control ability in front of all kinds of commodities, and are prone to impulsive consumption due to a whim or interference from other external factors. But they are a relatively special group, with poor economic independence, weak independent living and self-control ability. In addition to the influence of external factors, the psychological factors of college students' self-control are the key factors that cause college students' impulsive consumption.

2. DEFINITION OF SELF-CONTROL AND IMPULSIVE CONSUMPTION

2.1. Definition of self-control

The specific meaning of self-control has not been uniformly concluded in academic circles at home and abroad. Some scholars believe that self-control is mainly people's control over their own behavior and psychology. They can independently choose their own goals without the supervision of others., Resist the temptation of the outside world, control one's own

behavior, so that one's own thoughts and behaviors can meet the needs of the society for individuals.

Self-control, as an important means and method of emotional management, has been running through all aspects of our study, work and life. When we think that something in the external world can arouse our curiosity and desire, it is generally a problem with our own emotions and thought management. Among them, self-control ability is the same as our inner pressure, which is a physiological indicator of the human body. Self-control is like a solid line of defense. When we start to use this line of defense, various indicators of the human body will change accordingly. These changes can allow us to think about and discover problems from different angle, so as to make the most rational judgment. These changes are the "think twice before acting" reaction, which allows us to know what to do and what not to do. Sometimes instinct will prompt us to make some wrong decisions, but the "think twice before acting" reaction can slow us down. The brain and body react to help us slow down and suppress impulse. Self-knowledge is the basis of self-control. When we need to adjust our own state, we need good self-control, and self-control is like a muscle, which has limits. It's like when the athlete's body wants to give up for the first time, in fact, they are still far from the limit of their body. As long as they have enough motivation, they can survive and take a step forward. Similarly, self-control also needs to be enhanced through training.

2.2. Definition of impulsive consumption

The impulse consumption research started with DuPont's investigation of the buying habits of its own consumers. Their research was also the first to put forward this statement and treated impulsive buying as unplanned purchases. It is generally believed that impulsive consumption is a relatively sudden, impulsive, and unplanned purchase behavior.

Impulsive consumption refers to the consumption behavior of consumers due to irrational thinking and completely driven by their own desire to purchase in the process of shopping behavior. Under the control of this eager purchasing psychology, consumers are likely to decide to buy goods based on intuitive feelings and emotions alone. In such consumers, the emotional factors of personal consumption exceed the constraints of cognition and will factors, and they are easily affected by the appearance of products (especially fashion trend products) and advertising. Many consumers, especially female consumers, have made careful shopping plans before entering the supermarket, but when shopping, they buy a lot of products that they like but are not practical or even useless. There are differences between men and women in the categories of commodities where consumers are most likely to

shop on impulse. Men generally favor high-tech and newly invented products, while women have difficulty restraining their desire to shop for clothing, shoes and hats.

3. THE PERFORMANCE OF COLLEGE STUDENTS' IMPULSIVE CONSUMPTION

3.1. Premature consumption and luxury consumption

Premature consumption and luxury consumption are the primary manifestations of impulsive consumption of college students. Affected by economic globalization, cultural ties between the East and the West have become increasingly close. Many college students in my country have begun to be influenced by consumption concepts in some Western countries. In their consumption concepts, they believe that life should be in the present. The joy of life lies in consumption. Affected by this consumption concept, college students have begun to ignore their economic strength. For advanced consumption, some college students pay too much attention to the value of brand symbols while consuming, and ignore the actual use value of commodities and their actual consumption needs. Faced with a dazzling array of commodities, college students' desire to consume has been extremely stimulated. The spirit of diligence and hard work in China's fine traditions has long been lost. In order to satisfy their own consumer desires and needs, some college students even resort to borrowing. To meet their early consumption needs, these college students will lose themselves in the face of luxury goods in the long run, and some college students have chosen the wrong path step by step in the face of long-term accumulated debts, and some even ended their lives because of this.

3.2. Conformity consumption and blind consumption

Conformity consumption and blind consumption are also one of the important manifestations of impulsive consumption of college students. Online shopping is a relatively new way of shopping. It is convenient, affordable, and novel in form. It can effectively trigger the shopping desire of materialists. However, the level of self-control of college students is not high, they cannot effectively resist the temptation from the online shopping environment, and various unreasonable consumer behaviors appear. College students live in a collective life, so in the actual process, they are easily affected by the consumption habits and behaviors of other people and blindly follow the crowd, and fail to comply with their own consumption and purchase purposes. College students are likely to be affected by vanity in interpersonal communication and compare with each other, so that they exceed their own economic strength and buy some commodities of low use value.

On the other hand, most college students are prone to be influenced by some false propaganda information of the business or other people's consumption suggestions and buy some goods that they do not need in the process of consumption.

3.3. Online shopping-oriented consumption

College students do not have a fixed source of income, and their living and studying expenses need to be borne by their parents, and the price of online shopping is significantly lower than the price of shopping malls, which makes many college students keen on online shopping. But when they make decisions, they are more inclined to care about their inner impulsive desire to buy, and they don't have a reasonable evaluation of the product.

At present, online shopping consumption has become a commonplace in our lives, and college students are the main forces in online shopping. College students are willing to spend their normal time online browsing various products, but they will also easily become the original shopping idea under the deliberate marketing of the merchant. You fall into the shopping trap set by the merchant and make unnecessary impulsive consumption. Some college students, especially female college students, are easily attracted by some marketing gimmicks in the online shopping platform. Some college students use online shopping as a way to vent the pressure of life and try to relieve their pressure through online shopping. In fact, the products purchased have not been strictly selected by themselves, nor are they of extremely high use value. If things go on like this, the consumption outlook of college students will be affected invisibly, and my ideals and life pursuits have gradually faded invisibly.

4. TRINITY WAYS TO STRENGTHEN COLLEGE STUDENTS' CONSCIOUSNESS OF SELF-CONTROL FOR CONSUMPTION

4.1. School education

The college period is the key golden period that influences the shaping of the three outlooks and the consumption outlook of college students. Therefore, in order to strengthen the self-control consciousness of college students for impulsive shopping consumption, it is necessary to start with school education and make full use of school classroom education and campus cultural atmosphere to cultivate a correct consumption concept of college students. To improve the self-control ability of college students, schools must not only help college students to establish healthy values, but also need to pay attention to improving the self-control ability of college students, so that it can reduce the probability of online impulse purchases. Schools need to strengthen the

education and training of college students' self-control, so that college students will be aware of the two sides of online shopping, so as to enhance their self-control ability. Colleges and universities can use ideological and political courses to innovate educational approaches for college students' consumption consciousness. Colleges and universities can innovate the teaching form of ideological and political education according to the established educational goals, and at the same time can organize some corresponding activities to enrich the teaching contents of ideological and political education, so as to enhance the self-control consciousness of college students for consumption.

4.2. Family education

Parents are the children's first teachers, and they are the guides on the children's growth path. Establishing the children's correct consumption outlook requires the benign guidance of family education. Children will continue to imitate their parents' concepts and behaviors, and gradually establish themselves Concept and behavior.

Family education is an important stage in the shaping of college students' consumption outlook. Parents must first correct their consumption concepts, determine a healthy lifestyle, and create a healthy and civilized life atmosphere for their children, and secondly guide their children to consume reasonably according to their needs, and reduce unnecessary expenses and consumption. In the imperceptibility of family education, parents and parents should subconsciously use some self-activity to exercise their children's will. At the same time, parents should also lead by example and develop well in front of their children. Children's consumption habits will allow children to develop a correct consumption concept from an early age. Parents should also help their children brake realistic consumption plans, so that children can exercise their self-control ability from an early age and create a suitable financial management plan.

4.3. Social education.

Although college students belong to the current Internet users, college students are the main users of the Internet. They are easy to lose their direction in today's rapidly developing information society. College students can quickly grasp various popular information and barrier-free communication with other consumers through the Internet. They themselves have a strong thirst for knowledge and curiosity. The mainstream media in today's society should actively promote the influence of their mass media, guided by a positive outlook on consumption. The society should actively guide new consumer fashion concepts and abandon the old concept of ostentation. The whole society must work

hard to promote the formation of a new fashion in a civilized and thrifty society, and strengthen publicity and guidance. All sectors of society should also create a positive and sunny consumption atmosphere, allowing college students to gradually establish correct consumption concepts in a subtle way.

5. CONCLUSION

In the context of integrated media, the current social situation is changing rapidly. College students themselves belong to a relatively special consuming groups. College students' consumption habits and consumption psychology are easily affected by various social thoughts invisibly, and at the same time, they are easily affected by some invisible society, the malicious operations of merchants and the wanton propaganda of some media. Therefore, various measures must be taken to improve the self-control ability of college students, so as to shape the correct consumption concept.

REFERENCES

- [1] Li Bo, The Effects of Power on Impulse Buying: The Mediator of Self-control and the Moderator of Peer Type [D]. Zhejiang: Zhejiang University,2018.
- [2] Zhang Lijuan, The Impact of Consumers' Self-continuity on Impulsive Buying Intentions -- Based on the Perspective of Multiple Ego Models [D]. Guangdong: Jinan University,2018.
- [3] Li Jiahui, Xu Yan, Introduction to Resource Model of Self-control and Its Application in Consumer Behavior [J]. Consumer Guide,2010(4):6,10.
- [4] Li Xuejiao, An Empirical Study on Reducing Impulsive Buying Intention and Behavior by Using Unconscious "Self-control" Goal Priming [D]. Chongqing: Southwest University,2016.
- [5] Wu Wenjing, Research on the Relationship between Consumers' Sense of Power and Impulse Buying Intentions [D]. Beijing: Capital University of Economics and Business,2018.
- [6] Zhang Jing, An Analysis of the Influencing Factors of Impulse Buying Behavior [J]. Consumer Guide,2014(3):1-1,3.
- [6] Yang Bowen. The Impact of Ego Erosion on Impulsive Buying Behavior [D]. Hunan: Hunan Normal University,2015.
- [7] Wang Yanzhi, Yao Tang, Lu Hongliang, The Mechanism of Consumers' Impulsive Buying Behavior in Pair Shopping Situation [J]. Advances in Psychological Science,2018,26(11):1915-1927.
- [9] Shang Xutong. Research on the Formation

Mechanism of Online Impulsive Buying Behavior of Consumers [D]. Shanxi: North University of China,2016.