

Characteristics of College Students' Group Consumption Behavior and Marketing Strategies

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Abstract: In the process of consumption, college students pursue new trends, fashion and personality. The consumption plan of college students is not ideal, and the phenomenon of blind consumption occurs from time to time. Consumption is impulsive and reasonable. College students' consumption behavior is closely related to their family economic situation. The consumption level of urban students is obviously higher than that of rural students. The consumption level of free art students is only higher than that of science students. The consumption level of girls is slightly higher than that of boys. Dietary intake in daily life is significantly higher than other consumption behaviors. Consumption of electronic products, communications and Internet access has become an essential part of college students' consumption. The strong demand of College Students' consumer groups and huge market potential provide good business opportunities for enterprises. According to the characteristics of College Students' consumption behavior, the corresponding marketing strategies are put forward.

1. Introduction

In today's world, knowledge economy driven by a series of high and new technologies affects the economic growth mode, industrial structure and market operation mode of all countries in the world, as well as people's consumption behavior. At present, the consumption action of Chinese college students has become a hot spot of consumption [1]. It is highly praised by the government, education, enterprises and other relevant departments, but also brings good marketing opportunities for enterprises. Based on the relevant survey data, the consumption behavior of college students is analyzed, and the corresponding marketing strategies are put forward.

2. The Significance of Studying the Group Consumption Behavior of College Students

College students are a large group, a concentrated age group, strong demand and special consumer groups, and the consumer market is gradually expanding. According to the statistics of Ministry of Culture (2005), the scale of all kinds of higher education in China accounted for 1.77% of the national population in 2005, exceeding 22 million. The number of students in general higher education is 156 178, accounting for 1.2% of the national population [2].

College students have active thinking and strong desire for new things. In consumer behavior, they pursue new tendencies and dare to innovate. They are believers and supporters of the clothing market. College students' concentrated life, influenced by lifestyle, accepting new products, strong cognitive ability, consumer action have a good demonstration role, pursuing brand and fashion, and have a strong influence and charm for young people. Therefore, regarding young people's consumption behavior, consumption behavior has a particularly important impact on social consumption behavior.

With the improvement of personal consumption level in China, the consumption level of college students has gradually improved, and the consumption market has shown a steady growth trend. The state is [3] "poor and bad education", and the family is "poor and poor cannot be poor children". This idea has formed a general consensus in our country. Under this influence, the consumption level of college students is always higher than the national average consumption level. Therefore, college students' consumption has become a huge consumer market.

College students'consumer market has its own characteristics and marketing rules. Through the analysis and research of these markets, we can understand the consumer psychology and behavior characteristics of College students, and provide opportunities for enterprises to provide quality services [4].

Only according to the demand of College Students'consumption market, can enterprises go to the market and produce goods according to college students' consumption tendency and consumption level. In order to gain benefits in the fierce market competition and achieve good economic benefits. Through the study of the group's consumer market, college students can provide the basis for the enterprise's marketing strategy plan [5], product design, market division, and so on. At the same time, the product's performance style, packaging, price and confirmation can be provided. Consistency of advertising and other products. The market characteristics of College Students'group consumption can satisfy the specific consumption psychology of College students. It is of great significance for enterprises to further develop consumer market and improve product competitiveness.

3. Characteristics of College Students'Group Consumption Behavior

College students do not have a certain income. The source of income mainly depends on the support of parents. Although consumer action is limited by economic conditions, it has strong independence in the process of consumption. College students'consumption behavior is in the transition from maturity to maturity. The concept of consumption is that less consumption experience and often impulsive consumption also exist in the formation stage [6].

The author investigated the consumption behavior of 1264 students in the South Campus of Beijing University of Economics and Management with questionnaires. Among them, 399 male students took part in the survey, accounting for 31.57% of the total sample, and 865 female students accounted for 68.43%. The main contents of this survey are students'consumption, consumption attitudes, electronic products and communication consumption, food consumption and daily necessities consumption.

3.1. Basic consumption characteristics of college students

The distribution of monthly consumption of college students is as follows:

Table 1 Distribution of monthly consumption level of college students

Student type	300-400Yuan number	400-500Yuan number	500-800Yuan number	800-1000Yuan number	>1000Yuan number
City	27.20	36.23	24.04	8.25	4.32
Countryside	48.66	33.94	13.25	3.24	0.68
Liberal arts	35.26	36.25	20.82	5.32	2.28
Science	34.33	32.65	17.62	7.51	3.18
Schoolboy	38.21	37.22	24.31	6.25	3.46
Girl student	33.61	35.21	17.61	6.30	3.99
Total	37.09	35.12	19.23	6.11	2.87

Among the 1264 students, the monthly consumption of 300 - 400 yuan is similar to that of 400 - 500 yuan. 36.63% and 35.13%. About 20% of the students spend 500 - 800 yuan per month. Most college students spend 300 - 500 yuan a month, accounting for 28.24% of the total consumption of more than 500 yuan. There is a gap between the consumption level of urban and rural students, and the consumption level of urban and rural students is significantly higher than that of rural students. About 50% of rural students spend 300 - 400 yuan a month, while less than 30% of urban students [7]. The number of urban students whose monthly income is more than 500 yuan accounted for 36.69% of the total number of urban students, while only 17.56% of rural students. The monthly consumption of urban students is mainly between 400 yuan and 500 yuan, and more than one third of the population over 500 yuan.

This shows that the consumption behavior of college students is influenced by the family economic situation, and the level of consumption conforms to the family economic situation. The monthly consumption level of free art students is only higher than that of science students. The students who spend 400 yuan to 800 yuan per month in free learning institutions accounted for 57.16% of the total, and the students majoring in science accounted for 50.95%. Boys consume slightly more than girls. Men over 500 yuan per month accounted for 32.33% of the total number of boys and girls for 26.36%. This phenomenon is more common in men than in girls [8].

3.2. Consumption characteristics of electronic goods

At present, the cost of electronic products consumption, communication and Internet access accounts for a large proportion of college students' consumption, which is an indispensable part of college students' consumption. Table 2 shows college students' consumption of electronic goods.

From the data in Table 2, we can see that the consumption of electronic equipment has the following characteristics. Mobile phones are the most popular. Of the 1264 people surveyed, 93.12% have mobile phones on average, indicating that mobile phones have become the most important and popular consumer goods among college students. In addition, in urban and rural areas, students, boys, girls, free students, science students, almost no more than 90% of mobile phone users. Only 6.88% of the students did not have mobile phones. The popularity of students' mobile phones shows that in the modern information society, students' information and communication technology and social interaction have greatly increased, and the demand for mobile phones is strong [9].

Table 2 Distribution characteristics of the number of college students owning electronic goods

Student type	Own a computer	Number of people with digital cameras	Number of people with mobile phones	Number of people with MP3 or MP4	No number
City	77.75	48.56	95.21	70.68	0.00
Countryside	35.61	22.31	93.11	39.52	0.85
Schoolboy	58.03	36.11	89.66	51.26	1.34
Girl student	64.31	38.26	92.51	59.31	0.00
Liberal arts	51.52	40.79	91.67	60.28	0.00
Science	62.11	33.47	92.84	59.31	0.94
Total average	59.23	36.21	93.54	56.89	0.41

In terms of consumption of computers, digital cameras, MP3 and mp4, there are differences between urban and rural areas, between men and women, and between arts and science. In terms of computer consumption, 59.02% of the total students own computers. Among them, the computer ownership rate of urban students is 77.76%, and that of rural students is 35.30%. The proportion of urban students owning computers is much higher than that of rural students. And boys have a slightly lower computer ownership rate. It is larger than girls; the computer ownership rate of free art students is 64.32%, and that of science students is 51.53%. The computer ownership rate of free art students is higher than that of science students. This is also the same characteristics of digital cameras, MP 3 or MP 4 consumption. This shows that the level of students' consumption of electronic goods is directly proportional to the family's economic situation. At the same time, students of liberal art department think positively and pursue life consumption more strongly [10].

College students' mobile phone charges account for a certain proportion of the total expenditure, which is the monthly consumption demand of College students. College students' mobile phone use fees are shown in Table 3.

As can be seen from Table 3, 57.75% of the total number of mobile phone users whose monthly telephone charges are more than 50 Yuan account for. The number of users per month exceeds 100 yuan. In terms of the monthly rent of mobile phones, urban students are higher than rural students, boys are higher than girls, and there is also a situation of higher education.

Table 3 University student mobile phone monthly usage statistics

Student type	<50Yuan	50-100Yuan	100-200Yuan	>200Yuan	No consumption
City	48.56	36.23	8.25	4.32	1.31
Countryside	22.31	33.94	3.24	0.68	1.85
Liberal arts	36.11	36.25	5.32	2.28	2.34
Science	38.26	32.65	7.51	3.18	3.51
Schoolboy	40.79	37.22	6.25	3.46	0.35
Girl student	33.47	35.21	6.30	3.99	0.94
Total	36.21	35.12	6.11	2.87	1.41

College students'online access has also become a general consumer action. As shown in the figure, online consumption in cities is higher than in rural areas. Boys consume more online than girls, while science students consume more online than students who study freely. The high online consumption of urban students is related to their excellent economic situation. The reason why boys spend more online than girls is that boys have more urgent online needs. The higher online consumption of science students is mainly related to the higher level of computer application of science students.

In the survey of College Students'consumption behavior, the main purpose of College Students' Internet access is shown in Table 4.

Table 4 Statistics on the main situation of college students'internet access

Student type	Play a game	Chat	Information check
City	38.56	36.23	24.04
Countryside	32.31	33.94	33.25
Liberal arts	36.11	36.25	30.82
Science	38.26	32.65	27.62
Schoolboy	35.79	37.22	34.31
Girl student	33.47	35.21	37.61
Total	36.21	35.12	29.23

As can be seen from Table 4, 32.04% of the 1264 students surveyed mainly play games. Only a third of people read information online. Two-thirds mainly play games or chat. Students from different sources have different online functions. The main purpose of the students is to play games and resources from the city. The main purpose of the students from the countryside is to chat. When girls chat, more than half of boys go online to play games.

3.3. Consumption characteristics

Consumption characteristics Daily life consumption is an important part of College Students'group consumption. Among the major consumption items of College students, the intake of diet was significantly higher than other consumption behaviors. About 70% of people, I think food consumption is the main monthly consumption. The population accounted for 7.99% and 3.09% of the students mainly used cosmetics. Among the main consumption items, women consume more clothing and clothing than men, 14.54% for women and 52.52% for men.

He explained that girls spend more on beauty than boys. However, in terms of research, catering, cosmetics and clothing consumption, the consumption level of men is higher than that of women, 17.29% for men and 9.02% for women. That is to say, boys have more activities than girls.

The cost of shampoo and cosmetics used by 40.35% of the students was less than 20 yuan per month.

Among cannibalism, 52.61% of the students consumed less than 20 yuan per month.

About emotional input, 47.86% of the students used to be friends, and 24.21% used to fall in love. In this consumption, 35.89% of students spend less than 20 yuan per month; 26.56% of students spend more than 20 - 50 yuan per month; 20.87% of students spend 50 - 100 yuan per

month.

4. Discussion on Marketing Based on College Students' Consumption Groups

In this era, the consumer market of college students has gradually expanded and become a necessity for enterprises. Undergraduates with higher education and stronger ability to accept new information are special consumer groups full of enthusiasm, romance and strong demand. They pursue personality, imitation, brand, interest, have a large number of people, concentrated life, forming a huge consumer market and potential purchasing power. And that provides a good business opportunity for businesses. At the same time, college students' consumption has a strong radiation and impact on social consumption. Therefore, it is very important to develop the consumer market of College students.

4.1. College students have a strong desire for Electronic Science and technology products

College students follow the fashion of pursuing romance, romance and topics in the process of consumption. They are active experimenters who are interested in new things, especially electronic technology products, and have a strong desire for demand. As long as economic conditions permit, they will become enthusiastic buyers of electronic technology products. At present, the campus mobile phone penetration rate is the highest, reaching more than 90 years old; computer (including laptop computer) usage, MP 3 or MP 4 nearly 60%. Wait a minute. It's quite common among college students. With the development of China's economy and the improvement of College Students' living standards, college students' consumption of electronic products and new products will increase substantially. Therefore, college students are important consumers of new electronic technology products.

4.2. The huge potential of consumer market hidden in College Students

College students have no financial resources, and their economic self-reliance is very difficult. The level of consumption depends largely on the family's economic support. However, they have a strong sense of independent consumption, the pursuit of personality, the pursuit of brand, the pursuit of fashion trends in the process of consumption, but they are limited by economic conditions. Now is not necessarily a reality. They have limited ability to buy goods because of their economic situation, but they have strong ability to contact commodity information and knowledge. College students have a higher social status in terms of consumption concept and potential commercial development value, and are approaching professional groups. College students with high education and culture will have higher personal income in the future. They have strong power consumption, and the future consumption pattern will be influenced by the University age. That's the big potential market in the future, most of that. Consumer group college students with enterprise value also deserve attention. The promotion of new technologies, concepts and products on campus not only affects the consumption of College students, but also affects the consumption of social groups. Enterprises that are promoting products and brands will affect or change the consumption behavior of college students in the near future, and in the long run, will affect the consumption concept of higher-income groups.

4.3. Marketing combination of college students' group consumption

College students' consumption behavior is influenced by many factors, and marketing method is an important factor that can not be ignored. Facing the perceptive and sensitive consumer groups of College students, business opportunities and challenges faced by enterprises. The key to marketing mix is to arouse college students' consumption consciousness.

5. Conclusion

College students have a wide acceptance and understanding of advanced products and technologies. In order to meet the needs of college students and meet the needs of college students

with the needs of enterprises and product design of consumer psychology, we need to emphasize innovation, personality, fashion and fashion to stimulate the needs of College students. That is to say, product design should emphasize innovation and reflect the characteristics of the times. It is necessary to stimulate the desire of college students and create their needs. In terms of price, college students are limited by economic conditions, and the price of products is not too high. Therefore, the financial subsidies of college students should be considered. At the same time, because of the resistance psychology of college students to low-price products, the price of products will not be too low. Practicality, appropriate price and product popularity are more practical for most college students. "Appropriate price" is one of the most important factors for college students to buy goods. Therefore, the price design of products must meet the psychological needs of College students.

College student groups are very active consumer groups. Enterprises should aim at a variety of marketing channels. In order to carry out marketing mix, they must flexibly choose a variety of marketing methods. Pay attention to the role of media propaganda in campus propaganda activities, and make effective use of campus print media and online media. While strengthening interaction and experience, the tour can get better publicity results and provide students with more intuitive experience. Some enterprises and commercial departments have opened campus supermarkets and supermarkets, which provide students with good and fast services, win the trust of students, and create good economic benefits. Enterprises should combine different promotion methods to formulate scientific marketing strategies and effectively carry out marketing activities.

College students quickly focus on each other's collective life and exchange of information. This is very centralized and helps to promote centralization. That in the propaganda will give college students a specific discount, but also give a few attractive fashion gifts. FOSS. The three most popular promotion methods for college students are discount, distribution and small gifts. When college students are satisfied with products or services, if there is no continuous consumption, consumption will end. Rapid information exchange among college students can spread to the students around them. Therefore, enterprises need to pay attention to the quality of products and services.

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