



**Overview Healthy Consumption Behavior of College Students in
the Era of Big Data
--A Case Study of Colleges and Universities in Bengbu City,
Anhui Province in China**

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Abstract: This topic takes colleges and universities in Bengbu City, Anhui Province as the starting point to explore the impact on College Students' consumption behavior in the era of big data. Firstly, referring to the relevant literature at home and abroad, select the research variables and formulate the questionnaire. Secondly, questionnaires were distributed online and offline, collected and screened, and the data were analyzed by SPSS and other related software. Finally, it is concluded that the consumption behavior of college students in the era of big data is affected by individuals, families and society to varying degrees. In view of the unreasonable consumption behavior of some college students, this paper puts forward some suggestions on how to guide college students' healthy consumption and make reasonable purchase decisions according to their own learning and perception.

Keywords: Big data era; Consumer behavior; Data analysis; Health consumption.

1. Introduction

2020In February, general secretary Xi Jinping, in Beijing, investigated and directed the prevention and control of New Coronavirus pneumonia. He stressed that we need to highlight healthy consumption and promote the "new consumption revolution". Under the background of rapid development of big data technology, various emerging industries are developing rapidly, and Chinese consumers are clearly showing the characteristics of younger consumption. The data show that the post-90s and post-

00s have become the main consumer groups in China. It is not difficult to see that contemporary college students have become one of the consumer subjects in the current big data era and the main force of consumption in the future. Big data consumption means the fundamental change of College Students' consumption development ideas and development mode of consumers, which will inevitably be accompanied by the renewal of consumption concept and the change of lifestyle [1]. Compared with previous intergenerational groups, they have the ability and willingness to improve their personal consumption level, and have higher standards for quality, experience and freshness. As a special consumer group, they have a relatively unique consumer psychology, and they have independent consumption concepts and consumption characteristics. Their consumption concept is more intuitively influenced by celebrities or film and television works, and they are more likely to accept new consumption methods. They are characterized by fast consumption rhythm, fast way, pursuit of fashion avant-garde, great difference or ahead of consumption, etc. their consumption behavior reflects the current life situation and value orientation of today's college students [2]. Therefore, it is particularly important to study how to guide college students' healthy consumption and make reasonable purchase decisions according to their own learning and perception.

2. Characteristics of College Students' consumption Behavior

College students broke away from the constraints and pressure from their parents and middle schools, entered the relaxed and free environment of the University and initially realized wealth freedom. However, they lack experience in independent consumption and have not formed a good consumption concept. In addition, they are not mature enough and lack reasonable capital allocation or financial management ability, so they often can not well control their consumption behavior.

2.1 Impulse Consumption

Impulsive consumption has the characteristics of unconsciousness, unplanned and formed under the promotion of the outside world. College students are in the transition period from teenagers to adults. They lack the ability to think independently when facing choices. They are vulnerable to the influence of various factors. It is difficult to think carefully and make impulsive consumption when making purchase decisions, that is, they make purchases without planning or consciousness under the promotion of external factors. Shopping consumption behavior is also vulnerable to the impact of their own emotions. Many college students are prone to violent consumption when they are depressed, which can divert attention and alleviate negative emotions. And such consumption is often unplanned, even unconscious, completely out of the sudden consumption of emotional impulse [3].

With the rapid development of online consumption, all kinds of e-commerce platforms use the convenience of the network to carry out all-round and non-stop publicity of goods, and the publicity means are various. In addition, businesses cooperate with the traffic of many online celebrities to reduce prices and benefits of goods through live broadcasting, fans' limited time benefits, as well as many discount promotion activities, product advertising and business promotion is easy to prompt or arouse the unmet consumption demand of college students, so as to cause consumption desire and induce college students to consume impulsively. Especially in some large online shopping carnivals, such as double 11 and double 12, a large number of full reduction activities, presale activities and zero discount have a strong attraction to college students.

2.2 Blind Consumption

Blind consumption is an irrational consumption behavior, which mostly occurs under the psychological effects of comparison, showing off, impulse, self satisfaction and so on. Contemporary college students keep up with the development of the network. They grasp the latest network information, walk at the forefront of the trend and consume with the trend. Many college students buy goods not out of real demand, but what "fire" they buy. They don't think about the value of buying goods to themselves and whether they are suitable for themselves. They just blindly follow the trend, resulting in a lot of things that are useless at all. For example, when the iPhone 13 series was pre purchased, the first batch of pink models were snapped up in less than 3 minutes. Among the consumers who snapped up, there were many shadows of college students, and a large part of the reason for snapping up the iPhone 13 was to show off or pursue the trend [4]. There are also many college students who rush to buy iPhone 13 in their circle of friends, either complaining about their slow hands, or drying out their snap up screenshots. In fact, what many people buy is not the product itself, but the blind worship of the brand and pay for their vanity.

2.3 Advance Consumption

College students grow up in an age of relative material wealth and lack the memory of material scarcity. At the same time, with the development of the Internet, they will have a deeper understanding of all kinds of consumer goods. At the same time, they hope to get these goods earlier and lead to consumption behavior, especially the emergence of various debt credit consumption apps, such as Jingdong Baitiao, Taobao Huabai, etc. As a result, more and more college students are spending ahead of schedule. Although advanced consumption can promote the growth of the national economy to a certain extent, college students often lack a rational understanding of society, and advanced consumption is easy to cause an uncontrollable situation [5]. There are often cases of college students being cheated on Campus Online Loan

in the news, and many cases have caused serious consequences. College students have weak consumption self-control ability, do not set foot in the society, lack experience in all aspects, and are easy to be cheated in online loan.

3. Influencing Factors of College Students' consumption Behavior

According to the survey, there are many factors affecting college students' consumption behavior, mainly from personal factors, family factors, school factors and social factors.

3.1 Personal Factors

College Students' bad consumption behavior is largely due to their immature psychology. The perspective of college students in the growth stage is still superficial. They pay too much attention to the external image and face project, which is easy to produce the psychology of comparison, excessively follow the trend, and carry out uncontrolled high consumption behavior in order to meet their vanity. Moreover, college students lack the experience of independent consumption, have not formed their own financial management concepts and methods, and are often unable to make reasonable planning and right and wrong judgment on their consumption behavior [6].

3.2 Family Factors

The influence of family environment on College Students' consumption behavior mainly comes from parents' consumption behavior habits. If parents in a family have reasonable and mature consumption behavior, children grow up and are influenced by this environment, and the probability is that they can form good consumption behavior habits, and vice versa. Secondly, parents' consumption education for their children can not be ignored. Some families spoil their children too much and lack constraints on their children's consumption behavior, which is easy to cause their children's extravagant and uncontrolled consumption habits.

3.3 School Factors

Campus environment is the most important supporting environment for college students' study and life. The quality of campus environment plays an important role in the development direction of College Students' behavior, habits and thoughts. The loose management system of many colleges and universities makes the college students who have insufficient resistance to external temptation lose their last line of defense and form bad consumption behavior. Moreover, many colleges and universities do not pay enough attention to the content of consumption education, but only unilaterally carry out the education of ideals and beliefs and take formalism. The lack of consumption education also makes some college students unable to reasonably consume and formulate their own consumption plans until graduation [7].

3.4 Social Factors

As a product of the social environment, college students' consumption behavior must be affected by social factors. With the development and progress of society, various cultures and concepts are accepted and recognized, but the collision between cultures and concepts and the choice of a variety of different consumer values will inevitably confuse college students. Students' consumption concept will also be infected by the social atmosphere. For example, some fanatical star fans, moonlight fans and other unreasonable consumption behaviors and concepts are also imperceptibly influencing some people [8].

4. Suggestions on Leading College Students' healthy Consumption

4.1 Personal Level

For college students, we should first establish their own reasonable consumption concept and treat their consumption rationally. As a pure consumer, most of the economy of college students comes from the family, so their consumption should take into account the economic situation of the family, the affordability of their parents, have the ability of self-control, and can not blindly fall into the misunderstanding of perceptual consumption. College students should have a general expectation and plan for the monthly living expenses, "live within their means" to arrange the expenditure plan, control their consumption and form the good habit of diligence and thrift. Systematic budget planning will help them think and screen out real consumption demand, reduce impulsive consumption, and promote limited resources to focus on the consumption that is most important for their own life and study [9]. Secondly, maintain a good psychological state, pay attention to overcoming the psychology of comparison, and don't blindly pursue high consumption. Face up to the current situation of their own consumption, treat their own consumption needs reasonably, develop a good consumption mentality, pay attention to spiritual consumption and develop healthy habits. If you can't control your spending, you'd better bring a fixed amount of money according to the approximate price of the goods you need to buy on that day before you go out. Rational understanding needs to be strengthened, learn to make rational use of bank cards, relatively limit their blind consumption, and do not blindly pursue the so-called "high taste", which will cause high consumption and is not suitable for the reality of students, but strive to use the monthly living expenses given by their parents.

4.2 Family Level

A good family environment imperceptibly guides college students to shape a correct concept of consumption. Parents develop the habit of rational consumption and saving consumption in family life, which helps to establish a good example image in front of

children. In addition, parents should not overindulge students and "come as you want", but should reasonably give pocket money, remind college students that money is hard won, and pay due attention to the trend of students' money expenditure [10]. Because college students have just come into contact with the society and have insufficient experience in money spending, they need family help to establish a reasonable consumption concept. Parents should also often remind students of the harm of campus loans, prevent college students from contacting campus loans, be prepared for danger in times of peace, and take preventive measures.

4.3 School Level

For schools, on the one hand, we should strengthen the research on College Students' consumption psychology and behavior, and we can't lack the understanding and grasp of students' actual behavior for a moment. Although great progress has been made in Ideological and political education in Colleges and universities in recent years, due to various internal and external reasons, the teaching and scientific research atmosphere of students' education starting from practice has not been formed. Therefore, in the construction of school spirit, it is a very important content of Ideological and political education in Colleges and universities to pay attention to shaping and strengthening students' good consumption consciousness and consumption behavior and cultivating students' consumption habits. On the other hand, schools should create a good consumption environment. The thoughts and behaviors of college students are easily influenced by various ideas on campus. The school can design activities related to the healthy consumption concept of college students, such as extensive lectures, essay solicitation, speech competitions and other special activities, and make use of the educational role of material and spiritual culture in the school environment to make college students imperceptibly accept the healthy consumption concept, educate and guide college students to form the habit of self-improvement and self-reliance, hard work and plain living. Make full use of the school media tools to form a good consumption public opinion guidance on the campus, so that the concept of healthy consumption goes deep into the heart of each student.

4.4 Social Level

For society, we should establish good values and consumption concepts. At present, there are some problems in college students' consumption, such as unplanned consumption, unreasonable consumption structure, comparison, luxury and waste, which are related to the negative impact of the social environment. Today's college students live in a "no wall" campus and have all-round contact with society. The information transmitted by many mass media such as film and television, Internet and newspapers is full of bad social ethos such as hedonism and money worship, which makes college students who lack identification ability easy to form unhealthy

consumption ideas. Therefore, the society should take a clear-cut stand to resist the decadent outlook on life and such bad habits. Instead, it should vigorously advocate the good trend of diligence, thrift and plain living and hard struggle, guide college students to establish a healthy and scientific consumption concept with the socialist core values, strengthen the spiritual and cultural construction in the field of consumption, pay attention to the investigation and research of consumption hot spots, and take preventive measures, severely crack down on a series of behaviors that violate the law and endanger the property and even life safety of college students, such as illegal loans on campus, so as to create a good social environment for college students' life and study.

5. Conclusion

On the surface, college students' consumption is their personal problem, but it reflects their outlook on life and values. Cultivating college students' healthy consumption concept and guiding them to gradually form good consumption habits are not only of great significance to reduce family economic burden and improve school management, but also will have a far-reaching impact on the good quality of college students and even the formation of the whole outlook on life. Especially under the background of market economy, the material life is increasingly rich, and the consumption of college students presents new situations and new characteristics. Only by carefully summarizing the consumption characteristics of college students and correctly analyzing the reasons behind the characteristics, can we put forward targeted countermeasures to guide the healthy consumption of college students. Campus is the main front for college students' life and study. Therefore, paying attention to college students' consumption is a breakthrough in College Ideological and political work. To strengthen the guidance of contemporary college students' consumption concept, carry out Consumption Moral Education in Colleges and universities and establish a scientific consumption moral concept, we must establish the spiritual and cultural consumption concept in the rational consumption concept and improve the cultural and educational content in the consumption structure. At the same time, family and society also play an important role in guiding college students to form a healthy consumption concept. However, healthy consumption concept and behavior are inseparable from the high requirements of college students for their own quality. Make it clear that learning and improving one's own quality is a necessary topic at this stage. The leisure, entertainment and enjoyment needs after learning and living should be moderate and appropriate according to their own actual consumption conditions.

Acknowledgments

This work is supported by the projects of Innovation and Entrepreneurship Training Program for College Students in Anhui Province "Research on healthy consumption behavior of college students in the era of big data -- Taking Colleges and universities in Bengbu City, Anhui Province as an example" (Grant No: S202010378109), Anhui Provincial Federation of Social Sciences Project "Data-Driven Research on the Improvement Path of Residents' Consumption Level in Anhui Province" (Grant No: 2020CX098).

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