Analysis of College Students' Consumption and Its Influencing Factors

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Abstract

University is a special stage in life. As a special consumer group, the shaping and cultivation of college students' consumption concept has a more prominent and direct impact on the formation and development of their world outlook, and then has an important impact on people's life moral behavior. It is an effective way to describe college students' consumption in their daily life. In this paper, questionnaire survey, stratified sampling and other methods are used to investigate the consumption of college students, and multivariate statistical analysis is used to analyze the consumption structure.

Keywords: college students, level of consumption

1. Research Background

Consumption view is a way for people to achieve spiritual needs and satisfaction through material. The cognition of consumption mode and level generated in the consumption process is consumption view. University is a special stage in life. As a turning point and adaptation stage of school and social life, it is also one of the most beautiful stages in life. It is a place for students to realize their self-value, improve their level in many aspects and sublimate their ideal life. With the rapid development of modern economy and society, with each passing day, college students as a special consumer group, the shaping and cultivation of their consumption concept is more prominent and directly affects the formation and development of their world outlook, and then has an important impact on people's life moral behavior. It is an effective way to describe college students' consumption in their daily life. Their consumption structure presents a new pattern. Cultivating the correct consumption concept of college students is of great significance not only to the development of college students themselves, but also to the development of social economy. Therefore, paying attention to the consumption situation of college students, grasping the psychological characteristics and behavior orientation of college students' life consumption, has become the subject of common concern of contemporary college students at present.

In this paper, questionnaire survey, stratified sampling and other methods are used to investigate the consumption of college students, and multivariate statistical analysis of the consumption structure. Multivariate statistical analysis method has a mature theoretical basis, so the analysis results are very objective and credible. To understand the main situation of college students' daily expenditure, we can have an overall understanding of the direction of college students' living expenses, provide reference, and provide certain reference for the development and expansion of college students' consumer market.

2. Survey Overview

2.1 Consumption Questionnaire Design for College Students

University is a special stage of life, contemporary college students is the consumer market of our country one of the most dynamic consumer groups, as a special kind of consumer groups, their consumption ideas to shape and cultivate more prominent and directly affect the formation and development of their world outlook, and moral behavior have important influence on people life. Consumption view is a way for people to achieve spiritual needs and satisfaction through material. The cognition of consumption mode and level generated in the consumption process is consumption view. University is a special stage in life. As a turning point and adaptation stage of school and social life, it is also one of the most beautiful stages in life. It is a place for students to realize their self-value, improve their level in many aspects and sublimate their ideal life.

In order to investigate the consumption structure and influencing factors of college students, this paper designed a questionnaire survey. For the convenience of the study, 11 consumption directions are selected as the original indicators of the questionnaire, and the following 11 are the original indicators:

Catering fee/day; Phone charges/month; Daily necessities consumables/month; Clothing fee (physical store)/semester; Electronic products (including virtual products) consumption/semester; Group dinner/semester; Movie ticket fee/semester; Study materials (including printing fees and e-books) fee/semester; Transportation/semester; Internet access fee/semester; Online shopping (all online shopping included)/semester. Other basic factors included: gender (male/female), source of living expenses (family/self/both).

The data collected from 73 questionnaires are sorted and classified below for data analysis.

2.2 Questionnaire Data Collection

In order to understand the consumption situation of contemporary college students through the actual situation, put forward suggestions on various problems in college students' consumption, and better shape the consumption concept of college students. In order to investigate the consumption structure and influencing factors of college students, a questionnaire was designed to investigate. Eleven consumption directions are selected as the original indicators. For the convenience of research, the following 11 original indicators are mainly included. The statistical results of the survey are as follows:9.52% sample survey data in the freshman and sophomore, junior, senior, 90.48% freshman and sophomore students living source is relatively stable, and junior and senior students living sources may be more diverse, in addition to their regular family, some from his own income, include scholarship income, internship wages, work-study aid and so on. In the sample of this survey, 57.14% are girls and 42.86% are boys, so the sample sources are relatively balanced. In addition to his family to give regularly, there are some from their own income, including scholarship income, internship wages, work-study subsidies and so on. In the survey sample of all students, 4.76% of living expenses are earned by themselves, 38.1% are given by their families, and 57.14% of students say they have both. In the sample of this survey, 57.14% are female students and 42.86% are male students. The sample source is relatively balanced, and the survey sample is universal with small bias. As can be seen from the figure, nearly half of the college students do not use cosmetics or skin care products, so they have no expenditure in this aspect. 19.05% of them spend less than 200 yuan on cosmetics, and 38.1% of them spend 200-500 yuan on cosmetics. 76% of college students said they spend more than 1000 yuan on cosmetics. The figure shows that 9.52% of college students have no habit of online shopping, so they have no online shopping expenses. 38.1% of college students say their online shopping expenses are less than 300 yuan, which accounts for the highest proportion. It can be seen that although the online shopping market is large, there are still a large number of potential users among college students. 33.33% of college students said their online shopping cost is between 300 yuan and 800 yuan, 4.76% of college students said their online shopping cost is between 800 yuan and 1500 yuan, and surprisingly 14.29% of college students said their online shopping cost is above 1500 yuan, some college students' consumption level is relatively high. As can be seen from the figure, most of the cost of purchasing learning materials is between 50-200 yuan, which is as high as 47.62%. 33.33 percent said the fee is less than 50 yuan, while 14.29 percent said it is more than 200 yuan. 90.48% of college students have used the function of Paying by Alipay, and have the consumption habit of paying in advance. Only 9.52% of college students have never used the function of paying by paying by Alipay, borrowing by Alipay, and overdrawing by credit card. College students' consumption psychology is due to the different gender, age, family structure, show different characteristics of contemporary college students in the field of communication and entertainment consumption compared with the past has a rising trend, contemporary college students in addition to the basic material needs, the demand for spirit also with the improvement of living standards and rising gradually. Most of the consumption of contemporary college students belongs to rational consumption, but because the source of living expenses of contemporary college students is mainly given by their families, they often have the shortcomings of lack of planning and financial awareness. Due to different family economic levels, the consumption level of college students also presents a normal distribution, but personal consumption concept is still deeply affected by the family consumption concept, parents consumption concept, university should pay attention to daily education, normal consumption concept. The rapid development of Internet technology has promoted the innovation and development of other industries related to it.

In American psychologist Maslow's theory of human motivation have human needs can be divided into physiological needs, security needs, emotional needs, respect the demand, self-actualization needs five parts, the five levels of importance from low to high, only a low level of satisfied, higher level and can only be seen have satisfied necessary, in fact, it's the same in the consumer, Physiological needs is to maintain the daily life of vital signs, security needs refers to stable life, personal safety protection, these are all derived from external demand, and the demand of belonging and love, respect the demand, self-actualization needs are relatively high level of

demand, internal cause to meet these needs through people, college students, With physiological needs and security requirements of group will be more pursue other high-level demands, such as respect demand is the college students hope to get others to respect and recognition, the recognition by the consumer behavior and consumption to meet, is also the demand of contemporary college students is an important performance, on the other side it is also easy to cause blind consumption of college students. There are several emerging types of college students' consumption: 1. Entertainment consumption. Nowadays, many college students go beyond their own consumption level to pursue unreasonable consumption in fields such as movies and games. 2. Overspending. Due to their limited purchasing power, many college students blindly satisfy their consumption desires regardless of their own, which is very bad behavior and needs the guidance of school education. 3. Information consumption. The new generation of consumers, including college students, are also buying virtual goods and digital books. To a certain extent, it helps college students improve their knowledge system. For very tempting, but will have a bad impact on college students of consumption, should be subject to school education and guidance, so as to avoid some college students due to poor self-control in consumption go astray, lose themselves, have bad consequences, and even into the net loan, usury and other illegal acts. Relevant departments should establish a good network consumption environment, strengthen the supervision of the network environment, advocate green and healthy consumption, avoid college students' consumption comparison, resulting in unnecessary waste of resources. Colleges and universities belong to the social system, and the unhealthy atmosphere of the society with its components will not only have a bad influence on the consumption concept of college students, but also make the social concept further deteriorated. From the social level, the development of the Internet has aggravated the performance of the gap between the rich and the poor, and the flaunting of wealth by individual members of the public may lead to a bad state of comparing with other college students. 4. Symbol consumption. It refers to the use of goods as a mechanism to show identity, which affects the choice and value judgment of consumers in the society. Contemporary college students are "00", from the ways of thinking, life style, consumption patterns reflect different characteristics, without the experience of material deprivation s this group shows the characteristics of easy to get lost, the improvement of material has caused many college students is not simple to satisfy the use value of goods and to pursue the symbolic value, meet the demand of consumption desire and comparison. In the current value of the society with diversification, overspend, conformity consumption, blind consumption is affecting the university students consumption view, from college students present situation analysis for consumption, the key to understanding consumption situation, enrich the college students' consumption, less influenced by the social bad style, cultivate conforms to the requirement of economical society, to carry forward the traditional virtues of thrift. College students often for their own money without reasonable planning, understanding of money is not enough, not the concept, blindly pursue brand consumption amount on the high side, but many college students can use the money, swayed by their bigger, so easy to cause the poor consumption, relevant departments should strengthen the correct guidance of consumption idea, to the society to carry out the related policy system, Build an effective governance and supervision platform to prevent abuse of public office. Colleges and universities should strengthen the education of students, establish conservation-oriented campuses, expand ideological education courses, strengthen the education of consumption concept, create a campus environment of thrift, let students participate in classroom discussions, understand the significance of thrift, so as to promote the all-round development of individuals. For example, mobile phones were originally bought for communication needs, but the symbolic significance sometimes exceeded the use value, and there were even cases of people buying mobile phones at usurious rates. If contemporary college students want to become a complete person, they should pay attention to learn to see the essence through the phenomenon, get rid of all kinds of temptation in consumption, and learn to control their own desires, rather than satisfy the inferiority and insecurity of body and mind through one-sided consumption. Of school and family education does not reach the designated position, lead to consumption nurturance education is ignored, as the first teachers of children, parents should cultivate their scientific attitudes and rational consumption behavior, instead, give her own material deprivation all the compensation to the next generation, wrong has developed the doting on children and some parents don't realize is that consumers, It is necessary to cultivate their consumption concept. For example, consumption is not the only means to have happiness. Only reasonable financial management and rational and scientific consumption can make them feel more in control. 5. "Growing grass" consumption. At present, the various media platforms on the Internet boom, zhihu, little red book, trill network platform, such as fans are crazy to promote product live to sell goods, to this kind of environment of college students' consumption, grass planting, if a man is born, not only led to consumer, also on college students' consumption psychology and behavior has a significant effect. Contemporary college students pursue new things and hope to display their own characteristics with a brand new consumption image. Therefore, these online live shopping platforms provide them with a good space. The post-00s show the

characteristics of curiosity, diversity and personalized creativity. But since the grass under the media economy is also a weakness, this kind of behavior by the young, the deep influence on college students, all kinds of information can make college students dazzling, interference by many external factors, but also increase the diversity of the college students choose to compare products can better, to choose to meet the requirements of their products, grass economy on the net, Also promote the prosperity and development of electronic payment technology, produced the jingdong ious, spend bai, borrow bai and so on a series of means of payment in advance, students monthly credit consumption in rolling the loan, under the temptation, the economy of many college students cannot support their consumption level, the consumption phenomenon, and unnecessary economic waste. Many college students are influenced by the propaganda of their partners when they watch the live broadcast. Under their consciousness, they will buy things recommended by their favorite bloggers, resulting in great economic waste.

Socialism with Chinese characteristics into a new era, the principal contradiction in our society has been transformed into people the growing demand for a better life and inadequate development imbalance between the contradictions, but the situation of our country is still will be in the primary stage of socialism, therefore, we should continue to hard work, thrift, rather than the pursuit of the material life of hedonism and luxury. For example, we can promote environmental protection and green consumption activities on campus, and let students design environment-friendly consumer goods for trading, so that students can find the benefits of environment-friendly consumption and low consumption desire. Schools should also try to boot, every college students should realize that the dangers of excessive consumption, we should adhere to the concept of green water castle peak is the jinshan yinshan, arouse students groups on natural environmental protection responsibility, the contemporary college students should give full play to their abilities, on the consumer behavior, to save the rational, the practice of scientific concept of consumption, Try to be environmentally friendly and economical.

From a psychological perspective, delayed gratification leads to greater utility, by giving up immediate benefits for long-term development and needs rather than for immediate gratification. Delayed gratification is an indispensable quality in today's society. College students can cultivate their concept of delayed consumption through self-management, financial planning, avoiding temptation and other aspects in consumption. By as early as in 1968, the United States psychologists have done the experiment, it was found that since the childhood self-control more children after growing up are usually better than their peers, more successful career, at the same time, the experiment also illustrates the individual self-control is differ, in order to obtain long-term interests to give up the short-term benefit, this ability is naturally there are differences, But that doesn't mean it can't be learned. College students have different life goals to achieve at each stage in the future, and some goals are even long-term goals of ten years. In order to accomplish these distant goals, it is more necessary to work hard and persevere for a long time. Formed in the process of consumption of college students consumption behavior and self-control, is also a part of their overall behavior self-control, college students belong to the generation of lack of social experience, at the same time, the contemporary college students are in an era of powder material, without material deprivation, is difficult to realize the hard-earned money hard, buy without clear goals, feel new to buy, Feel good also want to buy that may be useful also to buy, and even some college students in order to satisfy the vanity, lending to the point of not end, therefore, college students should pay attention to exercise our horizons in our daily life, form a broad horizons, combing the valuable goal, accumulated in daily life the correct consumption view. In this way, students' self-control can also be constantly improved, and they will consider whether the pros and cons of goods and prices match when consuming. As the living environment of college students, colleges and universities must take responsibility for the shaping of college students' consumption concept, adhere to the socialist honor and disgrace concept of thrift, honor and ease, and shame for bad work, and integrate the consumption education concept into classroom teaching. Colleges and universities can be held to consumption model as the theme of cultural activities, recreational game, lets the student in the school of exert a subtle influence on affected, formed in colleges and universities against frugality, comparing the good atmosphere and blind consumption, must grab from teachers in colleges and universities, don't the wind of popular luxuries, canteen, property, dormitory, etc should also assume the responsibility, because the teacher's view of the world, Morality also affects students.The school can also use the facts of the big data platform to find out the existing and potential problems in college students' consumption concept and conduct a questionnaire survey to find out whether there are serious deviations in college students' personal consumption concept, so as to develop personalized education programs.

3. Principal Component Analysis

First of all, the original index variable X1: dinner cost/yuan/day, X2,X3:/yuan/month, daily

necessities/yuan/month,
X4:clothing/semester/yuan,X5:electronics/semester/yuan,X6:RMB/meal/semester,X7:Play/yuan/semester,X8:learning materials/semester/yuan, X9:Transportation fee/semester/yuan, X10:Net fee/semester/yuan, X11: online shopping/semester/yuan. Principal component analysis was conducted on the above 11 dimensions.

Table 1. Contribution rate of variance

principal components	Original eigenvalue			Extracting eigenvalue		
	eigenvalue	variance contribution	Cumulative variance contribution rate	eigenvalue	variance contribution rate	Cumulative variance contribution rate
X1	2.557	25.249	25.249	2.557	25.249	25.249
X2	1.380	20.543	45.792	1.380	20.543	45.792
X3	1.152	17.414	63.266	1.552	17.474	63.266
X4	0.996	7.371	70.637	-	-	-
X5	0.921	6.586	77.233	-	-	-
X6	0.919	6.056	83.279	-	-	-
X7	0.834	4.353	87.632	-	-	-
X8	0.687	4.244	91.876	-	-	-
X9	0.603	3.478	95.354	-	-	-
X10	0.519	2.715	98.096	-	-	-
X11	0.433	1.931	100.000	-	-	-

SPSS software was used to calculate variance contribution rate table 1. The variance contribution rate of the 11 principal components was decreasing in turn, and the cumulative variance contribution rate was 100%. In order to achieve dimensionality reduction, less principal components were obtained and more information was retained. The principal component load matrix is corresponding to the factor load of Y and X, and the larger the absolute value is, the greater the degree of dependence is. Using SPSS software, the principal component load table can be obtained, as shown in Table 2.

Table 2. Principal component load table

	variable	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11
principal components	Y1	0.049	0.282	0.498	0.577	0.540	0.550	0.550	0.646	0.570	0.243	0.636
	Y2	-0.058	0.740	-0.243	0.130	-0.236	-0.236	-0.179	-0.146	0.721	-0.348	-0.015
	Y3	0.592	0.099	-0.271	0.377	0.009	0.009	0.215	-0.328	-0.177	-0.469	-0.015

Therefore, Y1 can be regarded as the comprehensive variable formed by a linear combination of the original variables X3, X4 and X5, Y2 can be regarded as the comprehensive variable formed by the original variables X2 and X9, and Y3 can be regarded as the comprehensive variable formed by the original variables X1 and X10.

As can be seen from Table 2, among the six principal components, the first principal component Y1 is relatively highly dependent on X3, X4, X5, X6, X7, X8 and X11, the second principal component Y2 is highly dependent on X2 and X9, and the third principal component Y3 is highly dependent on X1 and X10.

4. Analysis of Variance

From the results of the survey we can see that the majority of students are mainly to spend money on food and

groceries, but used in cosmetics and cost in the differences in the amount of online shopping is very big, in order to study the gender factor whether there are significant differences of consumption amount, take the significance level is 0.05, the data is the single factor analysis of variance, The variance analysis table obtained is shown in Table 3.

Table 3. Principal component load table

	Sum of squares	Df	mean square	F	significant
intra-class	0.126	1	0.126	0.326	0.569
interblock	105.642	274	0.386	-	-
Sum	105.768	275	-	-	-

5. Cluster Analysis

Rapid economic development in our country, the consumption of different levels between provinces, for the research of the difference of consumption level between Chinese provinces, often need to the provinces for clustering, clustering analysis is based on the "birds of a feather flock together", classifying index of sample or a multivariate statistical analysis method, to reasonably according to their characteristics of reasonable classification, Cluster analysis originated in taxonomy, and its task is not only to identify species. Name of identification, but also to clarify the origin of the species, distribution center, the evolution process and evolution tendency, with the development of production technology and scientific, but sometimes only with experience level and professional knowledge and can't accurate classification of the sample, the application of mathematical tools to classification is beneficial to the efficiency and accuracy of classification, and then gradually separate the clustering analysis method.

Through SPSS clustering analysis, the following clustering results were obtained:

The first category: As economically developed cities in China, The economic level of Shanghai and Beijing is obviously better than other provinces and cities, and the resident income is obviously higher than the average level of other categories. The clustering order is relatively lower, indicating that the resident income level of these two cities is at the top of the country, which is closely related to the level of economic development.

The second category: Zhejiang, Guangdong, Jiangsu, Fujian, Tianjin these developed provinces and cities. From the economic point of view, these five provinces and cities are China's economically developed regions, but there is still a certain gap with Beijing and Shanghai.

Category 3: Jiangxi, Guizhou, Guangxi, Hainan, Xizang, Hebei, Gansu, Qinghai, Yunnan, Shanxi, Heilongjiang, Liaoning, Shandong, Inner Mongolia, Jilin. Some of these provinces are located near the border of China, and some are in some remote inland areas, where the consumption level is low in all aspects and the economic strength is relatively weak. Yunnan, Gansu, Qinghai and other provinces are the key provinces of the western development, which is also the economic development of China. And these provinces have the largest income gap between urban and rural residents. It can be seen that the size of economic strength seriously affects the size of urban-rural income gap.

Category 4: Hunan, Hubei, Sichuan, Anhui, Ningxia, Xinjiang, Shaanxi, Henan, Chongqing. There are ten provinces in this category, and the economic strength of these regions needs to be improved. Most of them are inland provinces and cities, which have certain economic strength, but the economic level is uneven. They still need to make active efforts to develop the economy and narrow the income gap between developed provinces and cities.

To a certain extent, the results of cluster analysis can show the economic development status of a region. No matter for a country or a region, economic level and income level are always closely related. Without highly developed economic development, there will be no increase in income level. If income level cannot be increased, it will not drive further economic growth. Only when income level is increased, investment will be profitable and sustainable, and economic growth will be sustained.

6. Conclusion

Due to the limited research scope and ability, this paper only sampled the consumption behavior of a few college students, which cannot represent the consumption view, consumption status and structure of all college students

in China. Through the principal component analysis of college students' consumption, the consumption structure of college students can be summarized into three directions: Y1 represents enjoyment consumption, Y2 represents social outgoing-type consumption, and Y3 represents network consumption. Among the six principal components, comparatively speaking, the first principal component Y1 is highly dependent on X3, X4, X5, X6, X7, X8 and X11, the second principal component Y2 is highly dependent on X2 and X9, and the third principal component Y3 is highly dependent on X1 and X10.

Most of the current college students are the only child. Families provide strong economic support. Through investigation, it is found that families are the main source of living expenses for many students. Parents are advised not to give students too much financial support without restraint. To let students learn to be independent, and as early as possible to cultivate their scientific and reasonable consumer awareness. To be a contemporary college student who knows how to consume and has the ability to consume independently. A local survey shows that quite a few students can earn part of their living expenses by winning various scholarships or learning knowledge and skills through their own efforts, which is worth advocating. 1. Entertainment consumption. Nowadays, many college students go beyond their own consumption level to pursue unreasonable consumption in fields such as movies and games. 2. Overspending. Due to their limited purchasing power, many college students blindly satisfy their consumption desires regardless of their own, which is very bad behavior and needs the guidance of school education. 3. Information consumption. The new generation of consumers, including college students, are also buying virtual goods and digital books. 4. Symbol consumption. It refers to the use of goods as a mechanism to show identity, which affects the choice and value judgment of consumers in the society. 5. "Growing grass" consumption. At present, various we-media platforms are flourishing on the Internet. Zhihu, Xiaohongshu, Tiktok and other online platforms are crazy to promote products to fans and sell goods live to gain profits.

As can be seen from the variance analysis table, when the significance level is 0.05, the probability P value is greater than the significance level, so gender has no significant influence on consumption amount. According to the per capita consumption level, college students' consumption is in line with the general trend. However, from the proportion of consumption in all aspects and Engel's coefficient, it can be seen that the consumption level of college students is high. In the survey results, many students reflect that the prices around the school are too high, but college students generally have the psychology of following the consumption rules and seeking convenience, which leads to the high prices around the school, which also affects the scientific and reasonable consumption structure of college students. According to the per capita consumption level, college students' consumption is in line with the general trend. However, from the proportion of consumption in all aspects and Engel's coefficient, it can be seen that the consumption level of college students is high. The rapid development of Internet technology has promoted the diversification of consumption scenes. The development of online shopping and e-commerce has greatly increased the consumption amount of college students in online shopping, which has had an important impact on college students' consumer groups. College students receive higher education, active thinking, consumption concept is more advanced with The Times, under the influence of the environment to gradually form their own consumption concept. In traditional consumption concept in China, are generally of frugality, this is China's traditional virtue, is also deep-rooted consumption idea, with 40 years of reform and opening up and economic development, people's living standards improve, people's consumption structure is beginning to change, consumption idea and consumption consciousness is also changed, diversified, the characteristics of high level. Shopping on the network platform can meet all kinds of needs in daily life, and its home delivery feature also greatly reduces the purchase cost of consumers, which promotes the prosperity and development of the logistics industry.

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