

Analysis of the Influence of Personal Factors on the Consumption of Contemporary College Students

Wei Meng

School of Finance and Economics, Jiangsu University, Zhenjiang 212013, People's Republic of China
Email address: 3305300176 @ qq.com

Abstract— College students are the constructors of the future of the motherland, and are highly regarded by the society. This paper analyzes the relationship between personal factors and consumption of college students. Among all kinds of factors that affect college students' consumption, personal factors are the characteristics of college students themselves, which are the most essential factors. Through in Jiangsu province, Gansu and Shanxi, and other areas between ordinary colleges and universities use the means of questionnaire survey, this questionnaire and statistics, college students, the questionnaire data processing using EXCEL software. In this paper, the consumer is our research object, in consumer spending, to explore the influence of personal factors on the consumer, including gender, grade, traits of character, conformity, state of love and so on. In the statistical results of the sample, the author studies the consumption characteristics of college students, finds out the main personal factors that influence the consumption of college students, and makes Suggestions for the formation of the correct consumption concept.

Keywords— College students; consumption; personal factors, impact.

I. INTRODUCTION

Various factors that affect college students' consumption can be divided into external factors and personal factors. The personal factors that affect the consumption of college students are the various characteristics of college students themselves, which are the most essential factors^[1]. Based on the questionnaire survey statistics of 90 undergraduates and college students from ordinary colleges and universities across the country (the questionnaire data is processed with EXCEL software), this article conducts a descriptive statistical analysis, focusing on analyzing the relationship between college students' personal factors and consumption. In the analysis, consumption is the object of our research, expressed in terms of consumption expenditure; explore the degree of personal factors affecting consumption, including gender, grade, personality characteristics, consumption concept, love status and so on. From the statistical results of the sample data, the influence of the three factors of gender, love status and consumption concept on consumption can better explain this problem. The specific analysis is as follows.

II. THE IMPACT OF GENDER ON COLLEGE STUDENTS' CONSUMPTION

In daily life, the phenomenon of consumption differences is obvious because of gender differences. The following empirical materials show that there are obvious gender differences in college students' consumption, and gender has a greater impact on total consumption, food consumption, clothing consumption, and communicative consumption.

Compared with the total amount, the consumption of boys should be higher than that of girls. The following chart show that male students account for 53% of the total number of men when they spend RMB 1000 to 2000 per month, while women account for 47% of the total number of women when they spend RMB 1000 to 2000 per month. The consumption of boys is indeed higher than that of girls. In actual life, the

consumption of male and female college students shows such a characteristic: boys consume significantly more in food, entertainment, communication, etc. than girls, while girls consume significantly more in clothing, snacks and cosmetics than boys.

TABLE 2.1 Relationship between gender and monthly expenses

Count item: gender Monthly expenses	A.Male	B.Female	Total
A. ≤ 500	3	3	6
B. 500-1000	13	21	34
C. 1000-2000	18	25	43
D. ≥ 2000	3	4	7
Total	37	53	90

The main reasons why boys consume more than girls: (1) Boys are more willing to spend money in communication to express the depth of friendship with friends or to show their own style; (2) In the post-90s group of young people, there is a potentially unwritten standard for evaluating others: men's savings are stingy, and women's savings are a virtue, and this standard also puts a lot of pressure on boys; (3) In the process of boys and girls falling in love or men seeking girls, most of the expenses incurred are borne by men.

III. THE EFFECT OF GRADE ON COLLEGE STUDENTS' CONSUMPTION

The grade is generally proportional to age. Freshmen and sophomores have just entered the university, and most of them consume less because they are unfamiliar with the environment. In their senior year, some people will go out for internships or work, and when they have capital income, they will consume more. When the first-year graduate students have no pressure, they will consume appropriately; in the second-year and third-year graduate students, there will be no big consumption, because they focus on academics or papers. It can be clearly seen from Table 3.1

that the number of people spending between RMB 1000 to 2000 per month accounts for 48% of the total number of people, the number of people spending between RMB 500 to 1000 accounts for 38% of the total number of people, and the number of people who spent less than RMB 500 and more than RMB 2000 did not exceed 10%. Therefore, the largest number of people spends between RMB 1000-2000 per month.

In longitudinal comparison, the number of freshmen who spend less than RMB 500 per month accounts for 8% of the total freshman, the number of people who spends RMB 500 to 1000 accounts for 67% of the total freshmen, and the number of people who spends RMB 1000 to 2000 accounts for 23% of the total freshmen; The percentage of sophomores spending between RMB 500 to 1000 per month is 40%, and the proportion of those spending between RMB 1000 to 2000 is 60%; There are 9 junior students, 22% of the people spend between RMB 500 to 1000 per month, 67% of the people spend between RMB 1000 to 2000, 11% of the people spend between RMB 1000 to 2000; There are 34 stats for seniors, 9% of them spend less than RMB 500 per month, 35% of them spend RMB 500 to 1000, and 41% spend RMB 1000 to 2000. 15% of the people sold more than RMB 2000. From the analysis of the above data, the consumption level of freshmen and sophomores is concentrated at RMB 500 to 1000 per month. The consumption level of junior and senior students is concentrated at RMB 1000 to 2000 per month, which is in line with the original assumption. In the graduate level, the number of first-year graduate students is 23, Among them, the number of people who spend less than RMB 500 per month accounts for 4%, the number of people who spends RMB 500 to 1000 accounts for 35%, the number of people who spends RMB 1000 to 2000 accounts for 57%, and the number of people who spends more than RMB 2000 accounts for 4%; The total number of second year graduate students is 6. Among them, the number of people who spend less than RMB 500 per month accounts for 17%, the number of people who spends RMB 500 to 1000 accounts for 33%, and the number of people who spends RMB 1000 to 2000 accounts for 50%; There is only one person in the research group, and the monthly cost is between RMB 1000 to 2000. From the analysis of the above data, it can be seen that at the graduate level, the proportion of research students who spend between RMB 1000 to 2000 per month is the largest, followed by research two. It basically conforms to the original assumption.

TABLE 3.1 Relationship between grade and monthly expenses

Count item: Grade Monthly expenses	A. Fresh- man	B. Sopho- more	C. Junior	D. Senior	E. Keni- chi	F. Kenji	G. Kenzo	Total
A. ≤500	1	-	-	3	1	1	-	6
B. 500-1000	8	2	2	12	8	2	-	34
C. 1000-2000	3	3	6	14	13	3	1	43
D. ≥2000	-	-	1	5	1	-	-	7
Total	12	5	9	34	23	6	1	90

IV. INFLUENCE OF LOVE STATUS ON COLLEGE STUDENTS' CONSUMPTION

The love problem of college students is a topic that is concerned by society, schools, parents and college students. The two people in love have the same interests and hobbies, share the same feelings, agree on the three views, and have a common goal and good yearning for the future. General heterosexual interaction is fundamentally different from it^[2]. When it comes to dealing with college students' relationship, people's attitudes are always contradictory: From the perspective of learning, it should be considered that the love of students should be stopped, but from the age of college students and their corresponding psychological and physiological characteristics, it seems that it is reasonable to fall in love^[3]. Due to various reasons, in fact, the normal love of college students is recognized in all aspects. College students' love status can be divided into two situations: single or in love.

Being in a single state can be subdivided into many stages, but the vast majority of students in college will begin to pursue the opposite sex, or secret love. The other part is being in a relationship. As can be seen from Table 4.1, there are 64 single students, of which the number of people spending between RMB 1000 to 2000 per month is the largest, accounting for 47% of the total number of single people. The total number of people in love is 26, and the number of people who spend between RMB 1000 to 2000 per month is also the largest, accounting for 50%. It can be concluded that during the love stage, the monthly cost will be greater than the single stage. However, the number of college students in the love stage only accounts for 29% of the total number of the sample, most of them are single, it does not mean that single people do not want to fall in love. When thinking about falling in love, female students will pay more attention to their personal image and consume more cosmetics or clothing. While single boys are pursuing girls, they will also spend more on buying gifts, dining, and playing. So even if single, the monthly cost is still the largest number of RMB 1000 to 2000, and single students who do not want to fall in love are concentrated around RMB 500 to 1000, accounting for 39% of the total number of single people. So even in the single state, the monthly expenses are concentrated at RMB 500 to 1000 and RMB 1000 to 2000.

TABLE 4.1 Relationship between love status and monthly expenses

Count item: Status	Monthly expenses	A. Single	B. In love	Total
A. ≤500		5	1	6
B. 500-1000		25	9	34
C. 1000-2000		30	13	43
D. ≥2000		4	3	7
Total		64	26	90

V. THE INFLUENCE OF PERSONALITY ON COLLEGE STUDENTS' CONSUMPTION

Personality refers to a person's stable attitude towards reality, and the customary behaviors adapted to it. It is the core of consumer personality^[4]. Analyzing Table 5.1, among 90 people, 3% of the students are very introverted, 50% of the students are slightly introverted, 40% of the students are

slightly extroverted, 7% of the students are very extroverted, the vast majority are slightly introverted, and then There are many students who are slightly outgoing. Among the slightly introverted students, those who spend RMB 500 to 1000 account for 40%, and those who spend RMB 1000-2000 account for 51%. Among the slightly extroverted students, 39% of the students spent RMB 500 to 1000 and 44% of the students spent RMB 1000 to 2000. It can be seen from the comparison that people who are slightly introverted spend more each month than those who are slightly outgoing. The main reason may be due to the introverted personality, not too much bargaining with the store during the shopping process, and will follow the guidance of the shopping guide for shopping. The slightly outgoing people will take the initiative to explain what they need and the price range they can afford.

TABLE 5.1 Relationship between personality and monthly expenses

Count item: Character Monthly expenses	A.Very introverted	B.Slightly introverted	C.Slightly outgoing	D.Very outgoing	Total
A.≤500	1	2	3	-	6
B.500-1000	1	18	14	1	34
C.1000-2000	1	23	16	3	43
D.≥2000	-	2	3	2	7
Total	3	45	36	6	90

VI. INFLUENCE OF SHOPPING METHODS ON COLLEGE STUDENTS' CONSUMPTION

Price is an important factor that affects college students' purchasing behavior. The survey shows that although college students' consumption concepts are also advancing with the times, rational consumption is still the mainstream. When buying commodities, the first consideration for college students is price and quality. This is because college students in China are different from foreign countries. The main source of income is the parent's support, and they don't earn much money from part-time work, so the monthly living expenses are fixed^[5]. The living expenses are mainly used to pay for the meals and living supplies. Due to limited economic sources, college students are generally cautious when consuming, and they will try to search for cheap goods when shopping online. "Taobao" and "JD.com" are websites that college students frequent.

Because online promotion is an invisible sale, consumers' purchase behavior cannot be directly observed, so research on the purchase motivation of online consumers is particularly important. The Internet is inseparable from university life^[6]. Although browsing news and finding learning materials are still important for college students to use the Internet, college students also generally use the Internet for leisure and entertainment activities. More and more students order food online, watch TV shows and listen to music. Based on the analysis of the psychological characteristics of college students' online consumption and the theory of levels of demand, it is found that the consumption of college students is still in the stage of meeting "survival needs", that is, eating and dressing is still the main way of expenditure, which has a great relationship with their economic inability to be independent^[7]. However, since college students have just

begun to live independently, they have obvious characteristics of pursuing personality and pursuing fashion. They need to be respected, interpersonal communication and self-realization, they show a trend of chasing new changes in consumption motivation.

It can be seen in Table 6.1 that the number of college students who choose online shopping accounts for 37% of the total, the number of people who choose to shop offline accounts for 7% of the total, and both account for 56% of the total. Obviously, the number of people who choose online shopping is far more than offline shopping. In longitudinal comparison, the monthly cost of online shopping students is concentrated in the range of RMB 500 to 1000 and RMB 1000 to 2000, the cost of RMB 500 to 1000 accounts for 47% of the total number of online shopping, the number of people spending between RMB 1000 to 2000 accounts for 38% of the total number of online shopping; For students who choose to shop offline, the monthly expenses are concentrated at RMB 1000 to 2000, and their number accounts for 67% of the total number of offline shoppers. Obviously concluded that the amount of money spent on offline shopping will be greater than online shopping.

TABLE 6.1 Relationship between shopping methods and monthly expenses

Counting items: Shopping method Monthly expenses	A.Online shopping	B.Offline shopping	C.Both	Total
A.≤500	2	1	3	6
B.500-1000	16	-	18	34
C.1000-2000	13	4	26	43
D.≥2000	3	1	3	7
Total	34	6	50	90

VII. THE INFLUENCE OF CONFORMITY PSYCHOLOGY ON COLLEGE STUDENTS' CONSUMPTION

Herd behavior (psychological terminology) refers to the behavioral tendency of individuals to change their opinions under the pressure of the group and achieve consensus with most people. It is a social psychological and behavioral phenomenon that is common in social life. Herd psychology can be seen everywhere in life. Everyone has had this kind of psychology, but many people do not pay attention to it^[8]. Herd psychology is essentially a person who is influenced by a certain group in society, and finally gives up his opinions, changes his original attitude and adopts behaviors consistent with the majority^[9].

Whether college students buy luxury goods because of friends around them will directly affect the student's monthly expenses. Luxury goods are expensive, and assuming that they are often affected to buy luxury goods, the monthly cost is generally higher than those students who are never affected and occasionally affected. As can be seen from Table 7.1, 51% of the students are never affected by friends around them, 48% of the students are occasionally affected by friends around them, and 1% of the students are very often affected by friends around them. Students who will never be affected will spend between RMB 500 to 1000 and RMB 1000 to 2000 each month, accounting for 85% of the total number of students who will never be affected; The occasionally affected students

whose monthly expenses are concentrated at RMB 1000 to 2000, accounting for 51% of the total number of occasionally affected students; There is only one student who is often affected, and the monthly cost is RMB 1000 to 2000. It can basically be concluded that the more you are affected by the purchase of luxury goods by your friends, the higher the monthly cost.

TABLE 7.1 The relationship between herd psychology and monthly expenses

Counted items: Because friends buy luxury goods, they will also buy themselves Amount	A.Never	B.sometimes	C.Often	Total
A.≤500	5	1	-	6
B.500-1000	19	15	-	34
C.1000-2000	20	22	1	43
D.≥2000	2	5	-	7
Total	46	43	1	90

VIII. INFLUENCE OF CONSUMPTION CONCEPT ON COLLEGE STUDENTS' CONSUMPTION

The consumption concept of college students refers to a reflection of the consumption behavior of college students on the consumption status of society, which reflects that contemporary college students are a major consumer. This is also a collective response to the current socio-economic status, especially the consumption status. It is a collection of college students' attitudes towards consumption and their own views on consumption, as well as the understanding and thinking norms formed by college students during the consumption^[10]. College students' consumption concept reflects the values of college students' outlook on life, so they also have some of their own characteristics. As the subject of consumption, college students are not completely independent of the resources consumed, most of which are provided by their parents.

From the analysis in Table 8.1, 18% of the students are consumption-saving consumption concepts, 53% of the students are planned consumption, and 29% of the students are unplanned consumption, so most students are planned consumption. Assuming that in the case of planned consumption, the monthly expenditure of students is at a medium level, then the monthly expenditure of savings is low, and the monthly expenditure of students without planned consumption is high. Longitudinal analysis, on the premise of saving money, 13% of students spend less than RMB 500 per month, 50% of students spend RMB 500 to 1000 per month, 31% students spend RMB 1000 to 2000 per month, 6% of students spend more than RMB 2000 per month. On the premise of planned consumption, 8% of students spend less than RMB 500 per month, 44% of students spend RMB 500 to 1000 per month, 44% of students spend RMB 1000 to 2000 per month, 4% Of students spend more than RMB 2000 per month; Under the premise of no planned consumption, consumers below RMB 500 are 0, and 19% of students spend RMB 500 to 1000 per month. 65% of students spend between RMB 1000 to 2000 per month, and 16% of students spend above RMB 2000 per month. It is concluded that the student's monthly expenses are saved at a cost of RMB 500 to 1000; under planned consumption, they are concentrated at RMB

500 to 1000 and RMB 1000 to 2000; under unplanned consumption, they are concentrated at RMB 1000 to 2000. Obviously, the more students have no idea of planned consumption, the more they spend each month.

TABLE 8.1 Relationship between consumption concept and monthly expenses

What is your consumption concept? Amount	A.Save money, save money as much as possible	B.Plan ahead and spend money	C.Just be happy, buy when you want	Total
A.≤500	2	4	-	6
B.500-1000	8	21	5	34
C.1000-2000	5	21	17	43
D.≥2000	1	2	4	7
Total	16	48	26	90

IX. ANALYSIS CONCLUSION

From the analysis results of the above seven charts, it can be seen that gender, love status, consumption concept have a clear connection with the amount of college students spending each month. Therefore, gender, love status and consumption concept are the main personal factors that affect contemporary college students.

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