

The Impact of Epidemic on High School Students' Consumption Behavior

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Abstract: COVID-19 is affecting people's lives from 2020 to today. Among all the influences, the influence on people's consumption behavior is particularly prominent. In this paper, the impact of the epidemic on the consumption behavior of high school students in Beijing is studied. With the progress of The Times and the development of science and technology, the consumption behavior of senior high school students becomes more and more, no matter online consumption or offline entity shop. Therefore, studying the impact of the epidemic on the consumption behavior of high school students can also extend the impact of the epidemic on the society and even the macro economy of the country.

Keywords: COVID-19, High school student, Consumption behavior.

1. Introduction

The research comes against the backdrop of the third year of the COVID-19 pandemic, which has had a dramatic impact on every economy in the world, affecting the way people live and the way they do. People are less likely to interact with each other in real life as a result of COVID-19, so there are fewer transactions in real life and people are shopping online instead. This is facts all over the world. As high school students group shopping habits have changed, and as a member of the high school group to this kind of shopping behavior of change within our group also has experience. Explore in high school group of consumer behavior and psychology before the outbreak to change after the outbreak of the COVID-19 have any big effect to the economy of the country. Our research mainly focuses on consumer psychology, consumption level and consumption behavior.

Through various literature and video materials, the paper summarizes the trends of changing consumer behavior of various groups since the COVID-19 outbreak. We have found the consumption trend of residents, college students and young people. Through these trends and some of my own research survey found the consumption trend of senior high school students. Start with online and offline shopping, and then judge the proportion of daily necessities, luxuries and unnecessary items. Use these to calculate shopping trends among high school students.

2. Research Method

For the research method of this topic, we will use both questionnaires and search data to supplement the data obtained in the middle of the period. In the questionnaire, we will ask high school students about their consumption habits and how their consumption behavior has changed under the impact of the epidemic. Because high school students do not have a fixed source of economy and no need to support their families, the consumption behavior of high school students is more about buying other entertainment products than daily necessities. In order to ensure that all the fill-ins are high school students, we will emphasize that only high school students are only in the title, and the age will be required in the title. We will not ask for real names, so that high school

students can fill in their information truthfully. We expect to collect 50 valid questionnaires, and we will analyze the data to find out the links after collecting data.

3. Theoretical Basis

3.1. Defining Consumer Behavior

Our topic is "The impact of epidemic on high school students' consumption behavior", to be more specific, "Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services." it include four part: need, disposable income, product feature and social impact. Basically speaking, consumption behavior is people's purchase behavior and demand. Such behavior runs through everyone's life and is affected by many factors. Among them, there are two kinds of consumption psychology, conformity consumption and scarcity consumption. Conformity consumption is easy to follow the opinions and ideas of others to consume. Scarcity consumption is the stronger consumption intention caused by the scarcity of materials in a special period. In this topic, we study the impact of the epidemic on people's consumption behavior.

3.2. Deep Analysis of Consumption Behavior

The impact of COVID-19 on consumer conformity lies in an irrational behavior in daily life. Fear of COVID-19 has led to impulsive and blind consumption. People in this period tend to follow others' actions and make judgments that are not their own. And it is easy to be guided by information from "we media", experts and people around.

Residents' psychological demand for scarcity consumption is particularly significant in the specific social background of COVID-19, with people showing a strong preference for scarcity items. Because of the scarcity of consumption is largely affected by have panic caused by the psychological demand, not only to meet the objective demand of dealing with emergencies, in this new epidemic situation, people will increase of medical and buy groceries, caused the scarce, and the scarce and further intensified the residents of inner insecurity and panic

In the context of the epidemic, people's consumption psychology and disposable income are affected. Many people

are worried about the lack of resources and will hoard goods for a long time, or they cannot make any purchase because of the epidemic. The closure or closure of many industries has directly affected the income of employed people. Many people have lost their jobs or their disposable income has been reduced. People's consumption tends to be rational, luxury goods and other non-life necessities in consumption accounted for less, people's life tends to simplify. For people's consumption there's two statement: "Some studies have pointed out that natural disasters have impairment, which will reduce the income of some micro-individuals. Other research points out, has the risk of natural disasters, will change people's expectations, the final performance for the change of consumer behavior such as, it was possible "there is nothing to lose" mentality, increase immediate consumption. Also can appear "precautionary savings" the psychological impact of motivation and disasters, reduce the consumption."

3.3. Transmission Mechanism

For high school students, their spending level is basically determined by the amount of money they have. During the epidemic period, most high school students started online courses, but some parents would not give them the agreed monthly living expenses as they were staying at home. Under such circumstances, the consumption level of senior high school students will be reduced. On the other hand, affected by the epidemic, high school students may lose control of their emotions when they study at home, and then they will have irrational consumption. Similar to the example given in "The Impact of COVID-19 on College Students' consumption Behavior - A Case Study of Jiangning University Town" : "Impulse as the negative influence of the college students' consumption behavior, although the university as a turning point in the campus life and social life, but at this stage of college students because of their stable" ivory tower "that are at ease, and no mature self-control, highly vulnerable to temptations and impulsive spending, want to buy them, just like to buy, and not think too much, As a result, there is often excessive consumption."

Many scholars have conducted in-depth studies on the influencing factors of young people's online consumption. Teenagers are easily influenced by brand effect when they make online consumption. Network evaluation has become an important reference for modern youth consumption. Restricted travel of young people can only meet their daily needs through the Internet, such as live broadcasting, games and shopping. Among them, online live broadcasting and online games show a dramatic explosion in the consumption of modern young people. The main reason is that the students in school do not have sufficient understanding of mainstream values and face the impact of multiple values. The novel and unique culture satisfies the psychology of this group. Our research found that consumers' willingness to make online purchases was stronger the higher the prevention measures in their area. This is because the greater the implementation of epidemic prevention and control measures, the stricter the control of people's movement and outflow, when travel is restricted, people can only obtain the material and spiritual benefits they need through online consumption. When young people have better expectations about the future of the epidemic, their willingness to consume online is lower, and vice versa. When the safety factor of the platform is higher, young people are more willing to consume, and vice versa. Through herd psychology, the higher the social evaluation of

a consumption platform, the more willing young people are to consume. "During the quarantine period, we found that youth's demand for online shopping increased from 51.76% to 55.14%. Spending in physical stores fell to 13.17 percent from 30.68 percent. Demand for food delivery rose to 28.19 from 14.97 percent. This shows that online consumption by young people is increasing during the epidemic." This is enough to show that there are more and more complicated factors affecting the consumption of senior high school students during the period of staying at home.

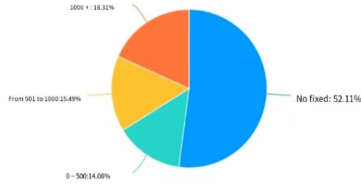
4. Empirical analysis/Practice

The test was conducted in the form of a questionnaire. The questionnaire contained 14 questions about consumer behavior and how to consume before and after the outbreak of the novel coronavirus outbreak. Most of the questions were multiple-choice. We first asked testers about the source of their consumption, and then asked about consumption during the novel coronavirus outbreak, whether they spent more online or offline, or the same amount. Each question had a corresponding next question to ensure that testers were able to perform the math effectively. The questionnaire was designed for high school students only. We have a question that asks the age of the test taker, so we test the test subjects accurately enough to make sure they are all high school students. The questionnaire is displayed on WeChat and private messages are sent to many friends for them to forward to their high school friends. There is no gender control. A total of 73 questionnaires were collected for this test, 71 of which were valid, with no logically incoherent questionnaires. The proportion of answers to each question in the questionnaire was then aggregated and the option with the highest proportion in each question was calculated. These data were used to determine whether the consumption behavior of high school students was affected by the novel coronavirus epidemic. A reasonable set of questions was used in the questionnaire. In addition to the basic grade and gender of the person completing the questionnaire, we first asked them about their economic status, mainly how much pocket money they had and how they obtained it. After that, we set questions about spending patterns, mainly online and offline spending and changes before and after the epidemic, and finally about psychological changes in spending. Our questionnaire had three grades of high school students, so it was universal, with a male to female ratio of 40:60. in the questions that followed we came to some conclusions through the questions:

1. in these questionnaires, 52.11% of high school students had no fixed pocket money, while the remaining 47.89% had fixed pocket money between \$0 and \$2000. Among those 52.11%, 97.3% of high school students ask their parents when they have the need to spend money, in this case their spending may not be capped and not good statistics, 8.11% will use their own money to manage their money, the latter data also shows that high school students with financial awareness will be more conscious to save money.

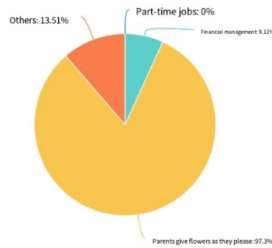
Question 3: How much money do you have every month?

Options do not have a fixed range of 0 to 500	subtotal
	37
501 - 1000	10
1000 +	13
This question is valid	71



Question 4: What is your financial source? [Multiple choice]

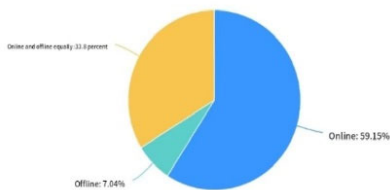
options	subtotal
part-time	0
financial	0
Parents give flowers as they please	36
Other [detailed]	0
This question is valid	37



2. The consumption method of high school students after the epidemic is more inclined to online but will keep part of offline. The number of offline purchases will only decrease, not increase. Due to the restrictions of the epidemic, many closed places are closed and the health risk of going out to spend increases, so the offline spending of high school students decreases.

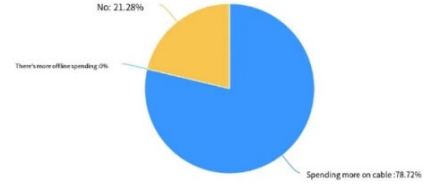
Question 6: What are your major expenses?

options	subtotal
online	42
offline	5
As much online as offline	24
This question is valid	71



Question 11: Have your consumption patterns changed since the pandemic? [Single choice]

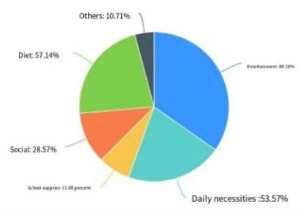
options	subtotal
There is more consumption on the line and more consumption offline	37
	0
	11
This question is valid	47



3. There is no great trend in the change of high school students' spending before and after the epidemic. Compared with before the epidemic, 39.44% spent more after the epidemic; 26.76% spent less after the epidemic; and 33.8% spent the same amount without change before and after the epidemic. The main changing factors in the changes were entertainment and food. The decrease in recreation after the epidemic was 52.63% and diet was 16.16%. The increase in entertainment after the epidemic was 33.1%, and household items and diet was 25.35%. High school students had fewer opportunities to go out for recreation and fewer opportunities to eat at home during the epidemic, so they saved on this cost. After the epidemic, high school students may spend more on recreational equipment at home, which will increase their spending.

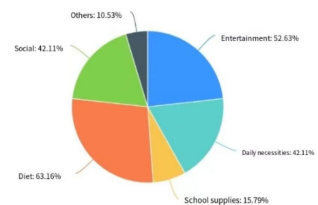
Question 10: What did you spend more on after the pandemic? [Multiple choice]

options	subtotal
entertainment	25
Articles for daily use	15
School supplies	5
social	8
diet	16
Other [detailed]	3
This question is valid	28



Question 9: Which part of your spending have you reduced since the pandemic? [Multiple choice]

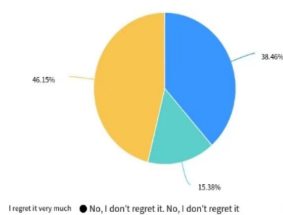
options	subtotal
entertainment	11
Articles for daily use	8
School supplies	3
diet	12
social	6
Other [detailed]	2
This question is valid	19



4. 55.32% of high school students who spent online became more impulsive spenders, among them 38.46% of high school students regretted because they bought something they didn't need, 50% of them were more willing to try new things because they had more free time due to excessive advertising and tasting, and longer time at home.

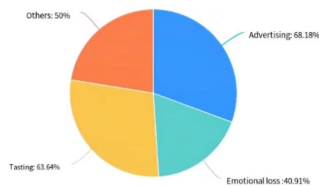
Question 13: Do you regret buying something you don't need? [Single choice]

options	subtotal
Yes, very regretful.	10
No, I think they are all very useful. No, I don't regret it.	12
No, I don't regret it	26



Question 14: What might be the cause of the increase in irrational consumption?

options	Subtotal in pieces
advertising	15
Emotions out of control	-
Early adopters	14
Other [Details]	11
This question is valid	22



5. Conclusion

The main purpose of our research is to study the consumption behavior of high school students. Research has found that a lot of money spent at work comes from pocket money given by parents or when needed. Many high school students are shopping more online after the COVID-19 pandemic, and they are spending more than they did before the pandemic. Most of their consumption is spent on entertainment and food. During the new crown epidemic, high school students' irrational consumption has increased. They will buy many new products because of the role of advertising and the psychology of wanting to try new products. thing. And most people feel that the things they buy are meaningless and have no practical use. Most people do not regret the purchase but some do. Through research, it is found that the impact of the new crown epidemic on the consumption behavior of high school students is huge, causing that high school student to

spend a lot of unnecessary expenses. Through the exposure of online advertising and the convenience of online shopping, high school students usually have irrational consumption. Most high school students spend more after the new building than before the new crown epidemic, so the new crown epidemic in the group of high school students not only did not reduce GDP but increased GDP

6. Innovation

In many databases, there are changes in people's consumption under the influence of the epidemic, but most of them are college students or senior students or even office workers, while our research and survey are on high school students. High school students are very different from adults in terms of living habits, consumption patterns, and money views. This is the essential difference and difference between our study and other studies. In addition to being in the group of high school students our way of thinking and logic are more in line with other high school students which also makes our survey more accurate. Our main innovation is the questionnaire. In the questionnaire, we developed questions and options to meet the conditions of contemporary high school students according to their living habits. For example, when asking how they get their monthly pocket money, we set more options such as parents giving it once a month, spending money as they ask for it, money management, part-time jobs, etc. We also added a lot of trendy apps for online spending to better fit the actual situation of high school students.

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