

# Study on Consumption Behavior of Campus Student in E-commerce Models under Big Data

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**Abstract:** The emergence of e-commerce models has led to changes in the consumption behavior of college students. This article aims to analyze the consumption characteristics of college students and the factors influencing their behavior. Additionally, it provides suggestions for leveraging potential demand and implementing targeted marketing in the e-commerce model. The development of the e-commerce model has resulted in college students exhibiting intelligent, e-commerce-oriented, trend-sensitive, rational, and strongly directed consumer behaviors. Their consumption behavior also demonstrates significant gender characteristics. The factors that influence their consumer behavior can be categorized into consumption desires and the consumption atmosphere, information resources, personal factors, the influence of e-commerce live broadcasts on consumer desires, the online consumption environment, and the marketing methods employed by merchants. In conclusion, the following five suggestions are proposed for merchants seeking to market to college students: Increase the willingness of male college students to make purchases, Enhance the loyalty of female college students, Target student users specifically, Build campus communities, Optimize e-commerce platforms.

**Keywords:** College students, Consumer behavior, Desire to consume, Consumer atmosphere, E-commerce live broadcast.

## 1. Introduction

Since the reform and opening up, the socialist market economy has led to a noteworthy improvement in the living standards of the people, thereby bringing about significant changes in personal consumption concepts. Particularly, the growth of contemporary college students has occurred within a rapidly evolving social environment driven by technological advancements. As a result, they possess distinct consumption psychology and consumption concepts that are shaped by their experiences and upbringing.

Many scholars have studied the consumption behavior of college students. Jinhuan, Si Jingran and others (2019) proposed in the article that college students' consumption can be divided into survival materials, enjoy information and development information consumption according to the purpose of consumption, and Zhu Tiancheng, Rui Jie (2018) and others have proposed that college student consumption can be consumed by consumption. Demand is divided into four aspects: basic consumption, image consumption, preference consumption and self-development consumption. Xie Wenchao, Zhi Xiaohui, etc. (2016) believe that college students are special groups with higher education culture. Their ideological awareness has a strong ability to accept and understand new things and new ideas. Therefore, college students have become online consumption in online consumption. New groups in the forefront. Zhou Qinglan (2020) discussed the consumption characteristics and influencing factors of college students, and responded to the problems of their consumption, such as the lack of rational planning, entertainment consumption in college students, unreasonable personality consumption, and reduced cultural consumption. Make a series of suggestions and measures from multiple aspects. Deng Lu and Gong Shuya (2016) believe that college students' spending power, online consumption environment, and e-commerce marketing methods are the main reasons for affecting college students' online consumption. Li Caifeng (2023) analyzes the impact

of product types, interaction, trust, and live broadcast on college students' consumption behavior under the live broadcast of Douyin. Zhu Shuangshuang (2022) analyzes the irrational consumption expenditure of college students to accelerate the reason for impacting irrational consumption, and proposes the way to guide college students' physical consumption. Yun Yutong and Pang Haiyun (2022) analyzed the positive impact and negative impact of "Internet celebrity economy" on college students' consumption behavior, and analyzed their causes, and proposed measures to guide college students to consume consumption from the three aspects of government, network platforms, and college students.

This article primarily delves into the characteristics of college students' consumption behavior and the influencing factors, aiming to propose marketing suggestions tailored for this demographic.

## 2. Consumption Behavior Characteristics

College students have the advantage of having more time and financial freedom compared to their high school counterparts. With a less hectic curriculum, they can explore new interests and experiences. Their financial resources primarily come from their parents and part-time jobs, supplemented by scholarships. This results in a relatively stable budget with a surplus. College students are known for their vitality. Apart from their academic responsibilities and extracurricular activities, they have the energy to engage with new ideas and products. This makes them an attractive market for businesses, given their demand, availability, financial resources, and the ability to quickly share and accept new products among their peers.

### 2.1. Intelligent consumption

At present, college students generally favors fashion, intelligence, and high-end consumer products. They have

already purchased the earliest groups that have been purchased after the listing of high-tech products. The quality of life brought by new technologies and new products is their purchase inducement.

## **2.2. E-commerce consumption**

Currently, college students tend to prefer trendy, intelligent, and high-end consumer products. They are often among the earliest adopters of new high-tech products upon their release. Their motivation for making these purchases stems from the improved quality of life offered by cutting-edge technologies and innovative products.

## **2.3. Trendy consumption**

Through surveys and the analysis of network questionnaires among college students, it has been found that the pioneering brands most favored by college students include, but are not limited to, Apple, Huawei, Adidas, and Nike. There are a total of 23 avant-garde brands, with almost 50% of them originating from outside the mainland. Notably, many consumers prefer foreign brands. When considering their purchases, students take into account not only the brand and its origin but also the product's popularity. The questionnaire results reveal that 57.5% of students opt for unique products, while 30.4% of them are inclined towards novelty and fashion.

## **2.4. Rationalization consumption**

### **2.4.1. Reasonable planning**

Based on the questionnaire survey and analysis, it was found that 16.6% of students create detailed expense plans, while 67.4% formulate more flexible spending plans. A small portion, approximately 16.0%, do not adhere to any specific spending plan and tend to spend freely. Furthermore, 81.3% of students exhibit responsible spending behaviors, refraining from overdrawing or overspending. On the other hand, 18.3% of students habitually engage in overdraft spending. These findings indicate that the majority of college students demonstrate cautious spending habits. Not all students exhibit impulsive spending behavior, and advanced consumption patterns are limited to a minority.

### **2.4.2. Consider your own financial situation**

Many college students make purchasing decisions based on the product's price and quality. According to relevant statistics, college students tend to prioritize product quality and affordability when making purchasing decisions. Their choices are often influenced by their economic capacity and the perceived value of the product.

## **2.5. strong direction**

College students tend to embrace new things and consumption models quickly, making them a primary target for many merchants. They exhibit active thinking, curiosity towards novelty, a passion for following trends, and a willingness to innovate. This proactive mindset is reflected in their strong inclination toward consumption. In a survey of college students, nearly 80% reported using Huayan Pay, with 53% of them indicating that they spend a portion of their balance every month, while 39% still have funds left to spend. This demonstrates that college students are open to adopting new consumption models and can readily adapt to credit-based spending.

## **2.6. Sexual consumption characteristics are significant**

There is a significant disparity in online shopping behavior between men and women. Notably, female college students tend to spend more and shop more frequently compared to their male counterparts. This trend can be attributed to the increasing desire among women to enhance their quality of life, thereby stimulating significant market growth. Moreover, male and female college students exhibit notable distinctions in terms of their preferred shopping platforms, product preferences, and shopping habits. Male college students tend to engage in more rational and practical shopping or indulge in refreshing purchases. They often choose JD.com as their primary shopping platform due to its reliability and robust after-sales service. On the other hand, female college students are more inclined towards passive and discount-driven shopping. Many of them stock up on products, even if they are not immediately needed, simply because of the attractive prices. In addition to the popular Taobao website, a substantial number of female college students opt for Pinduoduo as a shopping platform, influenced by its wide range of product categories and substantial discounts.

## **2.7. College Student Consumer Market Features**

The primary channels for reaching students are the Internet and radio. The student population is densely concentrated, making it conducive for word-of-mouth communication. As colleges continue to expand, the student numbers have steadily increased, and per capita consumption has risen accordingly. This has resulted in a significant share of the future consumer market being held by students. Engaging with students through campus activities is cost-effective, offering broad reach and a high return on investment. College students represent the vanguard of the new generation of consumers and will play a pivotal role in shaping the future of consumer trends. They are a crucial demographic for promoting products in the future. Students exhibit a strong affinity for various trends and embrace new concepts quickly. They are not afraid to experiment with cutting-edge and trendy products.

## **3. Consumption Behavior Affects Factors**

### **3.1. Factors of consumer desire**

#### **3.1.1. Analysis of the influence of information resources**

The survey results indicate that college students primarily acquire product information through their friends (51%), followed by online videos (29%), web advertisements (29%), mainstream media communication (11%), newspapers and magazines (8%), and other channels (1%). Despite the significant technological advancements of our time, many individuals still place their trust in traditional word-of-mouth recommendations from people in their social circles when it comes to product information. Therefore, based on the survey findings, it is evident that the main sources of information for college students are their friends and various online media platforms."

#### **3.1.2. Analysis of the influence of personal factors**

College students' spending capacity is primarily influenced by factors such as their family's income, gender, consumption beliefs, and values.

First, spending power. The survey results reveal that both undergraduate and graduate students engage in significant purchasing activities. Notably, as students grow older, their per capita consumption tends to rise gradually. While students typically have limited disposable income, graduate students, in particular, enjoy a financial standing that is comparable to that of half of the working population. This is due to their broader and more diverse sources of income, leading to increased purchasing power.

Secondly, online shopping experience. Upon comparing the online shopping experience of the subjects with their daily consumption behavior, it becomes evident that individuals who frequently engage in online shopping exhibit a heightened desire to consume on the same day, leading to more robust purchasing tendencies.

Thirdly, promotional activities. A significant portion of daily consumption is driven by enticing discounts offered by manufacturers. The questionnaire results indicate that a majority of respondents (62%) tend to increase their purchasing activities in response to such discounts, aligning with the prevailing consumer mentality in China.

### **3.1.3. Analysis of the influence of e-commerce live broadcast**

Live broadcasts in e-commerce provide a unique real-time interaction that enhances consumers' willingness to make purchases. This interactivity encompasses both interactions between hosts and consumers, as well as among consumers themselves. The host showcases the products during the live broadcast, addresses consumer inquiries, and thereby bolsters their inclination to buy the item. Simultaneously, consumers can gain a comprehensive understanding of the product's quality through the barrage of comments and after-sales service feedback, which in turn influences their purchasing intent. In comparison to evaluations on the e-commerce platform, live broadcasts offer the distinct advantages of real-time responses and more targeted information. The quality of the live broadcast directly impacts consumers' willingness to make a purchase. On one hand, the competitive prices featured in live broadcasts entice consumers to buy. On the other hand, the anchor's persuasive language, such as phrases like "last hundred orders" and "three-two-one, buy now", influence impulsive buying behavior among consumers. In a state where in-depth communication and personal attention may be lacking, college students find solace in using anonymous identities to engage with the host without feeling pressured, alleviating loneliness and fostering a sense of connection on the online shopping platform. This engenders trust and emotional dependence."

Based on the survey, it was found that over 70% of college students have watched online e-commerce live broadcasts and made purchases as a result. Additionally, 34.5% of respondents reported that they frequently make purchases through live webcasts.

## **3.2. Marketing factors for consumer atmosphere**

### **3.2.1. Online consumption environment**

The rapid expansion and evolution of e-commerce have led to improvements in issues such as trustworthiness and post-sales support in online consumption. As the online consumption system has matured and become more reliable, it has influenced the shopping preferences of college students. While the frequency of online shopping among college students has been on the rise, the prevalence of unsatisfactory

online shopping experiences and the heterogeneous nature of the online trading market have left a substantial portion of individuals hesitant to purchase high-value items through online platforms.

### **3.2.2. E-commerce online marketing methods**

Currently, various e-commerce platforms such as Taobao, JD.com, and Amazon have proliferated, each employing a wide array of marketing strategies to gain a competitive edge. These strategies often involve events like "Double Eleven" and "Double Twelve," as well as promotions, discounts, free shipping, and other attractive offers. Many e-commerce platforms also collaborate with celebrities for promotional campaigns, leveraging the influence of stars. College students, who primarily rely on the internet for information, represent a key demographic for e-commerce marketing efforts. The diverse marketing tactics employed by e-commerce platforms have a substantial impact on the online shopping choices of college students. Many respondents in surveys have indicated a preference for major online shopping websites, particularly during internet festivals. The enticing offers and discounts provided by these major platforms generate a sense of anticipation among many consumers. In fact, about two-thirds of students have stated that they are likely to make purchases during these festivals, given the substantial discounts available.

### **3.2.3. E-commerce live broadcast creates a consumer atmosphere**

E-commerce platforms have implemented a diverse range of strategies to cultivate a consumer-centric environment. They utilize virtual interactive elements such as live chat "barrage," gifting, and reward systems within e-commerce live broadcasts, creating an immersive experience that reinforces consumers' willingness to make purchases. Moreover, these platforms often enlist "star anchors" and "Internet celebrity anchors" to enhance the shopping ambiance, generating excitement and interest among consumers. Goods anchors also play a crucial role by introducing limited-time flash sales in live broadcast sessions, instilling a sense of urgency among college students as they strive to seize exclusive deals within a tight time frame. The anticipation of "red envelope rain" events, frequently conducted during live broadcasts, further heightens the consumer experience. These "red envelopes" can be actively grabbed and subsequently used as discounts on subsequent purchases, adding an extra layer of incentive for new rounds of shopping. This blend of interactive and time-sensitive elements serves to engage and motivate college students, making the e-commerce experience not only enjoyable but also rewarding.

## **4. Merchant Marketing Advice**

### **4.1. E-commerce platform should pay attention to improving the willingness to buy male customers**

The research analysis indicates that Chinese male users tend to prioritize the practical value of e-commerce platforms more than their female counterparts when engaging in online shopping. To effectively boost the purchasing desire of male users, it is crucial to emphasize the product's practical value, logistics efficiency, and the effectiveness of after-sales support during the product display process. While mainstream e-commerce platforms have made significant progress in

showcasing practical value, there are still areas such as logistics and after-sales services that offer room for improvement. To address these gaps, e-commerce platforms can focus on enhancing the display of practical value, particularly in terms of logistics and after-sales support. By addressing these shortcomings, e-commerce platforms can elevate the value perception of male users, thereby increasing their willingness to make purchases. This targeted approach can lead to a more satisfying online shopping experience for male consumers, ultimately driving higher engagement and sales on these platforms.

#### **4.2. E-commerce platform should increase consumer loyalty of female customers**

Studies have demonstrated that women tend to prioritize cost-effectiveness and the variety of products when using e-commerce platforms for shopping. In light of this, this article proposes four recommendations for merchants to enhance their sales strategies targeting female consumers: Firstly, e-commerce merchants should carefully select reliable suppliers while also focusing on cost reduction for their goods. This dual approach ensures that products maintain high quality while remaining competitively priced, thereby fostering loyalty among female consumers. Secondly, merchants can leverage social platforms to expand interactive channels for female consumer groups and engage with other consumers. This strategy serves to stimulate the purchasing potential of female consumers. Thirdly, merchants can capitalize on holiday timing to implement product discounts or giveaways, encouraging female consumers to make advance purchases. This tactic helps to boost stock levels among female customers. Lastly, when creating advertising campaigns targeted at female consumers, it is advisable to emphasize the empowerment and inspiration of women themselves, rather than solely focusing on the products. By establishing an emotional connection with female consumers, trust and preference for the products will naturally increase. Implementing these strategies can lead to a more effective and appealing shopping experience for female consumers, ultimately driving higher engagement and sales for merchants on e-commerce platforms.

#### **4.3. Isolated student users**

Taking a holistic approach to platform management, it is beneficial to distinguish between student and non-student users. This can be achieved by creating distinct functional areas for student users, emphasizing the unique features and offerings catered to this demographic. This segregation enables more effective platform operation and maintenance, ensuring that the platform accurately targets its intended audience. When designing product functionalities, it's crucial not to overload the platform with excessive features. Instead, it's important to focus on providing value to the specific target audience. The platform can establish an entry threshold during user registration and login. This threshold can include the submission of student card photos and other forms of student identity verification to enhance the certification process for the target audience. By implementing these strategies, the platform can create a tailored and efficient user experience, thereby better serving the needs of its student users and maintaining a clear focus on its target audience.

#### **4.4. Build the campus community to meet the needs of self**

One study revealed that 92% of consumers place more trust in recommendations from their relatives and friends compared to any form of advertising. In today's consumer landscape, there is a growing reliance on peer recommendations, including reviews, influencer platforms, buyer reviews, and user-generated content. These platforms connect ordinary users, who believe in authentic experiences, with the forefront of consumer insights. Within these communities, individuals with shared interests, lifestyles, values, purchasing power, and aesthetic awareness develop a strong sense of emotional belonging and identity.

By actively engaging in activities such as following, sharing, and identifying with others on these platforms, college student groups forge their self-identities. This process generates a greater sense of loyalty among users and enhances their attachment to the platform. Building a precise community on campus becomes paramount to foster user stickiness and effectively capture market demand. Feedback from users within the community can inform the creation of different functional products that align with their preferences, ultimately enabling companies to gain a competitive edge in the market.

#### **4.5. Optimize e-commerce live broadcast and promote marketing**

Live streaming platforms should prioritize optimizing their consumption mechanisms. This investment can significantly impact consumer perception and trust, ultimately influencing their willingness to make purchases. It is crucial to focus on enhancing the standardization and specialization of live streaming platforms.

To create a competitive advantage, it's essential to revamp anchors' roles within the system. On one hand, manufacturers should leverage live broadcast platforms to directly sell their products. This approach eliminates intermediaries like wholesalers and retailers, reducing communication costs. This streamlined process attracts consumers with the promise of lower prices and improved service quality. On the other hand, anchors themselves play a pivotal role in this ecosystem. Anchors should possess a blend of theoretical and practical skills. They should accumulate knowledge in marketing theory, gain expertise in relevant professional domains, and amass practical experience. Anchors must continuously refine their product presentation skills and enhance their interactions with the audience to keep them engaged.

#### **4.6. Focus on the campus market**

Create a campus-centric system aimed at bridging the gap between online and offline interactions among college personnel, prioritizing the provision of convenient campus services for students. Tailored to the distinct consumption habits of college students and acknowledging the key factors influencing their behavior, establish a "university community service" platform. This platform will integrate "convenient express," "mobile payment," and "online shopping" to offer specialized products and services catering to the specific needs of the college market. Addressing the demand for concentrated crowds, recurrent consumption patterns, and closed campus spaces, this initiative targets the unique requirements within colleges and universities.

## 5. Conclusion

Through an in-depth analysis of the characteristics and influencing factors of college students' consumer groups, this paper proposes strategic marketing recommendations. These suggestions not only foster more objective and rational consumer behavior but also offer valuable insights for navigating the e-commerce marketing landscape. "E-commerce online shopping" has become a ubiquitous term in people's daily lives, with the market continually expanding due to the evolution of Internet platforms. College students, being a pivotal consumer demographic, play a crucial role in the realm of online shopping, making them an indispensable market for merchants. Success in this market hinges on understanding consumer needs, delivering pertinent information at the opportune moment, employing effective marketing strategies, and ensuring accurate and complete product delivery. Only through such measures can we effectively capture the market, fostering a mutually beneficial relationship between customers and merchants.

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