

Irrational Consumption Analysis of Online Shopping for Students in Agricultural and Forestry Universities

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Abstract

Based on the questionnaire survey of college students, this paper studied the consumption structure, content and characteristics of college students from online time, consumption level, consumption purpose, influence factors, consumption risk, and excessive consumption and so on. From consumption structure of college students, the survey obtained various relations of consumption proportions, analyzed the consumption trend, given the main factors affecting consumption of college students. The corresponding countermeasures are presented aiming at irrational consumption habits of college students to make consumption of college students be more modest and rationalization.

Keywords

Network shopping, irrational consumption, consumption structure.

1. Introduction

With the rapid development of computer technology and network technology, more and more online shopping platforms arise at the historic moment. Online shopping has become an important part of people's consumption. College students are more receptive to new things, have active thinking, more shopping needs, so they more and more joined in the tide of online shopping, which has become a part of daily life in college students. The online shopping has brought convenience and fast to college students, but it also brings a lot of irrational consumption problems [1-4]. For college students with such problems, if they are not educated in time, it is easy to lead to a decline in their overall quality and errors in world outlook, outlook on life and values. It can't give full play to the self-worth of college students, and then it is difficult to contribute to the family harmony and social development.

2. Basic situation of online shopping survey for students in agricultural and forestry universities

This study took the students in Agricultural University of Hebei as a survey sample. A total of 300 questionnaires were issued and valid, the basic situation of the questionnaire was as follows:

Male students accounted for 51.3% and female students accounted for 48.7%; Grouped by the grades, the freshmen accounted for 38%, the second grade accounted for 27.3%, and the third grade accounted for 34.7%; Grouped by age, 18 years old and below accounted for 9.7%, 19-21 years old accounted for 57.7%, 22-24 years old accounted for 32%. Grouped by source of students' family, rural students accounted for 50.3%, town students accounted for 34%, urban students accounted for 15.7%.

3. Present situation of online shopping and consumption analysis in college students

3.1 College students spend more time and more frequently on online shopping

The questionnaire shows that college students that spend more than 4 hours a day surfing the internet accounted for 50.7%. This shows that college students are becoming more and more dependent on computer networks [5]. Some students spend too much time on the internet, even the proportion of students that surf the internet for more than 8 hours has reached 7.7%. This will inevitably take up a lot of study time to lead to not paying attention to the lecture in classroom and affecting learning. The average monthly shopping number of college students in 3 times and above accounted for 33.0%, percentage in 5 times and above is 6.4%. The cognition degree of college students to the network will gradually deepen with the length of time spent on the network. So the higher the grade has the richer the online shopping experience and the more number of online shopping, this means that the grade is positively related to the number of online shopping.

3.2 Level of online shopping for college students is on the rise

The consumption level is an important indicator of a consumer behavior. With the rapid development of economy and society, the level of national income is on the rise, and the consumption level of college students is constantly increasing [6]. Questionnaire shows that household economic status above middle income is 71.7%, the proportion of students whose living expenses come mainly from the family is 73.2%, and proportion of students who earn their own living expenses is 16.0%. From the Table 1, you can see that most of the students can afford their own monthly living expenses between 500 and 1000 yuan. As can be seen from Table 2, the number of students who go to shop online between 100 and 300 yuan reached 46.3%, the number of students above 300 yuan is 24%. Above data shows that although students do not have a fixed income, but the enthusiasm of college students to participate in online shopping is increasing and the consumption level is rising. Based on the fast network broadband and mobile 4G network, students are very easy and convenient to participate in online shopping by the smart mobile phone, notebook at their side. All of these prompted the increase of frequency and the consumption expenses of online shopping.

Table 1 Monthly living expense

Living expenses (yuan)	Under 500	500-1000	1000-1500	1500-2000	Above 2000
Percentage (%)	15.3	52.3	22.3	7.7	2.3

Table 2 Monthly cost used for online shopping

Cost used for online Shopping (yuan)	Under 100	100-300	300-600	600-1000	above 1000
Percentage (%)	29.7	46.3	13.7	7.0	3.3

3.3 Purpose and influence factors of online shopping among college students are diversified

Consumer psychology determines the purpose of consumers, college students in consumer psychology show that they accept new things more quickly, pursue fashion, and have bright times color, and a large number of commodities provides by the online shopping platform just cater to the consumer demand of College Students. As shown in Fig. 1, online shopping expenses of our college students in clothing and cosmetics accounted for 50.9%, in the learning and training only is 10.7% of the total amount of consumption, which shows that online shopping of college students will take meeting the material needs as the main purpose. There are many factors that affect online shopping of college students, including price, sales volume, quality, reputation and brand, and the their respective proportion is relatively balanced, as shown in Table 3.

3.4 Online shopping platform and trading way are diversified

The rapid development of online shopping platform has promoted the transformation of consumption patterns of college students. There are more platforms and trading ways for college students to choose,

which brings convenience to online shopping of the college students. The online shopping platform selected by college students in our school is mainly concentrated in Taobao, the proportion reached 66%, followed by Jingdong accounted for 16.7%, and proportion of every other platform is just 17.3%. In the choice of online trading mode, Alipay is the most frequently used way, the proportion of 73.6%, followed by WeChat payment, accounting for 18.2%, other payment ways accounted for only 8.2%.

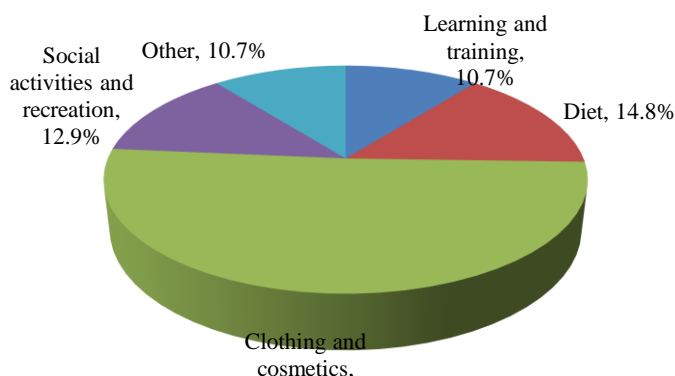


Fig. 1 Consumption purpose of online shopping of college students

Table 3 Factors affected online shopping of college students

Influence Factors	Price	Sales Volume	Quality	Reputation	Brand
Percentage (%)	24.2	21.6	22.4	22.4	9.5

3.5 Consumer risk of online shopping threatens online transactions of college students

Consumer risk online shopping refers to bad or unsafe results due to college students go to shop online. In the open network environment, network consumption has many risks, for example, personal information is stolen and sold, and counterfeit products emerge in an endless stream. The survey showed that 35.7% of students have cheated experience in online shopping, which shows that most of the transactions are honest in the online shopping consumption, but also some network transactions have difference between network description and the facts, or did not meet the consumer psychological expectations. Once the online shopping disputes, it will be very troublesome to solve them and even the rights and interests of consumers may not be protected. All of these require related specification and law means more robust.

3.6 Excessive consumption and leading consumption trends are obvious

With the development of society and economy, consumption concept of college students is changing, and the pursuit of fashion has become one of the significant consumption features of contemporary college students, some expensive goods are gradually getting into the vision of college students. Online shopping malls often engage in promotional activities, commodity discounts are relatively large, commodity concessions is obvious, these factors have led to excessive consumption and leading consumption of college students. Some students often choose high interest payments by installment in order to buy the favorite electronic and digital products, but even then they can't stop their pursuit enthusiasm to high-end electronic products.

In recent years, the network overdraft consumer has become increasingly obvious in college students [7], and online malls also provide a potential for overdraft consumption. In numerous universities, more and more students have the credit card. Questionnaire shows that students with credit card amount to 36.0%, but most of them are unfamiliar with the charge and discount of credit card. Consumption satisfaction survey shows that the unsatisfied students is 39.7%, consumption proportion demand to control is 39.7% and the proportion of totally lost control is 8.0%. The survey also shows that more than forty percent of students had been living expenses overruns due to online shopping. Furthermore, some students suffer from credit crisis because of poor financial education,

weak self-control, and later repayment. Excessive consumption and leading consumption bring severe financial burden and psychological stress to some students, which have a bad effect on the growth of students.

3.7 Express packaging has a certain effect on the environment

With the rapid development of the internet, online shopping has become more and more simple, fast and convenient, the number of students participating in online shopping is becoming more and more, which bring the increase of express packaging quantity. At present, the packaging mainly includes transparent tape, polyethylene express bag, polyethylene inflatable foam, polystyrene fill, etc. However, the processing of these packing has been a challenged problem. The products made of polyethylene don't degrade naturally even if they have been buried in the soil for 100 years. Questionnaire shows more than 64.3% of student threw express packaging into the trash can, and about 11.8% of student threw it away. All of these seriously affected campus environment.

4. Countermeasure study for irrational consumption analysis of online shopping

4.1 Scientific and rational consuming conception should be built up

Online shopping has become the most popular consumption pattern of university students due to its advantages such as fast, convenient, fashion and diversity. Conversely, online shopping also bring an abnormal phenomenon that more and more college graduates would spend plenty of time, energy and money in the internet rather than in orthobiosis and good study. The non-rational consumer behavior such as excessive consumption, leading consumption, occurs frequently, which seriously affects daily routines and activities of students. Therefore, college students need to build up a reasonable and scientific consumption conception to make the most of college. They need to move at a pace that fully recognizes the functions of university which is to promote their quality and rival ability in knowledge society, and so put considerable time and energy into the learning process.

4.2 Rational consumption of online shopping should be motivated

It is the common responsibility of society, family, school and university students to guide the rational consumption of college students in order to help students form healthy style of life, and learn how to manage money affairs. Firstly, the family should construct the concept of moderate consumption. The good consumption habits and healthy consuming psychology of students are closely connected with good family atmosphere, proper education method and parental limited supervision. Secondly, school should change minds, renew the educational ideas, to strengthen spending philosophy education. College must orient students to take promoting the overall development of students as its mission and striving goal, take effective education methods to enhance the consumption education to make them form rational consumption conception adapted to social development. Thirdly, students should stay awake and focus on self-directed and independent in learning activeness. It is helpful to the healthy growth of college students and society development adopting rational consumption methods, for example, guide college students to overcome irrational consumption, grasp the essence of consumption and cultivate the correct consumption behavior.

4.3 College students need improve awareness of self-protection and human rights

In the process of internet consumption, college students should guard against the risks of internet consumption, improve awareness of self-protection and legal protection, should protect own personal information to prevent leaks from being exploited by criminals. Pay attention to the authenticity of the shopping website, watch the website domain name, in case you enter a phishing website causing economic damage. Choose the right seller according to the reputation and sales volume situation of the store; Beware of products that are clearly below market prices. The shopping process should keep shopping certificates, invoices, and chat records so that consumer rights can be made without satisfactory conditions. College students should also have the basic knowledge of law, understand the basic laws of network consumption, so that the online dispute occurs, and timely take legal weapon to protect their legitimate rights and interests.

4.4 Mass media should play the role of supervision

The mass media takes the responsibility of social supervision and vice versa [8]. For one thing, under no circumstances should the mass media follow negative information such as obscure film, decadent advertising, and television production with money worship and money supremacy, which should go through stringent examination. For other thing, the superiority and function of public media (like wide and quick spreads, extensive influence) should be emphasized to actively guide students to establish the reasonable and healthy consumption conception through active environment and positive publicity. The survey shows that about fifty percent of the students are more willing to accept education of public media.

4.5 Relevant laws and regulations on network consumption should be built and perfected

Perfecting laws and regulations can effectively regulate the business behavior of merchants and purify the environment of online shopping. The government should legally regulate and supervise the establishment and operation of online stores or malls, strengthen supervision of sales behavior, and prevent cybercrime or economic crime. Only by cracking down on the behavior of counterfeiting price, fraud consumer, fake news, shoddy, etc. can the health network atmosphere be created to assure the safe and reliable consumption of the college students.

5. Conclusion

Based on the questionnaire survey of college students, this paper studied the consumption structure, content and characteristics of college students from online time, consumption level, consumption purpose, influence factors, consumption risk, and excessive consumption and so on. From consumption structure of college students, the survey obtained various relations of consumption proportions, analyzed the consumption trend, given the main factors affecting consumption of college students. The corresponding countermeasures are presented aiming at irrational consumption habits of college students to make consumption of college students be more modest and rationalization. The study has reference value for the construction of a harmonious society.

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