

Research on the Changes and Impacts of Adolescents' Consumption Behavior in the Digital Age

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Abstract. This paper deeply discusses the profound impact of digital age on teenagers' consumption behavior. It highlights how a range of digital technologies such as social media, e-commerce, and mobile payments have completely reshaped teenagers' buying habits, making them more likely to seek convenience, personalization, and virtual experiences. Teenagers are now more likely to learn about product information and trends through social media, use e-commerce platforms for convenient shopping, and use mobile payment methods to complete transactions. However, the paper also points out that due to over-reliance on digital platforms, teenagers face the risk of impulsive consumption and may make irrational consumption decisions based on the spur of the moment. In order to alleviate these challenges, this paper suggests that teenagers should adopt more reasonable and rational consumption methods, learn to resist temptation, prudently evaluate their consumption needs, and make feasible consumption plans. Through these measures, teenagers can better adapt to the consumption environment in the digital era and achieve more healthy and rational consumption behaviors.

Keywords: Adolescent consumption, digitalization, social media, e-commerce, personalized behavior.

1. Introduction

With the continuous development of advanced technologies such as Big Data, Cloud Computing, the Internet of Things, and Artificial Intelligence, digitalization has accelerated the computerization and intelligence of all areas of society. The development of digital technologies has transformed businesses, governments, and individuals. The digital economy has proliferated, increasing global trade and productivity. At the same time, the proliferation of social media, e-commerce, and streaming platforms has changed how people socialize, consume, and entertain themselves.

Digital transformation had a profound impact on all aspects of society, covering a wide range of areas such as the economy, culture, education, politics, and social interaction. In the economic field, the digital economy became a major driver of global economic growth, with enterprises turning to e-commerce, changing the production and sales model of traditional industries. In the cultural field, digital technology changed the way information was disseminated, making the sale of cultural products more convenient and globalized. In the field of education, the popularization of digital tools enabled online and distance learning, changing traditional teaching methods.

At the same time, the digital age has dramatically changed the consumer behaviour of young people. With the rise of smartphones and social media, young people are relying more and more on the Internet and digital platforms to access information and make purchasing decisions. Social media advertising, marketing, and peer recommendations have had a significant impact on their purchasing decisions. At the same time, the convenience of e-commerce and the widespread use of digital payment tools have made it easier for young people to shop online and contributed to the emergence of new shopping habits.

The immediacy and globalization of the digital age increase the diversity of consumer products and cultures to which adolescents are exposed, making international brands and trends more attractive to them. The rapid development of digital technology changes not only teenagers' consumption patterns but also their perception of brands, values, and lifestyles.

With the popularization of the Internet and smart devices, teenagers' consumption patterns and habits change significantly. They tend to obtain consumption information through social media, e-commerce platforms, and various digital channels, and are more influenced by online opinion leaders and brands. Teenage consumers focus on personalized and timely experiences and tend to buy products that are trendy and socially acceptable. In addition, the convenience of digital payment motivates them to make frequent online purchases. Therefore, this paper aims to explore the key characteristics of teenage consumer behaviour in the digital age.

2. Characteristics of Teenagers' Consumption Behaviour in the Digital Age

2.1. Consumption Content

Consumption is the carriage that drives China's economic development, and the promotion of consumption is one of the powerful ways of the government's macro-control. However at the same time, rational consumption is also advocated. The youth group is the main force driving consumption, and this group presents outstanding characteristics such as a diversified consumption structure, trendy consumption content, huge consumption gap, consumption stage, etc. At the same time, there are also misunderstandings such as blind consumption, lack of reasonableness of consumption structure, and serious wastefulness, which lead to the youth's consumption behaviour not being in line with the requirements of rational consumption, and also cause a certain amount of waste of social resources [1].

Based on a survey of urban youth consumption, changes in youth consumption outlook and behaviour are objectively analyzed from several perspectives, including consumption content. The results of the study show that education consumption still dominates. Clothing consumption remains significantly higher than entertainment consumption. Consumption content becomes more modernized. The consumption of favors is an indispensable part, and brand consumption gradually trends toward rationality, while over-consumption continues to rise. In addition, a comparative analysis of the current consumption situation of young people in terms of gender and age reveals that the education consumption of young people in higher age groups has declined, the awareness of rights protection diminishes, and symbol consumption and over-consumption become more significant, a phenomenon worth exploring [2].

2.2. Changes in Consumption Channel

Teenagers' consumption habits change, particularly with the shift from a single online consumption channel to multi-channel development, which becomes a notable trend in current consumption patterns. In the past, teenagers mainly shop online through specific e-commerce platforms or brand websites. However, with technological advances and the rise of social media, consumption channels diversify, forming a complex consumption ecosystem. The change in teenagers' consumption habits is also reflected in cross-platform integration. Many teens no longer confine themselves to a single platform for purchasing goods. They observe recommendations about a product on social media and then look for the best price or promotions through e-commerce platforms or group-buying platforms. Additionally, the upgrading of payment methods and logistics services facilitates a multi-channel consumption experience. Teenagers prefer to use mobile payment, virtual wallets, and other payment methods different from traditional cash, while improvements in logistics services allow them to receive their favorite products quickly, further expanding online shopping channels.

2.3. Personalization and Fragmentation of Consumer Behaviour

Adolescents are currently consuming diverse and highly personalized content, especially in the digital age. Their consumption behaviour is not only limited to physical goods but also includes virtual goods, such as virtual currencies and digital artworks. This change in consumption habits reflects young individuals' pursuit of personalized experiences, and virtual goods can provide teens

with a sense of satisfaction and interaction in their social circles. In addition, the rise of personalized services, such as customized content, has greatly influenced teens' consumption choices. They are more inclined to obtain information through fragmented content channels such as short video platforms and social media, further promoting the decentralization and immediacy of consumption behaviour. As a whole, teenagers' consumption behaviours are gradually moving towards personalization and virtualization, heavily facilitated by technology and influenced by socialization.

3. The Impact of Digitalization on Teenagers' Consumption Behaviour

3.1. Impact on Personal Growth

With the proliferation of digital technologies, adolescents' lifestyles have changed dramatically, especially in terms of consumption behaviours, personal growth, values, and social skills. This paper will explore how digitalization has shaped the consumption habits of adolescents and the impact of these changes on their personal growth and values, as well as analyze the shift in their social skills.

In recent years, young people have placed greater emphasis on frugality, which has significantly shaped their new consumer mindset. Consumption habits are changing, moving from a focus on luxury to a more strategic way of spending. Today's young generation no longer blindly follows trends but prioritizes personalized expression and shifts from purely seeking material goods to valuing experiences. They now prefer quality and taste over simply chasing luxury items. Overall, their consumption behaviour is becoming more rational. This shift is influenced by several factors, including growing self-confidence from rapid economic development, higher demand for experience-driven products, the influence of niche cultural groups, the rise of minimalism, and the increasing use of social e-commerce [3].

The rapid development of Internet technology and smart devices has made adolescents more dependent on digital platforms for information, socialization, and shopping. Digitalization is changing their consumption habits, not only improving the convenience of consumption but also influencing their attitudes toward material life. The growth of e-commerce and social media has led to greater diversity and convenience in the way teens consume. Online shopping platforms offer a wealth of choices, and teens can easily browse products, compare prices, and make decisions. With the help of big data technology, e-commerce platforms can provide them with personalized recommendations, making consumption behavior more precise. At the same time, the convenience of mobile payment also brings instant gratification, pushing teenagers to spend more frequently. However, this convenience also brings some negative impacts. Social media advertisements may induce teens to engage in impulsive spending behavior. In addition, over-reliance on online shopping may cause them to neglect the physical shopping experience and lack the opportunity to interact directly with the products.

Digital technology also provides young people with rich learning resources, enabling them to access information independently and expand their knowledge quickly. However, prolonged use of electronic devices may lead to distraction and even trigger dependence on social media or online games, affecting studies and life. In terms of self-identity, adolescents use social media to express themselves, explore their interests, and gradually form their own identities. Digital platforms provide a stage for them to display themselves, and they shape a unique personal image through personalized consumption and social activities.

The digital environment is also influencing the consumer attitudes of teenagers. First, they value experiences more than material consumption and tend to invest more in travel, entertainment, and social activities. Secondly, the spread of social media has brought issues such as environmental protection and sustainable development into their consumption philosophy, making brand social responsibility an important factor in their choices. In addition, teenagers are more in pursuit of personalized consumption, no longer blindly following trends, but making consumption decisions more independently [4].

3.2. Impact on Family Education

With the rapid development of science and technology, digitalization has profoundly changed people's way of life and dramatically improved efficiency. Against this background, early childhood family education has become a focus of social attention, especially under the impact of the wave of digitization, and the impact of digital technology on early childhood education has become increasingly significant. Although digitalization has brought many new opportunities to early childhood education, its impact has positive and potential negative effects. Therefore, it is necessary to comprehensively analyze the advantages and disadvantages of digitization on early childhood family education and put forward reasonable suggestions to help parents and educators better promote the overall development of young children.

Digitization greatly enhances the convenience of early childhood family education, especially in terms of access to information and the abundance of educational resources, which makes remarkable progress. Parents can easily access a wealth of early childhood education resources through the Internet, such as early childhood education programs, interactive learning platforms, e-books, and educational applications. These resources not only provide more learning opportunities for children but also enable parents to better participate in their children's education. For example, parents use early learning apps to play entertaining animations or stories for their children to help them learn enjoyably. Additionally, some families use electronic calendars and task management tools to effectively organize their children's daily activities and develop their time management and self-discipline.

However, the impact of digitization on early childhood family education is not all positive, and some negative effects cannot be ignored. First of all, over-reliance on electronic devices may adversely affect the vision and physical development of young children. Prolonged use of electronic devices can lead to vision loss and even trigger attention deficit and learning difficulties. Studies have shown that children between the ages of 3 and 6 who use electronic devices for long periods every day may affect brain development, leading to a decline in cognitive ability and creativity. Therefore, when choosing digital educational tools, parents should reasonably control their children's screen time and avoid over-reliance on electronic devices.

What's more, digitization may also lead to a decrease in parent-child interaction. Some parents, due to their busy schedules, often use electronic devices instead of companionship, neglecting face-to-face interaction with their children. This may make children feel emotionally lonely, which in turn affects their social skills and emotional development. Emotional communication and interaction between parents and children are particularly important for young children's development, and parents should not rely solely on electronic devices to replace their educational duties.

To better cope with the dual impact of digitization on early childhood family education, parents should take effective measures. First, they should reasonably control their children's screen time, especially avoiding prolonged exposure to electronic devices in the evening or before meals. Second, parents should actively participate in their children's digital learning, help them understand what they have learned, and give them timely feedback. More importantly, parents should focus on parent-child interactions and accompany their children to do outdoor activities or participate in non-digital learning methods, such as reading paper books and creating handicrafts, to enrich their children's growth experience [5].

4. Conclusion

The study of adolescent consumption in the digital age reveals key insights. Firstly, digital technology is reshaping how teenagers approach consumption, leading to more varied channels and personalized preferences. With the rise of social media and online shopping, teens increasingly turn to the internet for information and decisions about what to buy. Their consumption habits now emphasize individuality, immediacy, and social engagement. They care more about brand image, trends, and social validation, often opting for experiences over material goods. This shift indicates a

transition from single-minded consumption to diverse preferences, especially in areas like virtual products and digital services.

Meanwhile teenagers' consumption behavior is becoming increasingly shaped by social media recommendations and peer influence, making their habits more decentralized and flexible. They no longer rely on a single e-commerce platform, instead switching between multiple channels to compare prices and make more informed purchases. The widespread use of digital payments and advancements in logistics services also add to the convenience of online shopping for teenagers.

However, over-reliance on the instant gratification brought about by digital platforms may induce excessive and impulsive consumption among adolescents, leading to a waste of resources as well as the economy. Therefore, consumption bias resulting from over-reliance on social media and online advertisements should be reduced by guiding adolescents to develop a rational consumption mindset.

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