

Review of Research on Consumer Behavior of Generation Z: Based on a Systematic Literature Review

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Abstract: The young consumer group represented by Generation Z is rising strongly and will have a multi-dimensional impact on the entire consumer market. Therefore, systematically reviewing and analyzing the current research status of domestic Generation Z consumer behavior is conducive to accurately grasping the characteristics and problems, main motives and influencing factors of Generation Z's consumer behavior. The study adopts a systematic literature review method, based on 29 relevant empirical research papers in China Knowledge Network Database (CNKI) for statistical analysis. The study shows that: (1) Generation Z's consumption behavior has gradually shifted from irrational consumption to rational consumption; (2) realizing identity is the common goal of Generation Z's consumption, with physical consumption focusing more on personalized expression, and virtual consumption focusing more on enhancing self-worth; (3) the influencing factors of Generation Z's consumption behavior include subjective factors such as the level of pressure from life and work and the level of the economy, as well as objective factors such as relevant national policies and brand communication power. The objective factors. Based on the results of the review, this paper puts forward the following suggestions: (1) optimize the business environment and create a social atmosphere of green consumption; (2) cater to the characteristics of consumption and provide high-quality products and services; and (3) strengthen rational education and inspire the progressive youth in the new era of consumption.

Keywords: Generation Z; Consumer Behavior; Identity; New Types of Consumption; Digital Age; Systematic Literature Review.

1. Introduction

Currently, China's consumer market is experiencing a new round of digital transformation. With the rapid development of social and economic technology, China's GDP rising to the second in the world, the rapid development of the Internet and the emergence of mobile Internet, the young consumer group represented by Generation Z is rising strongly and will have a multi-dimensional impact on the entire Internet consumption. Generation Z is the people who were born between 1995 and 2009. In the Wall Street Journal, Barclays mentioned that in 2020, Generation Z will become the largest consumer group in the world. In China, according to 2018 data from the National Bureau of Statistics, the mainland's population born between 1995 and 2009 totaled about 260 million, accounting for about 19 percent of the total population in 2018. According to the article "Generation Z Consumer Power White Paper" published at the end of 2018, China has the world's largest Generation Z population. And it mentions that Generation Z will take up 40% of China's overall spending power in 2020, becoming China's current spending power. China's Generation Z consumers are different from previous generations in terms of economy, material, consumption concepts and education.[1]. Their needs are more spiritual, abstract and personalized. In their lives, there is no lack of internet, and they have been influenced by technology products such as tablet computers, smart phones, internet, instant messaging, SMS, MP3, online shopping and so on since they have a basic knowledge of the world. As a result, they are born in an era of simultaneous rapid material, economic and technological development, and have a very different self-concept and consumer behavior from the previous generation.[2] They have a very different self-concept and consumer behavior from the previous generation.

In 2024, Generation Z is between the ages of 14 and 29 and is about to enter, or is entering, all areas of social production, potentially greatly influencing contemporary social institutions, values, attitudes, and behaviors[3]. For the consumer market as a whole, newcomers are always welcome, and the consumer market will eventually change because of them. To summarize, the strong rise of Generation Z represents the change of the consumer generation. Insight into Generation Z consumers, keep pace with the times, accurately understand and analyze their consumption preferences, actively participate in all aspects of their consumption decision-making journey, so as to influence their consumption decisions, and do a good job of newcomers and retention, which is the market's logic of action to seize the target consumers. With the development of society, the attention to Generation Z has increased, and academic research on the consumption behavior of Generation Z has also begun to increase, and the research on the consumption problems of Generation Z has become a hot topic. As a result, a review study on the emerging theme of Generation Z's consumption behavior has academic and practical value of sorting, integrating and guiding. Although some review articles have been conducted on the research progress of Generation Z based on different research interests, most of the existing research focuses on specific topics in a single field and lacks a holistic assessment of Generation Z's consumption behavior; moreover, most of the papers adopt narrative and critical review methodology, which can also summarize a large amount of literature and draw conclusions from the research, but it is usually more subjective, with insufficient quantitative analysis and difficulty in data reproduction. and data reproduction is difficult. Therefore, this paper hopes to study the main features and problems, motives and influencing factors of Generation Z's consumption behavior through a systematic literature review method, in order to put forward

countermeasures and suggestions for the consumption of Generation Z in the future.

2. Research Design

2.1. Research Methodology

In this paper, the systematic literature review method was used to conduct the study. Systematic literature review method is a clear and systematic method of literature review, which usually points to a specific research question and follows the processes of literature inclusion and exclusion, paper quality assessment, evidence analysis and synthesis, and result reporting and summarization, so as to accurately grasp the current research status and development trend of the research topic. Compared with traditional review methods such as narrative and critical review, the process of literature identification, screening, inclusion and analysis is clear and repeatable, which is not only conducive to controlling and reducing the bias of researchers' literature selection, synthesizing observation results, and providing a more reliable and accurate answer to the research question, but also maximizes the scientific and rigorous nature of knowledge innovation.[4] . Systematic literature review method is the development of traditional literature review, which effectively circumvents the deficiencies of descriptive and subjective nature of traditional literature review method due to the clarity of the research questions, transparency of the research process, and innovativeness of the research results. At present, this method has been widely recognized by researchers in different fields, and is applied to primary and secondary school teaching[5], intelligence science[6] national security[7] intelligence science, national security, and many other emerging topics.

2.2. Research Questions

The purpose of this study is to explore the current research status and development trend of Generation Z's consumer behavior by combing through related literature, with the following specific questions:

- (1) What are the main characteristics and problems of Generation Z's consumer behavior?
- (2) What are the main motivations for generational Z consumer behavior?
- (3) What are the factors that influence the consumer behavior of Generation Z?

3. Research Sample and Screening

3.1. Literature Search Strategy

In order to objectively, comprehensively and accurately analyze the research progress of Generation Z consumption behavior, this study follows the PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) [8] guiding principle, and divides the process of synthesizing Generation Z's consumption behavior into four stages: paper identification, paper screening and evaluation, paper inclusion, and extraction and integration of data. First, in view of the fact that most of the literature databases in China are duplicated with the China Knowledge Network (CNKI) database, in order to prevent duplicated searches and simplify the search procedure, this study limits the search to the China Knowledge Network Academic Journals Database (CNKI). Second, the search was limited to the period from January 1, 2014 to December 21, 2023 in order to comprehensively

understand the development of Generation Z's consumer behavior in the past decade. The search statements were constructed through academic discussions and experimental searches, and combined with free text and subject vocabulary lists: SU=('Generation Z' + 'youth' + 'digital natives') AND TI= ('consumption'+ 'consumer behavior'), and a total of 665 documents were obtained. There are still many literatures obtained through the above search methods that are not relevant to this study, and further inclusion criteria need to be set to ensure the accuracy of the findings.

3.2. Literature Screening Criteria

Table 1. Literature screening criteria

serial number	Inclusion criteria	Exclusion criteria
1	The full text is available	Full text inaccessible
2	Chinese Journal	Foreign language periodicals
3	Source categories are limited to NU Core, CSSCI, and AMI	Non-NU Core, CSSCI, and AMI
4	The article is a journal paper	Book manuscripts, conference papers, reports, review articles, etc.
5	The type of research must be empirical, containing empirical research such as quantitative, qualitative or mixed methods	Non-empirical research such as reviews and theoretical discussions
6	The full text should be at least 3 pages in length	Posters, short papers, etc. of less than 3 pages in length.
7	The study population meets the definition of Generation Z	Study subjects do not fit the definition of Generation Z
8	The study covers consumer behavior	The study does not cover consumer behavior
9	The research process contains a clear research question, research methodology, and research conclusions	The research process did not address a clear research question, research methodology and research conclusions

In order to ensure the accuracy and reliability of the results of the literature analysis, this paper addresses the preliminary search of the[1-10] 665 literatures, the corresponding literature inclusion and exclusion criteria were formulated (e.g., Table 1). Among them, articles 1-6 are designed to ensure the accuracy and authority of literature sample screening; article 7 qualifies the research object to ensure that the sample of systematic literature review studies meets the definition of Generation Z; article 8 qualifies the content of the study to ensure that the study is related to the study of consumer behavior; and article 9 qualifies the process of the study to ensure the completeness and standardization of the research process.

3.3. Literature Screening Process

This paper follows a systematic literature review approach to screen the literature related to the study of Generation Z consumer behavior through four stages: identification, screening, inclusion or exclusion, and extraction and integration of data. The paper identification stage is

responsible for retrieving all papers in the selected database that may be relevant to the topic of Generation Z consumer behavior.

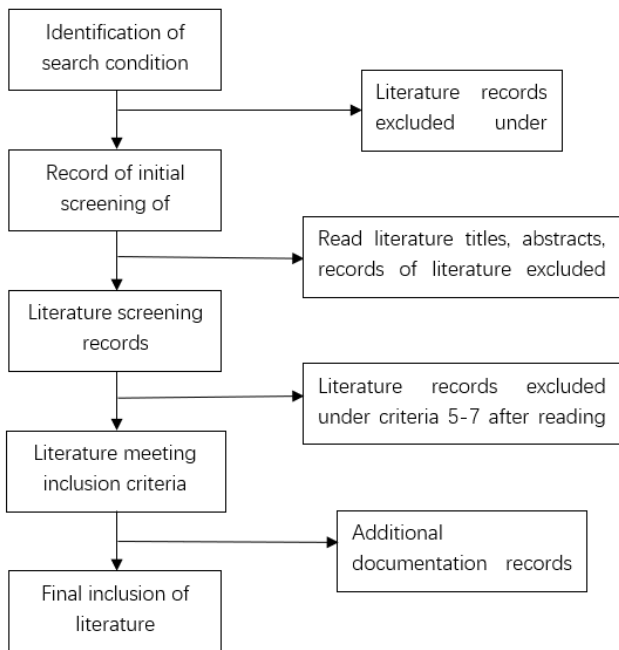


Figure 1. PRISMA

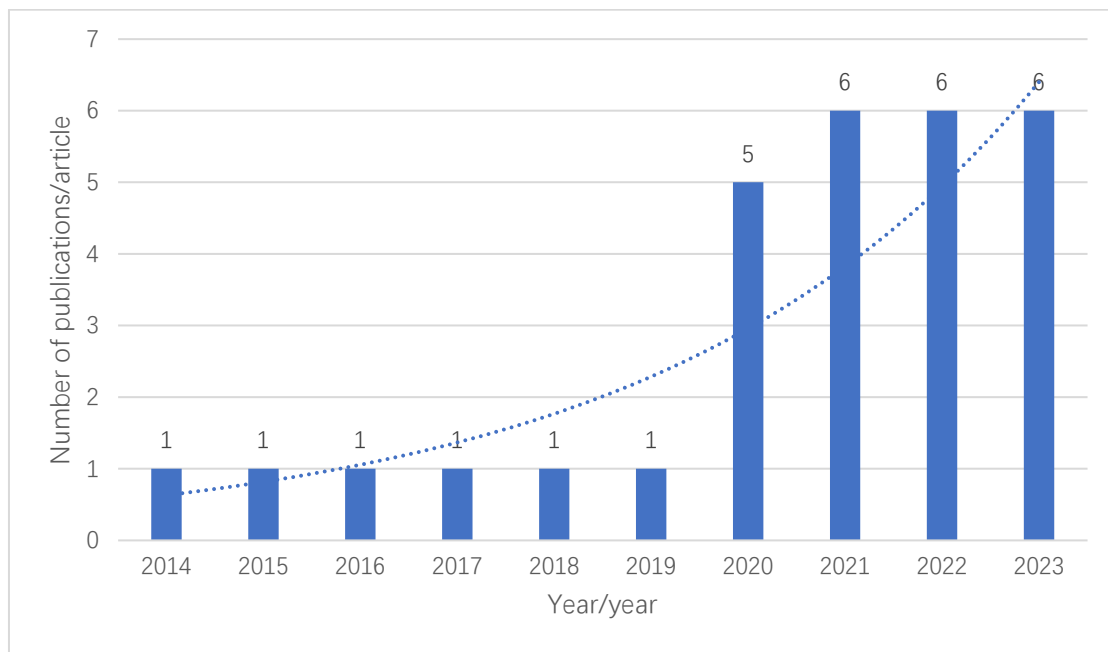


Figure 2. Number of Domestic Gen Z Consumption Research Literature Published, 2014-2023

4.2. Publication and Citation of Literature

From the source of literature, 29 papers were published in 15 different journals or conferences, of which the top four journals in terms of the number of publications in domestic journals were China Youth Studies, Contemporary Youth Studies, Youth Studies, and China Youth Social Sciences. In terms of the distribution of journals in which the literature was published, the number of literature published mainly in social sciences is 19 (accounting for 65.5%), the number of literature published in economic and management science journals is 7 (accounting for 24.1%), the number of literature published in engineering science and technology journals is 2 (accounting for 6.9%), the number of literature published in information science and technology journals is 1 (accounting

The paper screening stage is responsible for filtering and retaining papers with complete information and clearly related to the topic of Generation Z consumer behavior. The paper inclusion and exclusion stage were responsible for including 119 papers that met the screening and evaluation criteria according to the degree of relevance by reading the abstracts of the papers with different criteria, and obtaining 27 papers that met the inclusion criteria through further full-text checking; in addition, 2 additional papers were obtained through references and citations. The data processing and coding stage was responsible for extracting data from the included papers and data integration. This study finally obtained 29 papers that met the criteria, as shown in the specific PRISMA process (Figure 1).

4. Current Status of Consumer Research on Generation Z

4.1. Overall Research Trends

In terms of publication time, the current domestic consumer behavior of Generation Z shows an increasing trend year by year (see Figure 2), especially the sudden increase in the number of literature in the past two years, indicating that Generation Z continues to receive attention from the educational community.

for 3.4%) The number of literature published in philosophy and humanities journals is 1 (3.4%). It can be seen that research on the consumer behavior of Generation Z has mainly received attention from the fields of social sciences and economic and management sciences.

In terms of the citation rate of literature, among the 29 Chinese literature, 1 article (3.4%) has a citation rate of more than 50 times; 5 articles (17.2%) have a citation rate of more than 20 times and less than 50 times; 8 articles (27.6%) have a citation rate of more than 10 times and less than 20 times; 12 articles (41.4%) have a citation rate of more than 0 times and 10 times or less; 3 (10.3%) of the literature had 0 citations. From the number of literature citations, it can be seen that most of the literature has been cited a low number of times,

and the literature has only been cited a small number of times. This reflects from the side that the current recognition of literature is not high, the number of recognized high-quality

literature is low, and both the quality and quantity of research literature need to be further improved.

Table 2. Literature-related information

author	citations	Published Journals
Sun Xiulin;Zhang Can	18	Youth Studies
Liu Fan	16	cinematic arts
Yan Xia (1973-), Chinese long-distance runner	30	Youth Quest
Lin Jiang; Zhang Xin; Zheng Shasha; Zhou Xiaochun	4	China Youth Social Sciences
Lin Jiang	5	China Youth Studies
Song Dan Ying	16	Technical Economics and Management Studies
Liu Kaiqiang	23	Yunnan Social Sciences
Lin Mengdan;Lin Xiaoshan	33	China Youth Studies
Jiang Yanjie;Zhang Yushan	6	China Ceramics
Chi Jung-min	8	China Youth Studies
Zhang Han; Zeng Wangsheng	6	Library Forum
Zhang, Zhimin; Chen, Xi	11	Youth Studies
good appearance	36	Business and Economic Research
Wu Jun;Zheng Hao	21	Modern Urban Studies
Zeng Yanbo; Ye Fulin	8	Contemporary Youth Studies
Wang Yongtao (1907-1984), Chinese actor	100	China Youth Studies
Yang Faxiang;Li Anqi	19	Journal of Jiangxi Normal University (Philosophy and Social Science Edition)
Yang Faxiang;Li Anqi	11	Youth Studies
Dai Yuqi; Wang Xin; Yao Naiwen	4	China Youth Social Sciences
Shen Qi;Chen Jing	8	Contemporary Youth Studies
Wang Shaojun;Li Xiaobing	8	Economic and Management Review
Zhu Di; Zhang Junzhe	10	China Youth Social Sciences
Ren Cheng Yuan (1966-), Chinese politician, prime minister from 2008	11	Business and Economic Research
Lu, Nana; Li, Guiping	2	China Youth Studies
Wang Bin	2	China Youth Studies
Tian, Xiaowen; Dai, Yan; Burleigh	1	consumer economy
Wu Xiaolu	0	Contemporary Youth Studies
Liu Yiran (1945-), PRC diplomat, special representative Africa from 2007, Chinese specialist on Sudan and the Darfur issue	0	China Youth Studies
Li Jie; Yang Jiale; Zhang Zeping	0	China Business News (newspaper)

4.3. Characterization of the Research Methodology

Statistical analysis of the research methods used in each study shows that in the Chinese literature, the most used research methods are questionnaire survey method (n = 14) and interview method (n = 19); followed by mathematical and statistical analysis method (n = 13) and logical analysis method (n = 17); followed by case study analysis method (n = 3) and constructing a model (n = 3); most of these studies combined with the documentation method (n = 24); there are also a few studies that use methods such as fieldwork method and web ethnography. To summarize, it can be seen that the current empirical research on the consumption behavior of Generation Z is mainly carried out through the questionnaire survey method and the interview method, which is more and more concentrated, and does not involve too many other research methods and instruments. Therefore, the selection of research methods can be further expanded by combining multiple research methods to strengthen the reliability and professionalism of the study.

5. Research and Analysis of Generation Z Consumption

When this study analyzed the sample literature screened from the domestic database, it was found that there are similarities and differences in the characteristics, motives for consumption behavior and factors influencing consumption

behavior in the domestic study concerning the consumption behavior presented by Generation Z. The details of the study are detailed in Figure 3 below.

5.1. Generation Z Consumption Characteristics and Issues

By summarizing the literature, it can be found that the main characteristics and problems of the current domestic consumption behavior of Generation Z are: strong self-awareness, outstanding personality, adaptation to networked existence, easy to accept new things, easy to be swayed by the network's diverse opinions, strong grass-raising ability and brand dissemination, and at the same time, the consumption is prone to irrational behaviors; curiosity, focus on the cultural connotation, focus on the consumption experience, the main focus is on the consumer process of sensory, playful, cultural and psychological fit, as well as self-value identity highlighting and spiritual satisfaction. Curiosity, focus on cultural connotation, focus on consumption experience, mainly focus on the consumption process of sensory, game, cultural and psychological fit, as well as self-worth identity highlighting and spiritual fulfillment, but thus may fall into the trap of pseudo-exquisite, spiritual emptiness, invisible anxiety; pay attention to the quality of the product and the quality of the service, the acceptance of the consumption symbols, pay attention to the taste of the consumer goods, the existence of the risk of consumption, in the "rights and interests" or "maintenance of the product" or "maintenance of the product".

Table 3. Research methodology

author	Research methodology
Sun Xiulin;Zhang Can	Literature method, questionnaire method, mathematical and statistical method
Liu Fan	Literature method, questionnaire method, mathematical and statistical method
Yan Xia (1973-), Chinese long-distance runner	Literature method, interview method, logical analysis method, case study method
Lin Jiang; Zhang Xin; Zheng Shasha; Zhou Xiaochun	Literature method, questionnaire method, quantitative research, mathematical and statistical method, logical analysis method
Lin Jiang	Literature method, questionnaire method, quantitative research method, logical analysis method, data analysis method
Song Dan Ying	Literature method, questionnaire method, statistical data method
Liu Kaiqiang	Documentary methods, semi-structured interviews, logical analysis, qualitative research
Lin Mengdan;Lin Xiaoshan	Documentary methods, semi-structured interviews, qualitative research
Jiang Yanjie;Zhang Yushan	Case study, questionnaire method, logical analysis
Chi Jung-min	Qualitative research, interview method, logical analysis method
Zhang Han; Zeng Wangsheng	Literature method, in-depth interviews, qualitative research, modeling, logic analysis
Zhang, Zhimin; Chen, Xi	Literature method, interview method, logical analysis method
good appearance	Literature method, questionnaire method, mathematical and statistical method
Wu Jun;Zheng Hao	Literature method, questionnaire method, cluster analysis, nonlinear typical correlation analysis, factor analysis
Zeng Yanbo; Ye Fulin	Literature method, questionnaire method, interview method, data analysis method, logical analysis method
Wang Yongtao (1907-1984), Chinese actor	Bibliographic methods, web ethnography, in-depth interviews, logic analysis
Yang Faxiang;Li Anqi	Bibliographic method, interviews, logical analysis
Yang Faxiang;Li Anqi	Bibliographic methods, interviews, logical analysis, qualitative research
Dai Yuqi; Wang Xin; Yao Naiwen	Interviews, field research, case studies
Shen Qi;Chen Jing	Literature method, questionnaire method, interview method, kano model, data analysis method
Wang Shaojun;Li Xiaobing	Literature method, questionnaire research method, cs--go model, data analysis method, logical analysis method
Zhu Di; Zhang Junzhe	Literature method, fieldwork, interview method, logical analysis method
Ren Cheng Yuan (1966-), Chinese politician, prime minister from 2008	Literature method, questionnaire method, data analysis method, interview method
Lu, Nana; Li, Guiping	Literature method, interview method, logical analysis method
Wang Bin	Literature method, qualitative research, interview method, ethnographic observation, logical analysis method
Tian, Xiaowen; Dai, Yan; Burleigh	Structured interviews, questionnaire method, data analysis method, model building
Wu Xiaolu	Bibliographic method, web ethnography, semi-structured interviews, logistic analysis
Liu Yiran (1945-), PRC diplomat, special representative Africa from 2007, Chinese specialist on Sudan and the Darfur issue	Literature method, observation method, interview method
Li Jie; Yang Jiale; Zhang Zeping	Questionnaire method, data analysis method

There is a split in the position of "safeguarding rights and interests" or "safeguarding products", and there is the problem of "tightening the wallet" after obtaining material pleasure; the consumption behavior of Generation Z is not only external consumption, but also pays more attention to internal consumption, which is emotional, moody, and pleasing to the eye, and they are happy to enjoy the exclusive space and satisfy the spirit without interference. Exclusive space, to meet the spirit, but consumption and willingness to contradict, want to solve the lonely but consumption and biased towards self-pleasure; in recent years, the Z generation also highlights the preference for patriotic, environmental protection factors of consumer products.

By further sorting out the relationship between the publication time of the literature and the main characteristics and problems of Generation Z's consumption behavior, it can be found that Generation Z's consumption behavior has gradually shifted from irrational consumption to rational consumption, which is specifically manifested in the following ways: "thrif" has replaced "showing off", "rationality" has replaced "delusion", and they have begun to advocate the purchase of goods that are suitable for themselves, applicable, suitable, appropriate, suitable situation and suitable heart. Rationality" replaces "delusion", and they begin to advocate purchasing items that are suitable for themselves, applicable, suitable, appropriate, suitable for the situation, and suitable for the heart, without caring about whether they are luxuries or "rarities" that can be used to show off their status and position; "choosing the best" is the most important thing. The consumer creed and guidelines of "choose what I love" and "there is more than one good item"

are more in line with the personalized taste and needs of Generation Z. From "status" to "body", they have become more interested in buying items that are suitable for them. From "identity" to "body", health has become a lifestyle pursued by young people, and almost all sports-related consumer goods and items have become some kind of cultural symbols and lifestyle symbols; from excess to environmental protection, from showing off the status value of items to showing off their cheap price, environmental protection and reusability. reusable.

5.2. Generation Z Consumption Motivation

By summarizing the literature, it can be found that the main motives for the current consumption behavior of Generation Z are to achieve identity, self-expression and status competition; to meet personalized needs, pursuing entertainment, fashion, convenience, diversity, etc.; to alleviate realistic loneliness, find emotional support, construct social relationships, characterize group identity, and carry out circle interactions; to enhance self-worth identity, pursue personal ideals and freedom, improve comprehensive quality Inspire progressive youth.

By comparing the motivations of different types of consumption behaviors of Generation Z, it is found that achieving identity is the common goal of Generation Z consumers, physical consumption is more focused on personalized expression, and virtual consumption is more focused on enhancing self-worth, and all types of consumption behaviors are aimed at fulfilling individual needs, but with different emphases. Physical consumption is aimed at obtaining material satisfaction and realizing identity,

while virtual consumption provides the basis for further satisfying the needs of a better life. Physical consumption uses products as a means of expression, for self-expression

and status competition, while virtual consumption has a more spiritual atmosphere and focuses on inner enhancement.

author	Type of consumption	Features and issues	locomotive	factor	Published
Sun Xiulin; Zhang Can	Luxury consumption	Strong willingness to consume, personalized consumption , show-off and luxury consumption	Demonstration and pursuit of avant-garde and innovation, self-identity construction, and class status identity	Occupational class, income stratification, identity	2014
Liu Fan	Movie consumption	Adaptation to networked existence, bias toward products with patriotic elements, high spending power, New consumer concepts , focus on product quality and service quality, focus on other than money Scarce resources	Pursuit of entertainment, small circle non-utilitarian construction	Scientific and technological development, media campaigns,	2015
Yan Xia (1973-), Chinese long-distance runner	Café consumption	Utility to Experiential Consumption, Curiosity	Desire for "newness" , identity, self-expression and status competition, atmosphere	Domination of income, cultural popularization, symbols, symbols, atmosphere and emotions	2016
Lin Jiang. Zhang, Xin. Zheng Shasha; Zhou Xiaochun	human consumption	Less utilitarian, less mature consumer attitudes and behaviors	Exchange of emotions and benefits, search for belonging and self-esteem, networking	Payment methods, strength of emotional ties, social climate	2017
Lin Jiang	Overall consumption	Focus on non-material consumption, rational consumption, emotional consumption, and quality brands	Convenience, pursuit of personalization, fashion and enjoyment	Rights awareness grows, eco-consumption concepts come to the fore	2018
Song Dan Ying	Cruise ship consumption	Curiosity, fashionable personality, experience different lifestyles	Spirituality and Culture, Exploration and Adventure, Leisure and Health, Socialization	Economic conditions, leisure and health	2019
Liu Kaiqiang	Self-pleasing consumption	Freedom, individuality and not follow the crowd, happy to enjoy undisturbed exclusive space, to meet the spirit of consumption and willingness to conflict, want to solve the lonely but consumption is biased towards self-pleasure	Customization, convenience, privacy, efficiency, enhancement of general quality and meeting the needs of the good life	Refinement of social division of labor, flexible adaptation of cultural identity and self-leisure quotas, facilitated by online tools	2020
Lin Mengdan; Lin Xiaoshan	Marriage and housing consumption	Diverse and privacy-oriented	Self-class identification, pursuit of personal ideals and freedom	Psychosocial, Family Relationship Changes, Individualization Trends in China	2020
Jiang Yanjie; Zhang Yushan	White wine consumption	Personalized, enjoyment-oriented, culture-oriented, preferring to buy products with unique ip	Personalized satisfaction, convenience	Cultural connotations, economy, lifestyle, corporate image, marketing strategies, places of consumption, etc.	2020
Chi Jung-min	Knowledge consumption	Autonomy, mobility, fair chance preferences, risk-taking qualities and coping skills, time autonomy	In addition to convenience, privacy, and the motivation to seek "financial rewards," they also seek "value rewards" and "emotional rewards," and self-identification.	Changes in growth environment and market situation	2020
Zhang Han. exuberant	Digital reading consumption	Low willingness to pay, personalized needs first, career needs first, IP derivation driven, higher security awareness, "report the good news, not the bad news"	Pursuit of personality and interest, individuality, diversity, quality, experience, emotion, purpose and utility	Risk Assessment, Individual Characteristics, Opinion Leaders, Product Qualities, Consumption Environment, Virtual Communities, etc.	2020
Zhang, Zhimin; Chen, Xi	Beer consumption	Consumer culture identity, pursuit of life taste and style, avant-garde, novelty, quality, emotional experience	Pursuing a unique cultural style, pursuing a niche	Brand value, brand character concept, product packaging	2021
good appearance	tourist spending	Hunting, personalization	Strong interest, strong consumer demand, information needs, socialization needs, personality needs	Quantity and quality of short self-media video distribution	2021
Wu Jun. Zheng Hao	Community consumption	Easily accept new ideas and methods, consume diversely and pursue high quality.	Comfort, versatility	not mentioned	2021
Zeng Yanbo; Ye Fulin	Luxury consumption	Emotional consumption, Non-identity fit . Emphasis on consumption of goods over cultural consumption, the problem of irrational consumption, and the problem of extravagance before wealth	"Self-enjoyment" and "self-use", "socialization", "status symbols". "Taste and style" for personal development.	Individual Factors, traditional factors, online environment, social fashion Trends	2021
Wang Yongtao (1907-1984), Chinese actor	Subcultural consumption	Self-pleasing, private domain, socialization, isomorphism of reality, tribal consumption, mobility	Paying for love and pleasing oneself; finding emotional support; fulfilling social needs; finding pleasure	Character Development, Symbolic Competition, and Opinion Leader Guidance	2021
Yang Faxiang;Li Anqi	Blind Box Consumption	Existence of irrational behavior, pursuit of personalization and customization	Psychodynamic Principles, Social Currency Properties, Self-Focus Orientation and Group Viewpoint Expression	Artistic symbols are "cheapened", marketing methods are "starved", entertainment time is "fragmented", and	2021

				information exchange is "shared". "etc."	
Yang Faxiang;Li Anqi	Pet Consumption	Emotional dependence in family interactions, emotional linkages in social networks and emotional derivation in social interactions	emotional exchange	Emotional withdrawal caused by the squeeze of urban life, Emotional disorientation caused by the suspension of status, Emotional drift caused by the reconstruction of the circle of identity	2022
Dai Yuqi; Wang Xin. Yao Naiwen	Paid study room consumption	Group specificity, exclusivity	Expression of life attitude, construction of social relationship, characterization of group identity, circle interaction	not mentioned	2022
Shen Qi. Julia Chen	Blind Box Consumption	Advance consumption, vanity consumption, showy consumption, attach great importance to the consumer experience, accept the consumer symbols, focus on consumer goods status	Social Emotional, Gaming Experience, Cultural Experience	Social, sensory, playful, and cultural aspects of the product	2022
Wang Shaojun;Li Xiaobing	New Mainstream Video Consumption	Generalization of idol consumption and positive claims of fan circles, strong "ego" characteristics, "objectification", focus on family and national sentiments	Pursuing cultural connotations , searching for identity, emotional needs, progressive youth inspiration	Cultural Cognition, Emotional Spirituality, Aesthetic Reception, Social Interaction, Trafficization, and Programming	2022
Judy. CHANG JUNZHE	New cultural consumption	(c) "Group" and "group" purchasing, structuring of consumer decisions and the dynamic cycle of the consumption process. There are consumer risks ; the issue of the split between "defending rights" and "defending products".	Seeking emotional experience and physical pleasure, actively making consumption choices according to their own interests, and diversified consumption needs are also satisfied with the empowerment of technology.	Virtual culture and virtual products, digital context	2022
Ren Cheng Yuan (1966-), Chinese politician, prime minister from 2008	Overall consumption	Strong sense of self, outstanding personality, high level of demand, "lazy and funereal" loneliness economy, pay for their own interests, highly involved in online consumption, strong grass-planting ability and brand dissemination, nighttime consumption, face value, trend consumption	Desire to be recognized	Specificity of upbringing	2022
Lu, Nana; Li, Guiping	Pet Consumption	Character consumption, where emotions are both the means and content of consumption and the result of consumption	Highlighting personal interests, dissipating loneliness, and de-escalating emotions	proximate reproduction	2023
Wang Bin	New cultural consumption	Circle, personalization, value, strong social attributes; focus on consumption "good or bad"; from the emphasis on "price-performance ratio" to the importance of "price ratio".	Experienced, controlled, and translated into real-world benefits	Platform Mechanisms, Key Opinion Leaders, Circularized Gatherings	2023
Tian, Xiaowen; Dai, Yan. Bo Le (horse connoisseur during Spring and Autumn Period)	Overall consumption	"Happy shopping" and "exquisite poor", emotional, socialization, luxury, excessive consumption ; susceptible to the network of diverse opinions around , also easy to lose rational boundaries, after obtaining the material pleasure to worry about the "wallet is tight! After gaining material pleasure, they will worry about "tightening their wallets" and fall into the trap of pseudo-exquisiteness, spiritual emptiness and invisible anxiety.	Enhancement of self-worth identity	consumerism	2023
Wu Xiaolu	Overall consumption	Tribalization of consumption, self-purpose, online consumption	Pursuit of identity, trust and intrinsic benefits, pursuit of uniqueness and innovation, and a sense of "togetherness".	"consume-interact-re-consume"; tribal trust	2023
Liu Yiran (1945-), PRC diplomat, special representative Africa from 2007, Chinese specialist on Sudan and the Darfur issue	Overall consumption	"Thrift" replaces "flaunting", "rationality" replaces "delusion", personalization taste and demand. From "identity" to "body", from excess to environmental protection.	Pursuing quality for diverse channels, stylized content, leaning towards entertainment	Dramatic changes in the global order and the plurality of social trends, changes in our economic and social formations	2023
Lee, Jie;. Yang Jiale;Zhang Zeping	Overall consumption	Highly digitally literate, digitally living, digitally engaged, economically innovative, Experience Consumption	Pursuing emotional comfort, pursuing individual aesthetics, pursuing customized services, emphasizing immersive experiences	Digital technology, circle culture	2023

Figure 3. Summary of Gen Z Consumer Behavior Research

5.3. Influencing Factors of Generation Z Consumption

By way of summary, there are two main factors affecting the consumer behavior of Generation Z, namely subjective and objective factors.

Subjective factors mainly include personal consumption concepts and awareness, occupational class, economic level, personalized needs, life and work pressure, and the special background of Generation Z. The special background of Generation Z plays a decisive role in their consumption behaviors, as they were born in the era of China's reform and opening up and are generally well-educated, and have a rational understanding and clear judgment of market opportunities, life risks, and economic fluctuations. They have a more rational understanding of market opportunities, reasonable predictions and clear judgments about life risks and economic fluctuations. Coupled with the strong sense of independence and self-protection unique to Generation Z, they have seen too many uncertainties emerge too often, which has made them more pragmatic in terms of spending and saving, and more likely to make good preparations for a good life in the future through careful budgeting and early management of finances. Therefore, the changing times have shaped their consumption habits and inevitably determined their perception of reasonable spending. In addition, the pressure of life and work is also an important factor influencing the consumption behavior of Generation Z. Modern young people seek emotional satisfaction and consolidate their self-identity for this reason, which also influences their consumption behavior.

Objective factors mainly include the development of relevant national policies, social climate, network media communication, brand influence, and the products themselves. In recent years, more and more policies have been enacted to protect the consumption behavior of the young generation. The social atmosphere positively influences the consumption concepts of Generation Z and further affects its consumption behavior. As the original citizens of the Internet, the influence of online media and key opinion leaders on the consumption behavior of Generation Z cannot be ignored. In addition, the influence of the brand itself and the quality of the product itself are the fundamental factors influencing the consumption behavior of Generation Z.

6. Research Implications

6.1. Optimize the Business Environment and Create a Social Atmosphere for Green Consumption

Generation Z is a generation born in the Internet era, and their consumption behavior occurs more often in online scenarios. Therefore, the optimization of consumption environment becomes the base point to guide their consumption behavior. Consumption environment refers to the external conditions under which consumption behavior occurs, including the online scene jointly shaped by brands, platform media and other subjects. For the marketing behavior of the brand side, regulations should be strengthened to limit the inappropriate behavior of marketing behavior and avoid inducing the aberration of the consumption behavior of Generation Z. In addition, the platform media should be restricted from over-pushing consumer content to avoid

excessive influence on the consumption demand of Generation Z. Through the synergy of hard governance of laws and regulations and soft governance of industry self-regulation, a reasonable space for brand marketing behaviors can be formed, the chain of unreasonable consumption behaviors can be blocked, and the consumption environment of Generation Z can be optimized.

6.2. Catering to Consumer Characteristics and Providing Quality Products and Services

Generation Z consumers have distinctive characteristics that are different from other generations of consumers: they have unique styles and focus on personalized consumption; they are unique but not alone, and they are more willing to pay for sentiment and content. Therefore, enterprises need to cater to the consumption characteristics of Generation Z and optimize their products from various aspects. First of all, enterprises should rely on the value upgrade of consumer goods to improve the effectiveness of product supply. By focusing on the development of functionality of consumer products, they can meet the diversified needs of Generation Z, and discover the selling points of their products by solving problems. Secondly, they should pay attention to the aesthetic attributes of consumer products, increase added value through appearance upgrading, and realize the synergistic enhancement of use value and aesthetic value. Go beyond simple symbol collage and attract the attention of Generation Z through the manifestation of culture and spirit. Finally, concept embedding is also an important support. Enterprises should identify with Gen Z's recognition of health, environmental protection and other concepts and incorporate them into their products, thus enhancing the value of the products. At the same time, in marketing practice, companies can increase the opportunities for Gen Z consumers to come into contact with local brands by setting up experience stores and striving to provide a good user experience, so as to bring them closer to the psychological distance. In addition, by doing a good job of content marketing, using old stories to find young markets, and making brands and products more emotional, it can increase the degree of identification and integration of Gen Z consumers. Finally, enterprises can upgrade the cultural industry chain, carry out multi-industry integration, break the circle of traditional cultural products and services, and create more innovative value. In short, to cater to Generation Z and optimize their products, enterprises need to focus on value upgrading, aesthetic attributes and concept embedding to meet the needs of Generation Z consumers.

6.3. Strengthening Rational Education and Encouraging Consumption of Progressive Youth in the New Era

Education is a practical activity that has a benign influence on the physical and mental development of human beings, aiming at accomplishing the progress of other people's personality. Through certain educational methods and means, the education system of rational consumerism is constructed, so that Generation Z can improve its systematic knowledge of rational consumerism. The education of Generation Z's consumerism is the content of ideological and political education in colleges and universities, and belongs to the category of guiding and cultivating outlooks on life and values. To correct the problem of consumption outlook of

Generation Z, it is necessary to play the leading role of consumption outlook education in colleges and universities. Meanwhile, according to the results of the research, the first influencing factor that affects the consumption concept and consumption behavior of Generation Z is the family. The family environment is deeply rooted in the formation of consumerism of Generation Z. Parents, as the first person responsible for the growth of college students, have a fundamental role in shaping their consumerism. In addition, the creation of a consumer atmosphere in society also plays an important role in the formation of the consumption concept of Generation Z. Generation Z, with diversified consumption interests, is affected by the full range of consumer culture, and its strong desire for a sense of belonging and identity makes it more inclined to accept the domestication of consumer culture, which makes it easy for them to be affected by the erroneous consumer culture and produce unreasonable consumption behaviors.[9] Therefore, the remodeling of the consumer culture will be a major challenge. Therefore, the reshaping of consumer culture is the key to guide the consumption behavior of Generation Z, and plays a fundamental role in supporting the formation of mature and rational consumption concepts. Through the joint efforts of multiple parties to convey the correct view of wealth, legitimate traffic and scientific financial management, we can help students get rid of blind kryptonite, consumption traps and traffic misunderstandings in a multi-dimensional manner, and encourage young people to develop civilized and rational digital literacy and consumption ethics.

7. Summary

Currently, the consumer group with Generation Z as the backbone has a multi-dimensional impact on the development of the entire digital economy, and its consumerism is more personalized, showing a high degree of digitization, economic innovation, experiential consumption and other behaviors, and consumption for Generation Z is not only the satisfaction of the consumer demand, but also the pursuit of a lifestyle, and their consumer characteristics and consumerism will affect the current trend and trend of the consumption mode of the current social era. Trends. By using a systematic literature review method, we study the main features and problems,

motives and influencing factors of Generation Z's consumption behavior, summarize the problems of Generation Z's consumption behavior, and provide some suggestions for Generation Z's consumption according to the current development status, so as to accelerate the development of industries related to Generation Z, and help to better balance the layout of different industries.

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