

# Research on the Network Consumption Behavior of College Freshmen and its Correction Strategies

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**Abstract:** With the continuous development of the information age, network consumption has become an important part of everyone's life. Freshmen who just enter universities have great enthusiasm for network consumption, and show different characteristics of network consumption and consumption behaviors. However, due to the immature concept of network consumption of college freshmen, home-school education is not timely and social norms are not perfect and other reasons, resulting in the misunderstanding of new network consumption. In this context, it is very necessary and urgent to correct the misunderstanding of the consumption behavior of college freshmen. It is necessary to play a positive role in imparting knowledge, guiding public opinion and establishing correct values, so as to correct and regulate the network consumption behavior of college freshmen.

**Keywords:** College freshmen, Network consumption, Consumption behavior, Correction strategy.

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## 1. Introduction

According to the 50th Statistical Report on the Development of The Internet in China, in the first half of 2022, various personal Internet applications in China have continued to develop, and the number of online shopping users directly related to network consumption has reached 840.57 million, and the utilization rate of Internet users has reached 80% [1]. It can be seen that network consumption has become an indispensable part of today's life, and college freshmen, as an emerging group among Internet users, have become the largest reserve force of network consumption. A series of new network consumption behaviors arise, which promote the growth and development of freshmen, but also make them fall into a misunderstanding. In order to make the network consumption, it is imperative to carry out the research of correcting the new consumption.

## 2. Physical and Mental Characteristics and Consumption Characteristics of University Freshmen

Student growth is a process of continuous development, therefore, students at different stages have different development characteristics. Research shows that the consumption behavior of college freshmen is very different from that of other grades, and different physical conditions, psychological state, social contact degree and consumption attitude all affect their consumption behavior.

### 2.1. Physical and mental characteristics

College students have very different development characteristics and cognitive levels from other periods. College is a crucial stage in a person's life. When freshmen just enter the ranks of adults, they can not help but produce subjective cognition of self through exploration and practice. In the process of their practice and exploration, there are often a series of risky behaviors [2] and inappropriate understanding.

Firstly, freshmen from the primary and secondary school stage guided by parents and teachers to the beginning to enter

the independent stage. University is about equal to a small society, freshmen are equivalent to the initial contact with the society, they have only a book theoretical basis of the society, lack of social practice experience. At this time, the students' mind is more simple, the awareness of prevention is weak, often follow the phenomenon. And other grade students have experienced several years of society more than the new students, therefore, their mind is relatively mature, relatively rational in the network consumption behavior.

Secondly, freshmen are an emerging force, younger and more dynamic. They are full of a strong desire for knowledge, are willing to try new things [3]. The Internet is also a hot industry today, and college students have high enthusiasm for exploring the Internet, and high enthusiasm for network consumption. But the discrimination ability is insufficient. They are easy to blind consumption.

Thirdly, because this group of students just ended the three years of high school, and began their freshman life without parents, teachers and academic burden, freshmen were greatly relaxed both physically and mentally. In this state from tight to loose, students are prone to retaliatory consumption.

Fourthly, entering the university means that they have more free time than high school, more time to surf the Internet, the self-control of freshmen is far less than students of other grades, and they will indulge in the Internet.

### 2.2. Characteristics of the network consumption

network consumption refers to the network activities with consumers as the main body, and through the network and the Internet as the tools and carriers of consumption, so as to carry out consumption. Network consumption specifically includes: social platforms (such as QQ, WeChat, Weibo, etc.) consumption, online entertainment consumption, paid software (such as video software, music software, game recharge, etc.) consumption, online shopping platform (Taobao, Tmall, etc.) consumption [4].

Network consumption is an important part of college students' consumption. Network consumption of college freshmen has the following three characteristics.

First, the network consumption of college freshmen is

diversified. In the survey, the freshmen chose different network consumption purposes. All kinds of content on the Internet attract students who just enter the university, they are willing to try all kinds of novel consumption, consumption a wide range of content. As more and more Internet platforms are involved in e-commerce business, the consumption channels of online consumers are gradually spreading from

traditional e-commerce platforms such as Taobao and Jingdong to short video live broadcast and social networking platforms[1]. In addition to the traditional consumption of food, clothing and use, freshmen also pay attention to virtual consumption, such as video APP recharge, game recharge, cloud pet raising, etc.

**Table 1.** Frequency table of network consumption purposes

		\$Q6 Frequency		
		Response		Percentage of cases
		Cases	Percentage	
Network consumption purpose a	Get learning materials	160	25.6%	64.5%
	Obtain material needs	140	22.4%	56.5%
	Relax leisure	160	25.6%	64.5%
	The pursuit of trend	144	23.1%	58.1%
	Other	20	3.2%	8.1%
Sum		624	100.0%	251.6%

Second, the network consumption of college freshmen is personalized. Every student is an individual, and there are significant differences between individuals. The differences in personality, needs and abilities affect the choice of consumption content. According to the survey, under the influence of macroeconomic environment and micro-subject preference, the entrance consumption of college students from different origins, genders and majors is both similar and different.

Third, the network consumption of college freshmen is socialized. In the survey, 54.8 percent of the students chose to expand their social circle. On the one hand, network

consumption is one of the links of online social networking, which builds a convenient bridge of communication between social groups. During consumption, students, as buyers and sellers, communicate online and communicate online, which promotes students' social communication ability to a certain extent. On the other hand, students pay close attention to the development of the society through the Internet, and always adapt to the changing society. There are corresponding consumption demands in different periods, and students buy different commodities according to the development and change of the society.

**Table 2.** The purpose frequency of the Internet table

		\$Q5 Frequency		
		Response		Percentage of cases
		Cases	Percentage	
The purpose of surfing the Internet a	Buy goods online	168	26.4%	67.7%
	Learn and improve yourself	120	18.9%	48.4%
	Recreation	172	27.0%	69.4%
	Expand social circles	136	21.4%	54.8%
	Other	40	6.3%	16.1%
Sum		636	100.0%	256.5%

### 3. Network consumption Behaviors and the Misunderstanding of College Freshmen

#### 3.1. Network consumption behaviors of college freshmen

In terms of influence, network consumption behavior is divided into positive behavior and negative behavior.

In terms of positive behavior, network consumption can expand the scope of new communication, break through the narrow social environment, enrich the social relations; broaden the vision, cultivate the subject consciousness, and promote the development of college students' personality [5].

In terms of negative behavior, in the fast-paced world of the network, the college freshmen are impulsive, thus blindly

following the crowd, and performing serious comparison behaviors; restrict the college freshmen to the network world, divorced from the actual life, and hinder the development of students' traditional social interaction.

#### 3.2. Network consumption misunderstanding of college freshmen

The emergence of negative network consumption behavior means that there are some problems in network consumption. The misunderstanding of college students' network consumption is the concentrated presentation of unreasonable and unhealthy network consumption behaviors of college students. Most studies conclude that the misunderstandings of new network consumption mainly include herd advance consumption [6], advocating network symbol consumption and entertainment addiction consumption.

**Table 3.** Network consumption tendency table

Scale name	Statistical variables	Mean	Standard deviation
Network consumption tendency	Often in the network studio to order	4.06	1.022
	network consumption is often affected by various network platforms (such as Weibo, Xiaohongshu, etc.)	4.06	.807
	Your network consumption content is far from your friends	2.05	1.093
	Used a lending platform	3.66	1.241
	Have recharged in the network game	3.92	.946
	Have been Top members on the video platform	3.95	.913
	Be satisfaction after high consumption	3.94	1.114
	You prefer to spend online than in physical stores	4.05	.876

### 3.2.1. Conformity and excessive consumption

Conformity consumption is the result of consumers' social influence, which refers to the phenomenon that individual consumption concept, will and behavior are guided and pressure by the evaluation, willingness and purchase behavior of others, and tend to be consistent with most people [7].

Excessive consumption refers to a consumption behavior that residents' consumption level exceeds the social and economic development level of the same period. College freshmen have weak discrimination ability, easy to be attracted by new things, easy to follow the crowd, and more and more students produce herd consumption. At the same time, in addition to clothing, food, textbooks and other conventional items, but also to meet their own leisure and entertainment expenditure and interpersonal expenditure, consumption expenditure is getting higher and higher, consumption requirements are more and more. Nowadays, "Ant Huabei" and other credit financial products are rampant in the campus. Due to the demand of freshmen for money or being recommended by students around them, they get dizzy and fall into the "campus loan". Net loan chaos is the typical performance of blind advance consumption misunderstanding, when falling into the net loan trap can not extricate themselves, will go to extreme or degenerate [6].

### 3.2.2. Advocating network symbol consumption

Symbolic consumption refers to that, driven by the logic of capital, consumers no longer only pay attention to the use value of goods, but instead pursue the symbolic code meaning created. Network symbol consumption is the extension of symbol consumption in the network space. It is the behavior that individuals in the process of consuming network goods no longer only pay attention to the use value of commodities, but pay more attention to their additional explicit or implicit symbolic value to meet their own spiritual needs[8].

The network makes use of college students' individuality and pursuit of fashion, which makes them buy a series of virtual products without use value. It seems that these symbol consumption shows students' personality and makes students get the identity of the outside world, but actually it is not. Just like the virtual products sold on the Internet, these students are also virtual, like a bubble. Indulging in such symbolic illusions, students will fall into the world of materialism, lose their nature and initiative, and become a person standing alone without a "spiritual home".

### 3.2.3. Entertainment addiction consumption

Nowadays, online entertainment applications emerge in an endless stream, such as online video, live streaming and online games. Online entertainment has become an integral part of young people's lives [9].

Compared with other grades of college students, freshmen

are more free and rich. In order to make up for the depression of middle school, freshmen will spend a lot of time in college. Watching TV dramas and movies, conducting live broadcasts and playing games have become the most important online entertainment activities for college freshmen. Many college students spend too much time on these activities, a mobile phone, a bed, they can watch live video or play video games for a day. At the same time, this year, many video platforms generally increased membership fees, and the proportion of paying users increased, among which the young people led by college students. Online games also appeared in the "buy equipment", "buy clothes" and other excessive "cut leek" behavior, students invest a lot of money in it. It can be seen that freshmen spend a lot of time and money on online entertainment, which leads to Internet addiction, wastes good learning time and seriously affects their study and life.

## 3.3. The reason for the misunderstanding

### 3.3.1. The cause of their own subjective initiative

First of all, college freshmen have strong characteristics, like to make public their own personality, enjoy the feeling of praise and pursuit. They follow this era of new things constantly changing, packaging themselves with famous brands, and regard luxury goods as a symbol of their status. According to the survey, 24.4% of the people choose to buy luxury goods online in 2022, with the digital economy, 66.7% buy online, which has become the mainstay of online luxury consumption[10]. College freshmen like to swim in the virtual world, where an online game is a virtual world. In this kind of world, college students are also more willing to buy equipment and grades through digital consumption to improve their status in it and highlight their unique personality.

Secondly, college freshmen have poor ability to judge right and wrong, they are easy to be bound by public opinion, the ignorant blindly, and the powerless obedient. As freshmen just enter an independent and free life, they are often attracted by the new environment around them. Before thinking well, they are taken with the crowd. They do not have enough understanding of the complexity of things, and make everything in the society simple, one-sided and absolute. And the wrong judgment of oneself, leading it astray.

Thirdly, college freshmen have no plan for consumption, especially network consumption[11]. College freshmen often have no clear concept of money and money. In the previous traditional consumption mode, there are visual money outflow, students are still able to estimate their own consumption level, will be adjusted according to the regular billing. However, in today's online digital economy environment, living expenses have become cold numbers in the display screen, and it is difficult for freshmen to perceive the specific weight of each

number expenditure, which leads to the phenomenon of their money like water.

Finally, because university management is more free than middle schools, and some college freshmen have poor self-control, they are easy to be attracted by online games and waste their time in the Internet. At the same time, some

freshmen lack independent spirit and are easy to be disturbed by the temptation of the outside world. Therefore, it is easy to ibehaviorst[12].

### 3.3.2. Home-school education is backward

**Table 4.** Home and school to carry out network consumption education harvest table

		Response		Percentage of cases
		Cases	Percentage	
What do you get from the consumption activities of online education in the school a	Didn't go on	80	31.7%	32.3%
What do you get from your parents' online consumer education a	Didn't go on	1	24.25%	25.8%

First of all, family education is lacking in network consumption. According to the survey, there is little family education in network consumption security. Parents are the first teachers of students, so they should establish a correct consumption view for students, and lay a reasonable and correct consumption behavior foundation. However, due to the negligence of parents, or busy with work or neglect of this aspect of education, students are at a loss after entering the new university environment without parents' constraints, resulting in a series of wrong consumption behaviors. The core values developed by domestic college students under the influence of family education affect the mainstream consciousness and lead to a certain deviation in the aspects of new ideas and values [13].

Secondly, the schools are not targeted and effective enough in the implementation of network consumption education. The focus of classroom teaching is generally the theoretical knowledge of books such as thought, politics, morality, law and other consciousness education, lack of practice and associated with real life content[14], therefore, the network such emerging things do not pay enough attention, ignore the network education. The online world is changing rapidly, and it is difficult for colleges and universities to open a course related to network consumption on a large scale. Students do not systematically learn how to deal with the bad network consumption content, which leads to the alienation of their network consumption behavior.

### 3.3.3. Social network norms are not perfect

The rise of network loans in the society is also the main reason for the alienation of college students' consumption behavior. Campus lending takes advantage of college students' consumption behavior and legal loopholes to make them develop rapidly on campus. The rapid growth of network loans is due to the lack of social emphasis on and norms of network security. For the education of college students, the social level pays more attention to the improvement of achievements, achievements and the cultivation of moral character. At present, there are very few lectures related to network consumption. At the same time, in terms of the content of network consumption education, there is no clear relevant provisions in the law, and the coercive force is insufficient.

On the one hand, freshmen can obtain more consumption capital channels from the society, so that they have the capital to pursue fashion trends for a period of time, distort their

consumption view, causing bad consumption behavior; on the other hand, the network environment is mixed, businesses and media in this environment, with a series of marketing means to stimulate consumers' irrational consumption [15]. If the network consumption security lacks the compulsory constraints and norms of the society and the law, as well as the society and the government do not pay enough attention to the relevant situation, college freshmen are easy to fall into the misunderstanding of irrational consumption.

## 4. Correction Strategy of Network Consumption Behaviors

As college students in the new era, they are inevitable to escape the wave of Internet economy and network technology, so the problem of "how to make college freshmen not be bound by its trend and become the beneficiaries of the victims of the network information era" is imminent. For the above network consumption behavior, the relevant departments have made the corresponding correction strategy. However, with the continuous development of the new generation and the continuous updating of consumption misunderstandings, we should also continue to improve the existing strategies and put forward new strategies.

### 4.1. Current status of correction strategies of network consumption behaviors

With the popularity of online shopping, the misunderstanding of network consumption caused by college freshmen has attracted the attention and attention of all circles, and some corresponding correction strategies have been put forward.

In order to protect the consumption of consumer groups and restrict the network consumption market, China has successively issued laws and regulations related to network consumption [16]. The protection of consumers is based on the Law of the People's Republic of China on the Protection of the Rights and Interests of Consumers promulgated on October 31, 1993. The following laws have been promulgated on the protection of network security: the Decision on Maintaining Internet Security promulgated in 2001, the Measures for the Administration of Electronic Authentication Services promulgated on April 1, 2005, and the Several Opinions on the Development and Management of Online Games promulgated on July 12, 2005. "The central committee of the communist party of China under the State Council on

further strengthening and improving the ideological and political education opinion" mentioned: "with the expanding opening to the outside world, the further development of socialist economy, some college students have different degree of hard struggle spirit desalination", to "guide college students consciously abide by thrift self-improvement basic ethics"[17].

## **4.2. Perfect the strategy of correcting the network consumption behaviors**

To "guide college freshmen to use online shopping platforms correctly and reasonably and regulate their network consumption behavior", we need to constantly improve and modify relevant policies and strategies according to the development characteristics of students, home schools and society. Starting from the students themselves, taking family education as the cornerstone, school education as the leading, and social education as the auxiliary to regulate the consumption behavior of college freshmen.

### **4.2.1. Students set up a correct view of consumption, out of the consumption misunderstanding**

Students form the consciousness of establishing a correct view of consumption and avoid falling into the misunderstanding of network consumption [18]. As a college freshman, I have more free time to plan for my future and improve myself. At this special point in time, calmly think about how to conduct network consumption, and constantly self-reflection and correction. If necessary, students should take the initiative to seek external help, such as parents and school help.

Give full play to their subjective initiative, can actively find and study different types of network consumption cases, naturally imitate the correct consumption behavior, and resolutely put an end to unreasonable consumption behavior. At the same time, consciously set up the correct three views, learn to self-management and self-restraint [19], consumption does not compare, do not blindly follow, do not addiction.

College freshmen constantly improve their consumption aesthetic ability and improve their personal emotional intelligence. In today's society of material desire, "beauty" has not been pure, is constantly materialized and desire by businesses, vulgar goods take advantage of the empty[20]. At this time, the students themselves should improve their aesthetic ability through the methods such as reading and talking, resist the abnormal aesthetic and consumption illusion, do not let the network cover their eyes to find beauty

### **4.2.2. Home and school jointly carry out network consumption moral education**

Adhere to the school education as the main, family education as the auxiliary [21], mobilize all aspects can expand the new network consumption behavior education path power.

Every family needs to build a solid foundation for students' correct consumption concept and consumption psychology. On the one hand, the parents is the child's first leader, parents network consumption behavior subtly affects their children's consumption, therefore, parents to set an example, set good consumption, money, values, role model, with good Dan influence children, cultivate the excellent quality of thrift. On the other hand, many parents are too busy ignoring their children's development because of their work, and even miss the best period of education, but it is never too late to mend. As parents of college freshmen, they should always pay

attention to their consumption situation in such a new stage, find out the abnormal consumption behavior problems of freshmen in the first time and solve them, give them enough care and guidance, and carry out regular network consumption education.

Colleges and universities need to play their leading role in carrying out network consumption moral education for freshmen. The Guidelines for the Protection of Consumers adopted by the United Nations General Assembly states: "Consumer education should be, where appropriate, a part of the basic curriculum of the education system, preferably a part of existing subjects.[22]" It can be seen that colleges and universities should adjust the curriculum setting and the proportion of course content arrangement to carry out network consumption moral education. However, research shows that in the curriculum of universities, only the discipline of economic management will offer courses of relevant network consumption knowledge content, this phenomenon limits the development of college students[23]. Because college students' network consumption error, universities must grab from students just entrance, entrance education, lectures, theme class meeting activities, through the university freshmen network consumption to make the correct guidance, combined with students own reasonable multiple demand, help and guide the scientific consumption plan and consumption bills, timely correct new error consumption concept, promote the rise of the correct consumption consciousness.

### **4.2.3. The society uses the law, the public opinion and other means to strengthen the network norms**

The legal law and public opinion guidance are powerful means to strengthen the network norms and escort the network consumption of college freshmen.

The government and society should create a positive and healthy environment and background for the network consumption of college freshmen. Formulate relevant laws and regulations with a purpose. On the one hand, limit the service scope of such consumption trap as campus loans to ensure that the existence of campus loans will not have a negative impact on the growth of college students. Strengthen the rectification of the unhealthy atmosphere caused by network consumption, and avoid as far as possible its spread to the consumption environment of college freshmen. On the other hand, in order to highlight the importance of network consumption education, it is stipulated that network consumption education should be carried out regularly in schools and the society to increase the publicity of this.

Manage and rectify the new network media to make it play a positive guiding role[22]. The network platform should pay attention to the value orientation of network culture, and produce high-quality cultural content in line with the characteristics and identity of university freshmen. Clear the bottom line of network marketing, prohibit false publicity, require network businesses to abide by the law, to ensure the standard of the network market.

## **5. Summary**

Students in different growth stages have different development characteristics, so college freshmen have physical and mental characteristics and consumption characteristics that are different from other grade students. Therefore, they have a unique understanding of network consumption and make various consumption behaviors in line

with the reality of freshmen. In addition to the positive behavior, the new consumption behavior also produces a series of consumption misunderstandings: herd over consumption, advocating network symbol consumption and entertainment addiction consumption. And from the university freshmen own reasons, home, school education and social network norms. Although some laws and regulations have been established to regulate network consumption behavior, due to the continuous development of society, the misunderstanding of network consumption exists in the changing network consumption life of college freshmen. Therefore, from the student consumption view, home-school moral education and law, public opinion aspects of the network consumption behavior correction strategy to make further improvement.

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