

College Students' clothing and accessories consumption psychology and education

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Abstract: with the development and improvement of economic level, college students play an increasingly important role in the clothing and accessories consumption market. In the current special period, their consumption behavior has also changed significantly. Taking 501 college students in Central China as the research object, this paper uses data collection, questionnaire survey, data analysis and other research methods to investigate the consumption psychology and consumption status of contemporary college students' clothing and accessories. According to the basic situation, purchasing power, clothing and accessories consumption preference of the research object, this paper analyzes the characteristics of clothing and accessories consumption behavior and psychological characteristics of contemporary college students. The conclusion shows that college students' consumption channels are mainly online shopping, and there is an excessive pursuit of fashion consumption. It is suggested that reasonable intervention should be carried out from the aspects of school, family and society to help students build a positive and healthy clothing and accessories consumption psychology and continuously improve the consumption quality.

Key words: College Students' consumption; Clothing and accessories consumption; Consumer psychology; Psychological education

Introduction

College students, as an important part of the new generation, have independent thoughts, distinctive personalities and avant-garde consumption concepts. They are important consumer groups at present and in the future. Their consumption behavior and psychological characteristics are outstanding, which is worthy of high attention. In the domestic research field, the overall trend of research on "College Students' consumption behavior" and "College Students' clothing consumption" has shown a wave rising state. With the further development of the research, the part of clothing consumption behavior and consumer psychological education has gradually attracted the attention of scholars in sociology, education, management, psychology, ideological and political fields, It has formed a research trend of interdisciplinary research; Similarly, the research perspectives of academic circles on College Students' consumption are mostly concentrated in the fields of consumer behavior, consumer psychology and ideological and political education. Therefore, it is inevitable to explore the subjective and objective factors of College Students' clothing and accessories consumption behavior and psychological status, as well as the corresponding educational measures. Based on the theory of consumer behavior and consumer psychology, this paper analyzes the data around the questionnaire survey results, and explores the formation factors of College Students' clothing and accessories consumption behavior according to the basic situation, purchasing power, clothing and accessories consumption preference of the research object, and triggers their psychological education thinking.

1. questionnaire survey

1.1 investigation method

In this paper, the questionnaire research method is selected, and the questionnaire is designed and distributed through the "questionnaire star" network system. The questionnaire is distributed through the social software "wechat" and "QQ" used by college students. It is widely spread and has high recovery rate, which can effectively save time and cost. After the questionnaire is collected, the network questionnaire platform can automatically generate basic data analysis charts. In order to analyze the data changes more carefully, the author uses inductive analysis combined with data analysis tools to sort out, edit and analyze the questionnaire data.

1.2 questionnaire design

In the design of the online questionnaire, single choice, multiple choice, degree choice and other questions are the main types, with a total of 31 questions, which are divided into three levels: basic information, purchasing power, clothing and accessories consumption preference. In order to further explore the consumption behavior and psychology of College Students' clothing accessories, the third level of questions investigated college students' attention to fashion and popularity; Consumption of clothing brands.

1.3 objects and samples

The survey objects of this paper are mainly college students in Central China, and the survey objects are not limited to gender, age, grade and major. A total of 510 online questionnaires were distributed through the Internet, and 501 valid questionnaires were recovered, with an effective rate of 98.2%. Among them, 280 copies were distributed through wechat and 277 copies were recovered, with an effective rate of 98.93%; 230 copies of QQ were distributed and 224 copies were recovered, with an effective rate of 97.39%. Through the follow-up survey and analysis, it is found that the effective recovery rate of the questionnaire on the "wechat" platform is higher than that on the "QQ" platform. The reason is that the questionnaire page on the "wechat" platform is relatively stable, the system matching degree is high, and the operation is fast; However, the questionnaire page of the "QQ" platform often crashes, requiring multiple logins to participate in the questionnaire, which is inefficient.

3. investigation results and analysis

3.1 basic situation analysis

The basic information of the surveyed college students includes: gender, age, grade, major distribution, etc. Among them, 346 girls participated in the questionnaire survey, accounting for 69.06%, and 155 boys, accounting for 30.94%; The group with the largest number of participants aged 18-20 was 270, accounting for 53.89%; There were 116, 140 and 138 freshmen, sophomores and seniors, respectively; Science and engineering students and art students accounted for 34.7% and 43.91% respectively. According to the above data, the number of art majors participating in the survey accounts for about half of the total number, which is closely related to the fact that girls are more than boys; Among the students who participated in the survey, those aged 18-20 also basically conformed to the characteristics that the number of sophomores accounted for a large proportion.

3.2 analysis of purchasing power

In order to understand the purchasing ability of College Students' clothing and accessories, the survey of College Students' living expenses, sources of income, consumption quota and frequency of clothing and accessories in the questionnaire shows that : nearly two thirds of College Students' average monthly living expenses are about 1000-2000 yuan, and a few students' living expenses can reach more than 3000 yuan. Its main source of income is 82% of students from their parents, and a few students can rely on themselves. Most students spend less than 1000 yuan per month on clothing and accessories, and the frequency of buying clothing and accessories is also very low. Therefore, the overall purchasing power of college students is low, and the consumption of clothing and accessories is in direct proportion to the cost of living.

3.3 consumption preference analysis

College Students' attention to fashion information affects their brand consumption to a certain extent. According to the survey data, most college students obtain fashion information through fashion websites (Fig. 1), and nearly half of them are generally concerned about fashion (Fig. 2); Only 14.97% of the students bought clothes and accessories because of the pursuit of fashion, and most of them would buy them because of the change of season; When buying clothing, the first consideration is "personal preference", followed by "quality" and "price", while the consideration of "brand" is relatively less. Therefore, only 4.99% of the brand importance survey believed that brand was very important, and more than half of the students did not look at the brand when purchasing clothing (Figure 3). Although they chose to buy international brands and popular brands, no more than 10% (Figure 4), which also showed that college students paid attention to self-expression and personality and pursued quality, but the price would affect the consumption demand of clothing accessories, The demand for brands is not high, and their consumption behavior is rational.

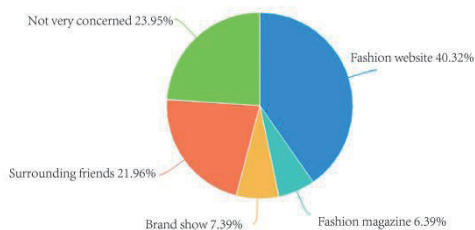


Figure1 channels for obtaining popular trends

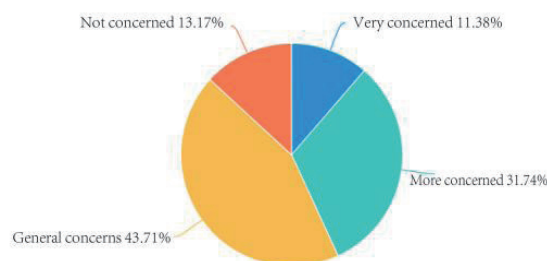


Figure 2 fashion attention

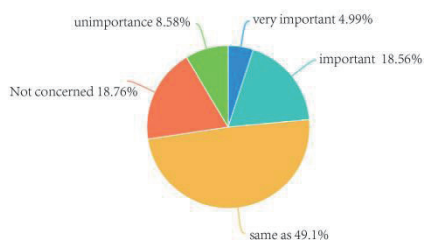


Figure 3 brand importance

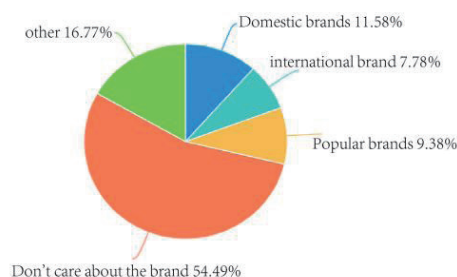


Figure 4 brand purchase

In the special period, in order to ensure a healthy life, people's daily purchase mode has changed. The survey found that 330 of 501 college students chose to buy clothing and accessories online, and only 74 chose offline stores . Similarly, 444 people chose wechat or Alipay payment, and 31 people chose Huabei payment. Therefore, it can be seen that online shopping is the main way of College Students' consumption, and online payment is the main way of payment. According to the survey, most students believe that online shopping is the most common way of consumption, which can not only buy the goods they need, but also ensure health and safety. Moreover, online shopping is more time-saving. There are many types of online shopping platforms. The clothing and accessories of the featured online stores are novel and personalized, which is in line with the psychological characteristics of College Students' pursuit of self. In addition, online

payment is more convenient, and the pre payment consumption platform of Huabei type also attracts and promotes college students' online consumption.

4. reflections on Psychological Education

4.1 characteristics of consumption behavior

According to the survey, the consumption behavior of College Students' clothing and accessories presents the following three characteristics. First, the consumption behavior of clothing and accessories is developing in a networked trend. College students pay more attention to the convenience of purchase. Online shopping can choose any time and space. There are many types of online stores with strong selectivity, which is in line with the characteristics of personalized consumption. The means of online payment are mature and meet the online shopping needs of college students. The online shopping platform has become an important place for college students to buy clothing and accessories. Second, clothing and accessories consumption behavior is more personalized. Today's College Students' study and life are colorful and full, and they advocate creating distinctive effects in the process of showing themselves. Therefore, they pursue unique, novel and fashionable clothing. Third, the consumption behavior of clothing and accessories tends to be rational. Because of the limited consumption ability, college students should first consider the quality and price factors when purchasing clothing and accessories, and strive to have a high "cost performance".

4.2 educational thinking and guidance

Although there are rational characteristics in college students' clothing and accessories consumption behavior, there are also some potential crises in their consumption psychology from the perspective of individual, family, school and society.

First, we should establish a correct concept of consumption. At the personal level, college students tend to pay attention to consumption quality, and the pursuit of personality and self-expression are increasingly strong. Branded clothing can indeed meet the quality needs of college students. However, college students are in the stage of self-awareness awakening, emphasizing independence and publicizing personality, and self-esteem and self realization are more prominent. Influenced by the social consciousness of "negative consumption", college students' consumption of "debt", that is, the bad phenomenon of borrowing consumption, is often triggered. On the one hand, college students should avoid blindly following the trend, establish a correct concept of consumption, and reasonably plan the consumption structure. If you need to buy, you should carefully consider and make a choice carefully to find your own "fashion"; On the other hand, we should stay away from the misunderstanding of the lending cycle, prevent falling into the trap of online lending or offline lending, actively learn the knowledge of laws and regulations related to consumption and finance, and safeguard our own interests through legal channels.

Second, families should strengthen the supervision and guidance of students' consumption behavior. The economic ability of parents determines the consumption level of college students. The class differentiation of university campus is becoming more and more obvious. The difference of consumption concept caused by consumption gap will promote college students to form small group consciousness and comparison psychology, which is not conducive to the healthy social construction of college students. Correct family consumption concept helps children form a healthy consumption psychology. Parents should fully understand their children's school life and give them moderate living expenses. If they find that their children suddenly consume a large amount of money, they should be vigilant and patiently ask about the purpose of consumption to avoid family conflicts caused by excessive emotions. Pay attention to the emotional changes and mental health problems of children, actively contact with schools, so that families and schools can form a joint force, help to make a good budget, develop a good concept of consumption, and avoid blind consumption.

Third, schools need to strengthen the guidance of students' consumption behavior. College Students' clothing and accessories consumption shows the characteristics of networking, personalization and rationalization, but there is also a potential crisis in consumption psychology. It is inevitable to conduct appropriate consumer psychological intervention and guidance for college students, and guide college students to consume and buy clothing and accessories according to the actual situation. The school should deeply understand whether students have psychological problems and whether they encounter the problem of insufficient living funds, and help students solve the problem of returning to school; We should strengthen guidance and intervention, carry out online and offline consumer psychology lectures, help students answer consumer puzzles with the help of experts, strengthen consumer ethics education, form a good concept of consumption, understand their own situation, and do not make unrealistic consumer behavior.

Fourth, the society should create a healthy consumption atmosphere. At the social level, college students may have herd mentality and conspicuous consumption phenomenon in order to show their identity and prestige under the influence of social pompous atmosphere. Whether it is herd mentality or herd mentality, it will affect the health of College Students' consumption and psychology. Society should create an atmosphere advocating thrift and rational consumption, and advocate and promote green and healthy consumption. We should take the promotion of human freedom and all-round development as the standard to measure students, and the government should promote the concept of moderate consumption and shameful waste of consumption. We should not only meet the immediate needs, but also look to the future and take precautions, so as to create a green and healthy consumption environment for college students.

5. conclusion

By analyzing the consumption behavior and psychology of College Students' clothing and accessories, this paper draws the following three conclusions: the consumption behavior of College Students' clothing and accessories tends to be networked, personalized and rational, but there is still a certain potential crisis in the consumption psychology. At the four levels of individual, family, school and society, it is

Research on new ideas of teaching management in Colleges and Universities under the new media environment

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Abstract: with the rapid development of information technology, digital media technology has begun to affect people's lives, which also puts forward deeper requirements for the teaching management of colleges and universities. In the new media environment, the form of information presentation is real-time, and the form of expression is also rich, which also puts forward a new idea for the traditional teaching management in Colleges and universities. Based on this, this paper analyzes and studies the teaching management ideas in Colleges and Universities under the new media environment for reference.

Key words: new media; Colleges and universities; Teaching management; internet

Preface

As an important part of college education, college student management is closely related to the management level of the school, and also affects the overall quality of students. In the context of the information age, the Internet has gradually become an important channel for students to contact society and grasp life. The teaching management in Colleges and universities should comply with the requirements of the development of the times, make use of the practical application characteristics of new media, and create a real-time interactive, convenient and fast teaching management mode.

necessary to prevent college students from paying attention to the pursuit of quality and personality, and from being influenced by the social consciousness of "negative consumption", which leads to "debt" consumption behavior; Prevent the influence of parents' compensatory and protective consumption psychology, which indirectly leads to small group consciousness and comparison psychology; In order to show their identity and prestige, college students should be prevented from forming conspicuous consumption and herd mentality under the influence of social atmosphere. It is a necessary content of mental health guidance and education management to deeply analyze the consumption behavior and psychology of College Students' clothing accessories and help them establish a correct consumption concept.

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