Investigation and Analysis of College Students' Consumption Behavior under the New Coronary Pneumonia Epidemic — Taking Shipai Cam-pus of South China Normal University as an Example

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Abstract: At the beginning of 2020, the outbreak of COVID-19 epidemic has impacted various consumer industries in my country, and has also stimulated the consumption power and consumer psychology of college students to a certain extent. Recently, the demand to promote consumption replenishment and potential release has risen to the national strategic level, and the consumer industry and consumer groups are facing unprecedented challenges and opportunities. Through literature analysis, questionnaire surveys, and SPSS statistical analysis, this article found that college students' consumption behaviors during the epidemic period showed significant gender and age differences, and they favored online shopping, and showed obvious consumption trends in medical protection, investment and financial management. And after the epidemic, compensatory consumption is expected to occur. This article addresses the issues to be explored, combined with the current market economy situation, and proposes reasonable and feasible targeted strategies for governments, industries, platforms, and consumers to help restore consumption after the epidemic.

Keywords: COVID-19; College Students; Consumer Behavior; SPSS

1. Research background

On the one hand, the outbreak of the epidemic has damaged the consumption power of residents to a certain extent and affected the daily lives of many people. Consumption related to contact and gathering is subject to certain restrictions, and various consumption states have changed. At present, the state is actively promulgating policies and preferential policies to promote consumption, such as the introduction of cultural travel vouchers, Huimin cards and other measures, and the release of relevant local laws and regulations.

On the other hand, the outbreak of the epidemic also has an impact on residents' consumer confidence. Due to the outbreak of the epidemic, the suppression of consumption, the limited supply, and the price increase of some materials, people's satisfaction with the current situation has decreased. In addition, some people have pessimistic expectations of increased uncertainty in the future. Under such a pessimistic expectation, if no obvious turning point is seen, people will intentionally or unintentionally overestimate this negative impact. As a result, consumer confidence has suffered some blows from the early stage to the continuing stage of the outbreak.

2. Research purpose and significance

2.1 Research purpose

The purpose of this survey is to understand the impact of the epidemic on my country's consumption patterns and

consumption trends, analyze the consumer psychology, consumption status, and consumption preferences of college students during the epidemic, find out the potential relationships between internal influencing factors, and compare changes in college students' consumption behaviors before and after the epidemic. In order to discover the extent and scope of the impact of the epidemic on the consumption of college students, explore the consumption status of college students after the epidemic, and finally use the current consumption situation of college students to propose breakthroughs in promoting healthy consumption of residents and long-term development of enterprises. I hope this survey can give more inspiration and thinking to alleviate the "difficult consumption" situation.

2.2 Significance of research

As an organic part of my country's socialist market economy, the consumption of college students has directly affected the entire consumer market and the national economy. The consumer market for college students is part of the consumer market for residents. College students are a huge and specific group of social consumption. In this extraordinary period when they have not really come into contact with the real society, their consumer psychology and consumer behavior are unique compared to other consumer groups[1]. Sex and difference have gradually become the focus of attention. Therefore, we investigate the consumption status of college students in our school in order to have a comprehensive and detailed understanding of the consumption status of college students under.

3. Data analysis

3.1 Reliability analysis

This questionnaire is a non-scale questionnaire, and does not participate in SPSS reliability test and validity test, but the data quality can be trusted and reliable according to the following conditions and operations:

(1) The entire questionnaire data collection process uses "Questionnaire Star" as the medium for network collection (in order to respond to the country's epidemic prevention call, this survey method is mainly based on online questionnaires), back-end monitoring of the answering time, and setting specific options question ("please choose x for this question") to exclude invalid questionnaires with random answers;

(2) The collected sample populations are all college students from the Shipai Campus of South China Normal University, which belong to the effective group and meet the research needs;

(3) Use SPSSAU and manual deletion methods for invalid samples (too short answering time and wrong selection of specific options), and set the samples that repeatedly select more than 80% of the fixed options as invalid samples;

(4) The design of the questionnaire takes a long time. Based on the analysis of the literature and expert suggestions, the questionnaire is compiled, to ensure that the options meet the selection needs of the students, and avoid the respondents from choosing the "other" option; the statistical survey time is set to 5 days, to ensure sufficient sample size and data validity, the background of the epidemic.

3.2 Questionnaire analysis

3.2.1 Basic situation

(1) Gender ratio

This questionnaire is for undergraduates from Shipai Campus of South China Normal University. The results showed that the surveyed men and women accounted for 52% and 48% of the total sample respectively[2]. The gender distribution is relatively uniform and universal, which basically meets the survey requirements.

(2) Grade ratio

The survey results show that freshmen accounted for 36%, sophomores accounted for 31%, juniors accounted for 27%, and seniors accounted for 6%. Since the seniors have graduated, the reference for the purpose of this research has been reduced, and the sample size requirements have been reduced. The grade distribution is relatively balanced and basically meets the survey requirements.

3.2.2 Difference analysis

(1) Analyze the differences in monthly consumption changes by gender and grade (before and after the epidemic)

The results showed that the t value was 2.835 and the significance value was 0.005, reaching a significant level at the 0.01 level. There are significant differences in monthly consumption changes between male and female sexes before and after the epidemic. Variable 1 represents a decrease of 10-20%, and 2 represents a decrease of 5- 10%, 3 represents no change, 4 represents an increase of 5-10%, and 5 represents an increase of 10-20%. The average monthly consumption change for men is 1.8690, and the average monthly consumption change for women is 1.4868, indicating that male monthly consumption has decreased. The rate is lower than that of women.

There are some differences in grade-monthly consumption changes. The results show that the F value is 3.069 and the significance value is 0.030, reaching a significant level at the 0.05 level. There are significant differences in monthly consumption changes between grades. Variable 1 represents a decrease of 10-20%, 2 represents a decrease of 5-10%, and 3 represents no change, 4 represents an increase of 5-10%, 5 represents an increase of 10-20%, of which the average consumption change in the first month is 1.4912, the average consumption change in the second month is 1.6735, and the average consumption change in the third month. It is 1.8182, and the average consumption change in the big four months is 2.3000, indicating that the monthly consumption reduction of the upper grades is lower than that of the lower grades.

(2) Analyze the differences in the sources of living expenses (during the epidemic) by gender and grade. The results showed that the t value was 1.275 and the significance value was 0.205, which did not reach the significant level at the 0.05 level. There was no significant difference in the source of living expenses between male and female genders.

The value is 7.453, and the significance value is 0.000, reaching a significant level at the level of 0.001. There are significant differences in the sources of living expenses between grades. Variable 1 represents all from the family, 2 represents part from the family, and part earns by yourself, 3 represents all are earned on their own. The average freshman living expenses source is 1.6140, the sophomore living expenses average is 1.6939, the junior living expenses average is 1.7955, and the senior living expenses average is 2.600, indicating that the higher the grade, the living expenses the greater the proportion of income earned by one's own sources, while the lower-grade sources of living expenses mainly come from families[3].

(3) Analyze the difference in income and expenditure status of gender and grade.

The results showed that the t value was 0.852, and the significance value was 0.395, which did not reach the significant level at the 0.05 level. Variable 1 represents some slack, 2 represents the break-even, and 3 represents the income and expenditure. There is no significant difference between the gender male and female. The results also showed that the t value was 0.984, and the significance value was 0.395. It did not reach a significant level at the 0.05 level, and there was no significant difference in the income and expenditure status between grades.

3.2.3 Regression analysis

With monthly consumption changes as the dependent variable, and medical protection, snacks and beverages, clothing, shoes and bags, transportation, daily use, books and education, leisure and entertainment, investment and financial management as independent variables, regression analysis is carried out.

The overall equation F value is 5.258, and both are significant at the 0.001 level, so the overall equation is significant. The model R^2 is 1.75, and the VIF value is less than 5, which proves that there is no multicollinearity.

Changes in clothing, shoes and bags, leisure and entertainment have a significant positive impact on changes in monthly consumption (β=0.377, 0.362 $p<0.01$).

Among the 160 survey samples, 137 people indicated that their consumption expenditures decreased during the epidemic, 16 people indicated that their consumption expenditures did not change before and after the epidemic, and only 7 people indicated that their consumption expenditures increased during the epidemic.

4. Conclusion

(1) During the epidemic, among various consumption items, epidemic prevention and anti-epidemic and "home"

economic consumption benefited, especially the "home" economy still has a tendency of inertial growth after the epidemic. The epidemic has caused huge fluctuations in the financial market, especially the A-share market after the holiday. In addition, the epidemic has aggravated the panic among residents, which has promoted a huge increase in consumer financial demand.

(2) In the analysis of gender and grade separately, compared with men, women are more prominent in restraining consumption by the epidemic, and are more likely to suffer from pandemics, while lower grades are more affected by the epidemic than higher grades. The reason may be that most of the living expenses of the lower grades come from parents, and the epidemic has blocked the supply of living expenses to a certain extent, and the daily way of earning part of the living expenses by using part-time jobs has also been stopped due to the epidemic.

(3) The epidemic has promoted the vigorous development of online consumption. During the epidemic, the shopping channels of college students have switched to online, and the proportion of offline shopping channels used has dropped significantly. This is also inseparable from the rise of the "home" economy. It can be seen that the epidemic has greatly encouraged the development of online behavior, and it is expected that a large number of online users will remain after the epidemic.

(4) The income and expenditure situation during the epidemic is not very optimistic. More than 30% of college students are unable to make ends meet and their consumption is suppressed. This indirectly led most college students to say that they will expand their consumption in different aspects and to varying degrees after the epidemic. Most of the student groups without personal income still maintain good consumption confidence, and the short-term consumption base is still guaranteed (the income source is relatively stable at this stage), and it is expected that there will be "compensatory consumption" or a wave of concentrated consumption behavior, and most of them are mass consumption with strong social attributes (such as food and beverages).

5. Countermeasures and suggestions

5.1 Government

(1) Take effective measures to stabilize prices, stabilize market economy and supply conditions to boost consumer confidence;

(2) Fully aware of the uncertainty of consumer confidence under the impact of the epidemic, while introducing a series of measures to promote consumption compensation, it is necessary to formulate strategies to promote consumer culture and the development of its own industry, and supervise relevant companies to comply with the new needs of consumers, to adopt new measures to promote the development of new life concepts and consumer culture.

5.2 Online platform

Optimize the consumption experience. Judging from the significant increase in the frequency of use of online platforms during the epidemic, the reasons for the increase in online purchases, and the reasons for the reduction of online purchases by individual investigators, platform experience is the key, especially the rising consumer awareness of consumers focusing on quality and service. Therefore, the various driving factors related to the platform are particularly critical for how to keep consumers online. We should strengthen regulation and upgrade, further improve the user experience, and enhance market competitiveness.

5.3 Catering companies

(1) Optimize the labor cost structure, improve the standardization of dishes, and use a flexible shift system to reduce labor costs;

(2) Strengthen digitization and intelligence. Actively develop "Omni-channel" development, from raw material procurement to user consumption data collection, such as first using takeaways to help themselves. Compared with dine-in, win the trust of consumers through online publicity, transparent and public health protection, and increase the conversion rate of orders;

(3) Research and develop differentiated products and transform to provide richer and more personalized services;

(4) Quickly seize the new market consumer demand, so as to achieve a rebound in consumer performance after the epidemic.

5.4 Consumer

(1) After the epidemic, "compensatory consumption" should be moderately controlled, and one's own income should be considered to "live within your means" and consume rationally;

(2) The epidemic control has not been completely lifted, coupled with the large flow of college students in the beginning of the school opens, and the epidemic prevention and control are facing new challenges. It is still necessary to maintain a highly rigorous attitude when going out for consumption, always pay attention to safety issues, and there must be no fluke;

(3) Don't treat investment as a kind of gambling, but as a rational game, and do not affect the judgment of investment due to short-term or a period of fluctuation and panic. You need to find your own long-term stable income method.

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