Research on Marketing Countermeasures for College Students’ Consumer Groups in the Internet Era

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Abstract
As Internet applications in China are developing by leaps and bounds, people reliance on the Internet is increasing, and Internet is exerting a subtle influence on people’s concept and lifestyle. At present, the Internet consumption of college students is on the rise. By analyzing the consumption characteristics among them, it can be found that college students consume frequently in the Internet and choose to take the initiative. What’s more, they highlight psychological pursuit of online shopping more than the material pursuit, and emphasize the pursuit of individualization and herd mentality. This paper researches the consumption characteristics of college students from the perspective of network development, firstly, it elaborates the background of relevant research status; then it analyzes the characteristics of college students’ network consumption and its influencing factors, and finally, through analyzing the current situation and problems of college students' consumption in the network environment, it puts forward network marketing strategies for college students' group.

Keywords
Internet, college students, shopping, marketing

1. Introduction
Since the 20th century, our network economy has developed rapidly. In just a few decades, the Internet has developed exponentially. In the 21st century, the Internet, with its unique advantages, has continuously influenced and changed our consumption mode, and great changes have taken place from individuals to enterprises. As the mainstream consumer group, college students have shown a variety of consumption characteristics in the network world. It is obvious that traditional network marketing techniques are not enough to meet the existing consumption forms. Therefore, it is of great importance to study the consumption characteristics and marketing countermeasures of college students in the network era. This will have an unprecedented impact on the traditional marketing, and for the change of college students' consumption form, the marketing strategy is about to undergo substantial changes (Zhang Xuefeng, Lyu Weihua, & Han Su, 2023).

2. The characteristics of college students' online consumption
2.1 The pursuit of personalized consumption characteristics
There is no shortage of people who opt to choose new things in the university campus. They like to pursue new
trends, dare to innovate, and have a strong tendency to consume. They often put forward higher requirements for personalized consumption, and what they choose is no longer only the practical value of goods, but also realization of self-worth, which has become the primary standard of their consumption. Personalized consumption has become the mainstream of modern college students' consumption. The majors of these students are mainly economics, management and art, and their monthly living expenses are about 500 yuan, and they spend about 10 hours on the Internet every day. The shopping motivation of this type of college students is the pursuit of personalized and new experience. The main sources of information are group buying applications, namely Taobao Juhuasuan and Meituan. The frequency of group buying is once in a while, and the cost of group buying is 50-100 yuan per month.

2.2 The pursuit of convenience, fast consumption characteristics

For college students, the immediacy and convenience in shopping becomes more important. The traditional process of choosing goods is a few minutes short or a few hours long, plus the time of traveling back and forth, which consumes a lot of time and energy, while online transactions make up for this defect. Nowadays, the promotion of online meal ordering, electronic passenger tickets and virtual air tickets reflects the simplicity and speed of online consumption, which is thus liked by them. In the survey, 80% of the students said they felt that the Internet shopping is convenient and fast and saves them a lot of time and energy. Some college students need to attend classes, do not have much time to go to the physical store to buy, and their school is far away from the physical store, which requires a lot of energy to go, while the Internet can do everything without leaving home, just sit and wait for the express. Another part of college students think that online shopping is very fast and sometimes they can get the urgently needed items quickly, which has advantages over physical shopping (Xue Wu, 2022).

2.3 The pursuit of cultural taste consumption characteristics

Nowadays, parts of high-value consumer products are increasingly entering the consumption horizon of college students. College students will believe in their real experience to a certain extent, and if they have a good experience with a certain brand product, they will insist on using it, thus gradually forming a fixed preference and eventually forming a habit of using it and keeping a good loyalty to this product. For example, shampoo, the perceptual awareness of fresh smell, good quality and obvious effect will make them continue to use it, while the penetration rate of sports brands such as Adidas and Nike among college students is also increasing. All these fully reflect the need of college students to pursue high-quality, high-brand and high-grade life. They can often buy goods that cannot be bought locally on the Internet, thus satisfying their consumer psychology of pursuing cultural taste to a certain extent.

Both on and off campus, today's college students have more various social activities than before, and with the influence of many factors such as urban living atmosphere and romantic relationship, they will not consider those goods that are not beautiful despite the cheap price, instead, they pay more attention to their image and pursue taste and class, although they don't necessarily buy famous brands, quality is obviously something they are very concerned about. More than half of the survey respondents said they shop online because the local brick-and-mortar stores don't have the high cultural taste goods they need, and the online ones do, and it is convenient for them to buy (Dongchen Wu & Yaning Xiao, 2022).

2.4 The pursuit of good quality and cheap consumption characteristics

Price, quality and trend are the main factors that attract college students to consume. Practical and rational consumption is still the main consumption concept of college students. It is known that college students first consider price and quality when buying goods. Their income is mainly from their parents, and they don't earn much money from their part-time jobs, which makes their monthly disposable money fixed, and this money is mainly used to pay for food and daily necessities. Due to their limited spending power, college students tend to be very careful with their money and strive to "get their money's worth", trying to find products that are cheap and high-quality. Online commodities tend to have large discounts and relatively cheap prices, so it has gradually become the first choice for college students to consume (Dennis Marguerite J, 2021).
3. Analysis on the current situation and problems of college students' consumption in the network environment

3.1 The current situation of college students' consumption in the online environment

3.1.1 The pursuit of fashion and trendy consumption concept
College students are in the development period of constant expansion of self-demand, so they have a new and different consumption image, to show their growth of maturity to the society, through the trendy, fashionable, avant-garde consumption in the society that pays attention to the economic value of the psychological desire of the public. Some college students believe that "in the development of society, consumption is the driving force, the pursuit of avant-garde and leading the trend of social consumption is also the contribution of college students to social progress." This makes fashion and trendy become the fashion trend of college students' consumption and the form of consumption individuation. Especially in today's society, the demonstration effect of media and stars, as well as the temptation of magnificent commodities displayed in large shopping malls, all promote "fashion and trendy" consumption to become the psychological needs of most college students, thus establishing a non-conventional form of consumption behavior among college students to show themselves.

3.1.2 Consumption view influenced by media
College students often obtain consumer information from their parents, classmates, friends, real life and media. Among them, the media, with its unique advantages, has become an effective channel to inculcate the concept of consumption in college students. It enables college students to define their own needs and life style according to the commodity market, so that their consumption behaviors follow the guidance of the media. As a window into the outside world, movies have become a school for teenagers by beautifying things that young people worship. Television produces an ocean of images and information, so that we can not really understand the real world. It is often seen in college campuses that college students can speak many advertising words fluently. Advertising words can be transformed into the daily language of consumers in a relatively short time, and soon implemented in their actions. Indeed, "It's better to act now than to be impressed!"

3.2 Consumption problems of college students under the online environment

3.2.1 The awareness of preventing network consumption risks needs to be strengthened
College students are often not aware of the risks of online consumption. Online consumer risk refers to the risks involved in online shopping. For example, private information submitted to a website may be used illegally, bank card accounts and passwords may be stolen, the quality of the product or service purchased may not match what is advertised on the website, and even the act of shopping online may be seen as a deviation from the norm. The Internet is an open and free system, and there is still a lack of appropriate legal or other means to regulate it. Therefore, if a dispute arises from an online transaction, the rights of the consumer may not be adequately protected.

3.2.2 Internet consumption cannot directly meet some specific psychological needs
The characteristics of online consumption decide that it does not satisfy certain specific consumer psychological needs. Since online shopping can replace some of the interpersonal interactions, it is also unlikely to satisfy consumers' personal social motivations in this regard. For example, shopping in pairs is a way for some people to maintain friendship. In addition, virtual stores do not allow consumers to be noticed and respected for their purchases, nor do they use the shopping process to demonstrate their social status, achievements, or ability to pay, and the inflexibility of online prices can be a disappointment to some who prefer to bargain on the spot.

3.2.3 It is easy to promote blind consumption and high consumption
There are many novelties online, which will greatly stimulate the psychological characteristics of college students who like new things but have no income source and low self-governance to pursue class and admire famous brands. In addition, the use of credit cards for online payment is also more likely to induce blind consumption and high consumption.

3.2.4 Virtual consumption tends to promote the climbing mentality
Virtual consumption in online games is easy to make college students who have no self-control and are easily affected become addicted to it. High virtual consumption on the Internet is more likely to make some college stu-
dents who are not strong in self-control develop the consumption habit of comparing with each other in the future life.

4. Improve the marketing of college students' consumption in the online environment Countermeasures

The purpose of marketing is to create a competitive advantage for a certain company. In the new environment, enterprises must carry out online marketing to create competitive advantages. Based on the previous analysis of the characteristics of college students' online consumption and some problems in marketing, we give some simple suggestions:

4.1 Carry out information reform

Marketing in the era of e-commerce is a dynamic process of global marketing activities supported by information technology services. Information advantage is the basis of survival and foothold of enterprises in today's market competition. It is not only through the network for the sale and purchase of goods and services activities, but also involves all aspects of the traditional market. In order to attract more college students, Internet companies should provide timely introduction of products and services to college students and interested potential people of the same age group. Companies can set up their own web pages, send new products, features, discounts and contact information online; offer free products and services, and many computer software companies attract customers through free software upgrades that allow customers to access an electronic place for service information, technical guides and troubleshooting; establish hobbyist clubs, etc. In this way, by transforming information advantages into marketing advantages through scientific management, the competitive advantages of enterprises can be expanded and enterprises can be developed continuously (Xiaoran Chu, 2021).

4.2 Develop personalized marketing strategies and target college students.

Personalized positioning refers to the unique position formed by the enterprise in the minds of customers. It is the product of personalized consumer economy by providing special products and value-added services to better meet customer needs. College students' consumer groups pursue famous brands, but they lack brand loyalty. To solve this problem, enterprises should strongly shape the individuation of the brand, and deeply dig the depth and breadth of the brand, so as to give the brand image enough charm. Under the premise of improving the brand personality, companies should keep up with the characteristics of era characteristics, expand the cultural connotation of the brand, enhance the brand value, and develop personalized service strategies. Personalized marketing can be regarded as the extreme segmentation of the company's student market, and the market segmentation is not only to the whole group of college students, but also to every individual. Therefore, the market of the enterprise should be each individual, that is, each college student consumer should be regarded as a market segment, and its main contents include: users customize the information content they are interested in, choose their favorite web design form, set the way of receiving information according to their needs and the time of receiving, etc. Personalized services have obvious effects in improving customer relationships, cultivating customer brand loyalty, and increasing online sales, reflecting the company's respect for customers' personal values, which also allows customers to remain highly loyal.

4.3 Establish network marketing mix strategy

Product strategy, pricing strategy, channel strategy and promotion strategy are the four basic tools of modern marketing. Under the environment of e-commerce, enterprises should accelerate product innovation and adopt the production and sales integration type channel model without intermediaries. For integrated marketing, in today's e-commerce era, the powerful communication ability of the network and the convenient transaction environment of the e-commerce system have changed the roots of the original marketing theory. In this new environment, the concept of time and space, the nature of the market, the concept and behavior of consumers have undergone profound changes, and this has led to changes in the concept of the market, marketing strategies and even the entire economic field. In the virtual space of the Internet, the key to success lies in who has more information and who understands the customer's situation more thoroughly. Good feedback and interactive communication is the way for companies to attract attention and increase customer loyalty. There are many ways for online companies to interact with stu-
dents. Companies can enhance their interactions with college students through campus surveys, online complaints, campus technical support and training. Enterprises can also set up interactive spaces on campus websites to give students a place to communicate and express their opinions, truly bringing the interactive function of the network into play.

In short, marketing in the era of e-commerce has undergone tremendous changes, and companies aspiring to harness the market in the long term should be prepared to create their own marketing advantages in the new environment. The rapid development of e-commerce has changed traditional marketing concepts, marketing strategies, and aspects of consumer behavior. This paper proposes corporate marketing countermeasures in the era of e-commerce in response to changes in various aspects of college students' behaviors, needs and desires, changes in marketing strategies, changes in marketing concepts, and changes in marketing methods.

5. Conclusion

Based on the online shopping phenomenon of Chinese college students, this paper analyzes the consumption characteristics of Chinese college students under the network environment. By studying the current situation and existing problems of Chinese college students' network consumption, this article puts forward some suggestions of marketing strategies to Chinese enterprises' network marketing. Finally, through the analysis of the consumption characteristics of college students, puts forward some suggestions on Dangdang's marketing strategy towards college students. In the process of writing the paper, I consulted all kinds of information, and clearly realized the characteristics of college students' consumption under the network era, and had a certain degree of understanding of the consumption views and ways of college students under the network environment.

References