

Social Media Influence on College Students' Consumption Behavior and Marketing Strategy

Yumeng Qin¹, Yuhua Xin², Bingbing Yang³

Anhui University of Finance and Economics, Anhui, China, 233030

Email: ¹1205935348@qq.com; ²244969464@qq.com

Abstract

Nowadays, the use of social media is everywhere in college campuses. You can often see students who stare down at the mobile phone screen and brush the dynamic circle of friends, even community meetings, group discussions are beginning to be replaced by WeChat Group. The rapid development of social media allows marketers to see more possibilities for marketing. College students group is a group that marketers can not ignore, this kind of target consumers also have their own characteristics. Only by understanding the characteristics and behavior of consumers can we better discover and spread demand. This paper will analyze the influence of the development of social media on the consumption behavior of college students, and put forward some suggestions on how to use social media to carry out marketing.

Keywords: *Social Media; College Students; Consumer Behavior; Marketing Strategy*

1 INTRODUCTION

Over the past decade, there has been a dramatic increase in social media communication platforms. Social media marketing is a trust-based communication mechanism that influences consumer decisions of other consumers through the proactive and voluntary participation of consumers. When people use social media, they usually have more tolerance for advertising, but also enhance the spread of marketing results. In today's information age, various social media not only play a social function, but also spread information. For Chinese college students, the impact of social media on them is more obvious. In the process of these consumers' purchase behavior, they will trust the information conveyed in social media more in the information mechanism. The possibility of remembering will also increase. College students are characterized by curiosity and conformity, and consumer opinion leaders will have a greater impact on their consumption behavior.

With the development of social media, people are more and more like to share their lives on these platforms, not limited by location, time and so on, so that friends around them know their own dynamics. It makes the dissemination of information more rapid and direct. Through such a medium, people can communicate, for example, some software in China now, WeChat, Little Red Book and other software through the "got Talent" to share recommendations, consumers through content search, can clearly and quickly get what they want to know. For marketing, social media makes communication tools more flexible and interactive with consumers. A large part of college students' purchase behavior is the recommendation between students, the recommendation of their favorite bloggers on social media, and so on. But it also has some increasingly shown drawbacks. on the individual level, many people point out the negative correlation between enhanced social media use and subjective well-being and mental health. Other scholars and prominent Silicon Valley executives in the "ample time" movement believe that digital media devices and social media applications are harmful and addictive.

2 ANALYSIS OF CONSUMPTION BEHAVIOR OF COLLEGE STUDENTS

2.1 Consumer Psychology Analysis

College students are easily influenced by others in the process of consumption, and there will be comparison

psychology. College students' comparison psychology is a multi-dimensional psychological structure. Comparison psychology belongs to one kind of consumer psychology, is a kind of psychological activity in human life, is also a kind of behavior way of human social activity. In social media, whether stars or classmates around them, when they see their lives and products on social platforms, they can not help but compare with their own lives, resulting in a series of emotions. You may even buy because of impulse. Most students lack long-term planning for consumer spending, and a clear understanding of consumer thinking is relatively lacking.

2.2 Consumption Preference Analysis

Because college students have different preferences in consumption behavior due to such consumption psychology, some students will show their status image, can show their own success, make them more face, more respected, to buy more than their own economic strength of products, such as luxury goods. Some college students will pay attention to bloggers recommend low-cost, large promotion, discount products. Preference is hidden in the hearts of consumers, with different college students will have obvious individual differences, but also show group characteristics. Under social media, college students pay attention to the views of others on their own buying behavior, and the products recommended by intimate relationships on social media will make them more trusted.

2.3 Consumer Behaviour Analysis

The first is the change of college students' own purchase behavior, before more is to look at advertising or through their own experience to buy, before the purchase of a long period of time, large amount of information, consumer behavior will be more cautious. Through social media, college students become more rapid and impulsive because of their love for relatives and friends and their own bloggers. Secondly, consumption behavior will also change greatly after purchasing. If college students buy because of consumer leaders or because of their own flaunting psychology, they will share the display on social media, which is the second dissemination of marketing, conducive to the spread of demand.

3 MARKETING USING SOCIAL MEDIA

3.1 Find Consumer Leaders, Build Communities

In the search for consumer leaders, first understand the preferences of college students, who now prefer stars or people who attract them in other fields. Before marketing through social media, the first step should be to determine the suitability of consumer leaders. Then a community centered on consumer leaders can be built through various platforms, such as WeChat Group, Weibo fans, quiver fans, etc. When building a community, we should pay attention to the sense of belonging of consumers, especially college students, because they have more platforms and receive more information, so it is difficult to retain them without a sense of belonging and loyalty. In order to keep the college students active, we must first give them a sense of belonging, ownership to identify, identity to have a common bond, otherwise the new consumers are very difficult to integrate. This can be achieved by creating a fixed welfare day, considerate customer service experience and so on.

3.2 Quality Content, Enhanced Loyalty

Companies will sponsor or promote bloggers on some platforms through social media, and some will create their own content to promote. When cooperating with others, we should pay attention to the consistency of product personality and content, and understand the target of the partner, such as the group of college students, and the partner considered by the enterprise should be topic-oriented, and can attract attention. If enterprises choose their own operation content, they should first attract traffic, in addition to topic, quality content is also essential. Different enterprises should combine their own characteristics and the characteristics of target customers to create content, such as college students can combine campus life to create, enhance affinity and vividness, strengthen loyalty.

3.3 Enhance Interaction and Care for Users

To interact deeply with consumers, we should care about users and really understand their needs. In addition to the features and customer attraction points to be designed in content, companies should always pay attention to the

response of target groups to social media marketing and subsequent consumption behavior. Marketers should fully understand the product, be able to answer consumer questions, integrate into it, and meet the user's real experience.

4 ATTENTION TO SOCIAL MEDIA MARKETING

4.1 Improving Personal Rational Consumption Decision-making Ability

College students' consumption will appear ahead of consumption and impulsive consumption. We should strengthen the guidance and training of their own consumption concept and consumption culture, and cultivate good personal accomplishment and the consumption concept of "frugality, hard work and plain living ". The consumption concept should be strengthened. Adhere to within the limits of income, gradually develop moderate, rational, scientific, civilized, healthy consumption habits.

4.2 Strengthening Platform Oversight

Although social media is developing rapidly, there will also be mixed situations, many consumer leaders are not simple, or even touch the law. And college students did not enter the society, relatively simple, easy to make mistakes. The government should strengthen supervision, purify the consumption environment and improve the construction of relevant laws and regulations. Enterprises in social media marketing should also pay attention to the requirements of laws and regulations, strictly in accordance with the requirements. Consumers themselves should also know how to distinguish, have their own judgment.

SUMMARY

The development of social media has a great impact on the consumption psychology of college students, and also affects their consumption preferences and behaviors. According to such characteristics, marketers can design marketing plans for specific target customers, promote sales by looking for suitable consumer leaders, create high-quality content, and strengthen interaction with consumers. But at the same time, opportunities and dangers coexist. For college students, social media gives them a wider horizon and is not limited by time and space, but at the same time, social media may distort the consumption psychology of college students and make irrational consumption. For enterprises, social media is a good channel to communicate directly with consumers, while social media is mixed and vulnerable to brand abuse. This requires college students to consume rationally, to improve their rational decision-making, and to make laws and regulations.

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