

Analysis on Current Situation of Adolescent Consumption

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Abstract:

Social media and advertising have had an important influence on the consumption attitudes of teenagers. The internet burgeons very fast; teenagers are able to be exposed to a lot of consumer information through various social apps, and many brands impact their shopping decisions through celebrity endorsements, recommendations from internet celebrities, and other means. Additionally, teenagers often use “following the trend” and “peer effect” as driving forces for consumption, hoping to gain social and identity recognition through consumption. Therefore, fashion trends, brand influence, and social circle influence often determine their consumption choices. To prevent the spread of this situation. This study investigates and analyzes the consumption status of teenagers in the form of questionnaires. The results show that many teenagers are influenced by the surrounding environment and the Internet. This study reminds teenagers to adhere to their initial consumption concept and not to be influenced by the Internet and the environment.

Keywords: Teenager; consumption status; consumption psychology.

1. Introduction

Nowadays, young people’s consumption has become an important part of every country’s economy; they represent the next generation of consumption trend; the launch of many new consumption models has affected the consumption habits of young people; many industries have made marketing changes; the market is also changing. With the development of digitalization, young people’s consumption patterns are more diversified and personalized, which also brings some industrial innovation space and promotes social and economic development.

In recent years, there has been a lot of research on

the consumption status of teenagers, which covers many different aspects. Among them, Shi Yongxin reveals the consumption psychology and characteristics of Chinese urban teenagers from a deep perspective and analyzes its influencing factors [1]. Xiong De believes that urban teenagers pay attention to brands in consumption, and in the era of consumption, diligence and frugality are still recognized by many teenagers [2]. Wang Kesin investigates the daily consumption and financial management concepts of boarding high school students from different perspectives [3]. Yang Yue, Zhao Liang, and Zhang Hong believe that the rules of adolescent audiences’

acceptance of the consumption concepts conveyed by idol dramas, social structural variables, and social influencing factors are related to adolescents' identification and acceptance of idol dramas' consumption concepts [4]. Liu Ye and Zhu Bowen believe that advertising has a great influence on the formation and development of adolescent consumption concepts. The socialization of young people plays a positive role under the influence of consumption [5]. Xiao Jinghan and Liu Lijie analyzed the influence of "Douyin" APP on young people's consumption behavior and concluded that society should strengthen the guidance of young people's consumption behavior [6]. Liao Wen and Wan Xinyi believed that short videos have become an important carrier and communication medium of youth subculture. While browsing rich short videos, teenagers should pay attention to the influence of some bad videos [7]. Wang Xiaoyan believes that the development of new media has a certain influence on teenagers [8], Wei Xiaoqian believes that there are problems in adolescent consumption education and has studied solutions [9], and Tang Jingting believes that different social scenes have a relative influence on teenagers' consumption [10]. With

the rapid development of the Internet, teenagers have been greatly affected. However, there is still a lack of research on the current situation of adolescent consumption. This study explores the current situation of adolescent consumption in the form of a questionnaire, analyzes the reasons, studies the reasons for each answer, and finally discusses the results according to the survey results and gives suggestions for adolescent improvement. This study wants to warn young people not to affect their consumption concept because of the outside environment, but to establish a correct consumption concept.

2. Questionnaire Design

The questionnaire focuses on six aspects. 1) The price of buying clothes; 2) the frequency of buying luxury goods; 3) the influencing factors of buying goods: online or offline; 4) What are the highest spending areas? 5) Source of information: online/offline; 6) Whether consumer psychology will be affected by some "flaunting of wealth". The specific questionnaire is shown in Table 1 below.

Table 1. Questionnaire

No.	Questionnaire title
1	The price of the clothes purchased
2	The frequency of luxury purchases
3	Factors influencing the purchase of goods
4	Which aspect of the purchased item costs the most
5	Source of purchase item information: Online/offline
6	Whether consumer psychology will be affected by some "flaunting of wealth"

3. Survey Results

The research was conducted on September 3, 2024, in Renchofen Dongba School. 150 questionnaires were distributed to teenagers across the country. The questionnaire results are as follows.

The first question is a simple survey of the current price range of teenagers to buy clothes. It can be seen that most of them choose to buy items ranging from 300 yuan to

1,000 yuan, which shows that their consumption concept remains rational and can be controlled within the reasonable consumption range. 17 people (36.96%) buy clothes below 300 yuan, of which the most are in the 0–300-yuan range. A small number of people (17.39 percent) bought clothes priced above 1,000 yuan. It can be seen that the basic price is between 300 and 1000 yuan, and less than 300 and more than 1000 yuan (See Table 2).

Table 2. Buying clothes, price range

	Value
A. 0□300	36.96%
B. 300□1000	45.65%
C. Above 1000	17.93%

The second question briefly asks how often teenagers buy luxury goods these days. More than half of the respondents (50%) buy luxury goods only once a year or never, and 34.78% buy them every three months or six months. 15.22 percent of respondents buy once a week or once a

month. From the current number, it can be seen that the frequency of purchase of most teenagers is still very low, but there are also a small number of people who often buy (See Table 3).

Table 3. Frequency of teenagers buying luxury goods

	Value
A. Buy once a week or once a month	15.22%
B. Buy once every three months or half a year	34.78%
C. Once a year or never	50%

The third question looked at the factors that influence purchases. According to the data table, the main reasons influencing consumers to buy this item are the praise

and fashion on the Internet, accounting for 54.35% and 45.65%, respectively. As can be seen from this survey, the influence of the Internet is relatively greater (See Table 4).

Table 4. Factors influencing the purchase of goods

	Value
A. Friends and classmates all say yes and will follow suit	45.65%
B. The Internet is full of good reviews to buy it	54.35%

According to the data table, in terms of consumption, the highest consumption area is “eating,” accounting for 39.13%, followed by “buying clothes,” accounting for 30.43%, “buying jewelry,” accounting for 17.39%, and

finally “buying shoes,” accounting for 13.04%. This part mainly looks at which aspect of teenagers’ consumption is the most and then studies various aspects in the follow-up detail (See Table 5).

Table 5. Which areas do they consume the most

	Value
A. Clothing	30.43%
B. Jewelry	17.39%
C. Shoes	13.04%
D. Eating	39.13%

Fifth question for products with high consumption, 52.17% of people get information through the Internet, while 47.83% of people get information through friends. As can be seen from the answer results of this question,

the comments of online videos and the comments of friends are both very important. Undoubtedly, friends can be sure of the quality of products (See Table 6).

Table 6. Sources of information on the consumption of this item

	Value
A. Internet such as dialing	52.17%
B. Friend recommendations	47.83%

The final question is about whether people have been swayed by videos showing their wealth on the Internet or in real life, and the distribution of choices is evenly balanced, with 50 percent saying “some” and “none at all.” The study showed that the average person’s attitudes

toward spending are unshakable, and that half of the population is influenced by videos that show them too much wealth. These are some of the simple explanations based on the survey, and the reasons will be explained in more detail in the conclusion of the survey (See Table 7).

Table 7. Whether teenagers' consumption psychology will be affected by some "flaunting" videos

	Value
A. Will not be affected	50%
B. Will be affected a little bit	50%

4. Result Discussion

According to the results of the above-mentioned questionnaire, this paper can draw several conclusions.

The Internet plays an important role in fashion information dissemination and high consumption decisions, but the surrounding living environment and circle of friends also have a certain impact on consumption behavior. At the same time, individuals' attitudes toward flaunting wealth and their commitment to consumption vary from person to person. Explain each question one by one according to the result.

When asking the price of clothes spent by teenagers, it can be seen that there is a certain rationality in teenagers' consumption. Most of them tend to choose to buy goods with higher cost performance, and a small group of people tend to consume goods beyond their current ability, which indicates that these people may prefer brands when buying clothes. Instead of some cost-effective clothes, this may come from the vanity of some pyramid schemes on the Internet, or the friends around them in life wear these luxuries and need to integrate into them, go with the flow, as well as the heart of comparison between classmates. They may feel that others wear very popular clothes, have no personality, no small crowd, which is leading to the consumption of this kind of high-priced item.

In terms of the frequency of luxury goods consumption, it can be seen that 50% of the students have hardly ever bought luxury goods, which is a very good phenomenon. Nowadays, at this age of teenagers, almost no one can afford an expensive luxury item by themselves, and they all buy it with money from their parents. However, it cannot be ruled out that a small number of people start their own business to earn money from a very early age to buy luxury goods, but such people are too few, almost none; most teenagers are busy with their studies. However, there are still half of teenagers who buy luxury goods frequently, which may be caused by the above three influential factors, and their vanity may have overcome the original consumption concept.

If the current consumption habits are maintained, there will be a gap in the future if the income cannot support their current consumption level, and the butler will ask for money inside so as to not work hard and eat the old base, which is a very bad trend, especially since the current

economic benefits are not good and it is not easy to make money.

When understanding how teenagers learn about these luxuries, it can be seen that the proportion of Internet and living environment is about the same, which indicates that what teenagers browse online and the living environment they live in are of great importance. There are many videos on the Internet that have a negative influence on consumption, such as some extremely luxurious lives that are in sharp contrast with their real lives. However, there are more and more such videos on the Internet in recent years, and the Internet is becoming more and more developed, but it is not known that people always show their best side, which makes many young people think that everyone lives well except themselves, which will have a bad psychological impact, which makes them yearn for this kind of life. Yes, as long as they strive to achieve it. But many teenagers will get a lot of things that do not belong to their age to consume on the premise of not working hard and may be bought by parents who love their children. Of course, the impact of the surrounding environment cannot be underestimated, which is related to the normal contact with classmates and friends, which is more realistic, so it is best not to easily shaken their inner desires; attention can be placed on learning, now all to be content; reduce the heart of comparison.

In the in-depth understanding of money to buy this item, the influencing factors are roughly divided into two parts, the network and the impact of living environment. Some teenagers may see some online sales praise and will go to buy, and friends in life may recommend buying. This reason is closely related to the content that teenagers usually browse, which shows that teenagers' psychology is strongly influenced by some commodity publicity, which also reflects the profound impact of today's digital age on consumer behavior. The offline influence still has its unique influence, especially in the sense of physical experience; you can touch and experience to ensure the authenticity and quality of the product. If it is online shopping, you need to wait for logistics and return, although you can choose without going out.

Most teenagers consume the most in the aspect of eating, which shows that many parents will see their children in less time. Teenagers have the opportunity to choose what to eat, but at the same time, the quality of takeaway food

health has also become a problem. It can be seen that many businesses have grasped people's needs and made some advertisements in different areas, such as eating. Is it likely that many restaurants will post some propaganda advertisements on TV or elevators in residential areas, get some good reviews, and give out some coupons to accumulate a good reputation? Sometimes there is no need for restaurants to publicize themselves. Many people will come from the mouth of friends or some videos on the Internet. As the saying goes, wine is not afraid of alley depth; here is what it means.

The phenomenon of "flaunting wealth" in consumer psychology still exists, although the proportion is relatively low, which shows the pressure of social media display culture on some teenagers. In the long run, this mentality may lead them to have irrational consumption behaviors and even bear financial burdens. Therefore, it should strengthen the rational consumption education of teenagers; schools and families should further guide teenagers to establish a correct consumption concept and avoid unnecessary excessive consumption due to blindly following the trend or showing off wealth psychology. Improve the awareness of online consumption safety. With the popularity of online shopping, young people should enhance their awareness of self-protection to avoid being misled by false advertisements or bad merchants. Promote green consumption concepts: Thrifty and environmentally friendly consumption concepts should be promoted through the media and educational institutions to decrease the blind pursuit of luxury goods and high-priced goods and encourage more sustainable consumption methods. Through these measures, teenagers can be helped to form healthier and more sensible consumption habits in the future.

5. Conclusion

In recent years, the Internet and some other media platforms have developed rapidly, and a lot of information on the Internet has some influence on the consumption concept of some teenagers whose values are not fully formed. Whether it is short videos or the environment around them, some bad information will be transmitted to their minds, which will lead to the transmission of some wrong values, which has a great impact. This study uses

a questionnaire to investigate the consumption status of teenagers and analyzes the results. The results illustrate that short videos on the Internet and the surrounding environment will affect the consumption concept of teenagers. This study wants to remind teenagers not to pursue some people on the Internet, stick to their original ideas, and not be affected.

There will be many research directions in the future, such as the changing trend of adolescent consumption behavior, adolescent psychological factors and consumption choices, the influence of adolescent parents' family environment, personalized and customized consumption, social media and adolescent consumption, and so on.

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