

Analysis on the Current Situation, Problems and Trends of Chinese Consumer Behavior - A Case of Taking Impulsive Consumption

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Abstract. Impulsive consumption refers to the consumption behavior in which consumers quickly generate purchase desire and take immediate action due to internal and external stimuli in the process of purchase decision. This kind of consumption behavior is becoming more and more common in the current consumer market, especially favored by young consumers. From the perspective of consumer behavior, this paper will deeply explore the psychological mechanism, influencing factors, marketing application, possible problems and Countermeasures of impulsive consumption.

Keywords: Consumer behavior, college students, impulsive consumption, personalized marketing

1. Summarized Account

In the current social background and economic environment, consumer behavior is affected by many factors. Especially with the sustained economic growth, Chinese consumers are increasingly showing different consumption patterns[2]. Among them, impulsive consumption has gradually become a conspicuous consumption behavior, especially for Chinese college students, whose consumption behavior not only reflects their life attitudes and values, but also reflects the trend of social and economic development.

2. Current Situation of Consumer Behavior In China

2.1 Obvious Trend of Consumption Upgrading

When understanding the current situation of Chinese consumer behavior, we first need to realize that with the development of economy and social progress, the consumption concept of Chinese consumers is undergoing profound changes. In recent years, with the continuous development of China's economy, the steady improvement of residents' income level and the continuous improvement of the overall quality of life of the society, the consumption concept of Chinese consumers is undergoing increasingly significant and profound changes. Once, at the stage of relative material scarcity, consumers' attention was more focused on meeting basic material needs and pursuing the "have" level, such as having enough daily necessities and solving food and clothing problems. Now, with the improvement of living conditions, the focus of consumption has gradually shifted from simple material satisfaction to the pursuit of quality life. The trend of consumption upgrading is very obvious in all consumption fields.

This change is specifically manifested in that consumers' consideration of products is no longer limited to price and basic functions, but put forward higher and higher requirements for product quality, brand value and follow-up services[1]. In terms of quality, they pay more attention to whether the raw materials of the products are of high quality, whether the production process is exquisite, and whether they meet the health and environmental protection standards; In terms of brand, they tend to choose brands with good reputation, profound cultural heritage and strong sense of social responsibility, and believe that behind the brand represents more reliable quality assurance and emotional identity; In terms of service, we expect more considerate, efficient and convenient pre-sales consultation, in-sales experience and after-sales service.

At the same time, consumers' personalized needs have become increasingly prominent, and more and more people want to have products and services that meet their unique preferences and habits. Therefore, customized consumption is favored, covering many fields of life, from clothing customization, home customization to tourism customization[1]. With the rapid development of science and technology, intelligent products and services have also become a hot spot of consumption. Smart appliances, smart wearable devices, smart retail services and so on have won the love of many consumers with their convenience and sense of technology.

2.2 Online Shopping has Become the Mainstream

With the popularity of the Internet and the rapid development of e-commerce, online shopping has become one of the main ways of shopping for Chinese consumers. Consumers can not only easily and quickly obtain commodity information through e-commerce platform, but also enjoy more flexible shopping methods and more preferential prices. At the same time, the digitalization and intellectualization of online shopping also provide businesses with more accurate marketing means and consumer behavior analysis.

2.3 The Concept of Healthy Consumption is Gradually Formed

With the improvement of health awareness, more and more consumers begin to pay attention to health consumption. They pay more attention to food safety, nutrition and health, and pay more attention to sports and fitness and healthy lifestyle. The gradual formation of this concept of healthy consumption has not only had a profound impact on the lifestyle of consumers, but also brought new opportunities for the development of related industries.

2.4 Enhanced Awareness of Green Consumption

With the improvement of environmental awareness, more and more consumers begin to pay attention to green consumption. They pay more attention to the environmental protection performance, sustainability and resource recycling of products, and choose to buy environmental protection products and services. This enhanced awareness of green consumption will not only help promote the popularization of green production and consumption patterns, but also help promote the sustainable development of the economy.

3. Impulsive Consumption

Among many consumer behaviors, impulsive consumption is a noticeable phenomenon. It refers to the rapid decision-making made by consumers in the purchase process without too much consideration and comparison due to the influence of various factors (such as product uniqueness, environmental factors or psychological factors). Its characteristics are mainly reflected in two aspects: first, the decision-making process of consumers' purchase is short and rapid; Second, the products that consumers buy may not be what they really need.

3.1 Characteristics of Impulsive Consumption

Impulsive consumption has distinct characteristics: driven by impulse, consumers' purchase decision-making process is often very short, even can be completed in an instant; At the same time, such decisions are easily affected by external factors, such as the publicity and guidance of advertising, the promotion activities of merchants and the opinions and evaluations of others; Moreover, impulsive consumption is mostly driven by momentary emotions, which may be the instant love for the appearance or function of goods, or the long-term loyalty to the brand and other emotional factors[4].

3.2 Causes of Impulsive Consumption

The emergence of impulsive consumption is affected by many factors: from the perspective of social culture, with the development of social culture, people's consumption concept is gradually open and diversified, and the pursuit of fresh, stimulating and personalized consumption experience has become a trend; At the economic level, economic growth and the improvement of people's living standards have made consumers pay more attention to commodity quality and design, which provides space for impulsive consumption; Businesses' marketing strategies, such as discount promotion and advertising, will also effectively trigger impulsive consumption.

In addition, consumers are more likely to produce impulsive consumption behavior in certain psychological states such as high emotions and anxiety. For example, an antique skin appeared in a game on the festival day, which happened to meet my appetite as a student party. At that time, although I had no spare money, I bought it impulsively because I was afraid that the skin would not return to the factory in the future. As a result, the expenditure of that week became very tight, which was the embodiment of impulsive consumption.

3.3 Influencing Factors of Impulsive Consumption

The emergence of impulsive consumption is affected by both external and internal factors.

Among the external factors, advertising is an important means. It can quickly attract consumers' attention and stimulate their desire to buy by virtue of vivid pictures, sensational language, exaggerated effects, etc. for example, the live delivery of goods in the short audio and video can quickly trigger consumers' purchase impulse through the live demonstration and explanation of the anchor; Promotion strategies are also indispensable. Businesses can reduce consumers' perceived prices through discounts, discounts, gifts and other ways, such as shopping malls' discount activities and coupons on e-commerce platforms, which can effectively promote impulsive consumption; Social influence is also key. Consumers' purchase decisions are often influenced by social groups such as friends, family members and colleagues. The list and recommendation links in the circle of friends may stimulate their purchase desire.

In terms of internal factors, personal characteristics play an important role. Consumers with adventurous spirit, strong curiosity and pursuit of fresh stimulation are more likely to consume impulsively, and the income level and education level will also have an impact. For example, consumers with high income and high education background are more likely to consume impulsively for high-end products; Psychological needs are also one of the influencing factors[7]. When consumers desire recognition and appreciation from others, they may make conspicuous consumption, and when they feel lonely or anxious, they may seek comfort and satisfaction through shopping.

3.4 Advantages and Disadvantages of Impulsive Consumption

An appropriate degree of impulsive consumption can stimulate market vitality, promote commodity circulation, and bring considerable sales performance to businesses. At the same time, it can also timely meet the temporary needs and desires of consumers, and improve the quality of life to a certain extent; However, excessive impulsive consumption may make consumers complete the purchase in an irrational state, resulting in unnecessary economic burden, and may also cause problems such as waste of resources and environmental pressure.

4. Impulsive Consumption Among College Students

The consumer group of Chinese college students has unique characteristics. Most of them are in the transition stage from adolescence to adulthood, with active consumption concept and gradually enhanced consumption ability. At the same time, they are also indigenous people in the digital age and have a high acceptance of emerging consumer products and consumption patterns. The phenomenon of College Students' impulsive consumption has become an increasingly prominent

problem. With the improvement of living standards and the diversification of consumption patterns, many college students are vulnerable to various factors when shopping, leading to impulsive consumption.

4.1 The Current Situation of College Students' Impulsive Consumption

When college students consume, they often buy goods blindly because of lack of rational thinking. This phenomenon of impulsive consumption is very common on campus, especially under the influence of online shopping and social media. Some college students will spend impulsively because they see other people's shopping behavior, the temptation of advertising or the stimulation of promotional activities, resulting in spending beyond their financial ability.

4.2 The Causes of College Students' Impulsive Consumption

The generation of College Students' impulsive consumption is affected by many factors: from the psychological level, college students in the growth stage are full of curiosity and desire to explore the unknown. When shopping, they are easily attracted by factors such as the appearance, brand and price of goods and have a desire to buy. Some college students will make impulsive consumption because of the pursuit of fashion and social identity; In terms of consumption environment, the popularity of online shopping enables college students to shop anytime and anywhere, while advertising, promotional activities and other stimulating factors in the online environment are easy to trigger their impulsive consumption behavior[8]. At the same time, some businesses will use various means to induce consumption in order to pursue profits; Economic factors can not be ignored. Some college students mainly rely on their families for financial resources, lack independent financial awareness and financial ability, and often do not fully consider their own economic affordability when consuming, which leads to the occurrence of impulsive consumption.

4.3 Countermeasures and Suggestions

College students should take multiple measures to deal with impulsive consumption. They should actively improve the awareness of rational consumption, establish a consumption concept that meets their own needs and economic affordability, abandon the mentality of blindly following the trend and excessive pursuit of fashion, and comprehensively understand the performance, price, quality and other information of goods and make a comparative analysis when shopping; At the same time, we should cultivate financial awareness, learn to plan finance reasonably, establish a correct concept of financial management, and fully consider our own economic situation and future expenditure plan when consuming, so as to avoid exceeding the tolerance range; If impulsive consumption has seriously affected life and study, you can seek the help of professional psychological counseling or financial planner to find the root cause and solve the problem. In a word, this problem needs to be solved by improving personal awareness, cultivating ability, seeking help, and strengthening the education and guidance of society and schools to create a good consumption environment, so as to help college students establish correct consumption concepts and habits and avoid impulsive consumption.

5. Marketing Application of Impulsive Consumption

Marketing according to the personalized needs of consumers is one of the effective means to stimulate impulsive consumption. For example, through big data analysis of consumers' purchase history and preferences, personalized product recommendation and preferential information are pushed to consumers. Interact and communicate with consumers through social media platforms to understand their needs and ideas. These personalized marketing methods can increase consumers' awareness and interest in goods, so as to stimulate their purchase desire and action willingness.

For example, "vipshop" analyzes users' shopping habits and needs through big data, pushes personalized product recommendations and preferential information to users, and uses social media

platforms to interact and communicate with users to increase users' stickiness and loyalty. This personalized marketing method not only improves users' purchase experience, but also increases users' repurchase rate and word-of-mouth communication effect. According to statistics, the repurchase rate of vipshop users is as high as 70%.

6. Conclusion

Although impulsive consumption has certain universality in the Chinese market, we still need to treat this phenomenon rationally. For consumers, they should improve their consumption awareness, treat shopping decisions rationally, and avoid excessive dependence on irrational purchase desire. At the same time, for businesses, they should also adopt more scientific and reasonable marketing strategies, such as providing more diversified product choices and optimizing shopping experience, so as to guide consumers to make more rational purchase decisions.

China's consumer market will remain dynamic and changing. For Chinese consumers, paying more attention to their own development and improving the quality of life is the main trend. Businesses also need to keep pace with the times, not only meet the needs of consumers from the level of products and services, but also guide and educate consumers to establish more rational and healthy consumption concepts and behaviors. At the same time, with the development of science and technology and the progress of society, the future consumer market will be more diversified and personalized, which provides more opportunities and challenges for businesses. For the entire industry, the key is to develop more accurate marketing strategies and provide more intimate service experience through in-depth research and understanding of consumer behavior patterns and consumer psychology.

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