

Evolution and Guiding Strategie of College Students' Consumption View under Short Video Ecology

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Abstract: With the high popularity of mobile Internet and smart phones, short videos, with their rich and diverse contents, rapid and efficient dissemination and other obvious advantages, have risen rapidly and deeply integrated into the daily life of contemporary college students, becoming the core channel for them to obtain information and enjoy entertainment. This new media form not only greatly enriches the spiritual world of college students, but also exerts a profound and complex influence on their consumption behavior and concepts in a subtle way. Based on extensive investigation and analysis, this paper systematically reveals many characteristics of college students' consumption behavior under the short video ecology. It is found that the information presentation mode, marketing strategy and social interaction mechanism on the short video platform have jointly shaped the unique consumption patterns of college students, such as impulsive consumption, follow-up consumption and pursuit of symbolic value consumption. These characteristics of consumption behavior not only reflect the curiosity and pursuit of new things for college students, but also expose their blindness and irrationality in consumption decision-making. Furthermore, this paper deeply analyzes the erosion and influence of short video consumerism on college students' consumption view. In view of the above problems, this paper puts forward a series of targeted and operable strategic suggestions from four dimensions: higher education, campus environment, new media communication and home-school cooperation.

Keywords: Short video, College students, Consumption view, Consuming behavior.

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INTRODUCTION

With the rapid development of information technology, short video platforms such as "Aauto Quicker", "Tik Tok" and "Mei Pai" have mushroomed and quickly become an indispensable part of people's lives. Short video platform creates a new interactive experience mode by integrating multiple modes of music, video, interaction and consumption. This model not only realizes the deep interaction between the audience and between the audience and the creators, but also leads the development of modern consumption trends in a subtle way. However, under the wave of short video consumerism, college students who are active in thinking but have yet to mature their rational thinking and logical judgment are often more likely to indulge in the sensory stimulation brought by short videos, and it is difficult to detect the hidden consumption trap (Hu & Su, 2020).

Short video has many characteristics, such as [1] convenient shopping mode: the short video platform integrates the e-commerce function, and users can directly purchase goods while watching the video. This seamless shopping experience greatly simplifies the purchase process and improves the purchase efficiency (Zhen, 2024). Personalized content push: Algorithm recommendation system based on big data analysis can accurately capture users' interest preferences and push highly relevant short video content for them, thus influencing users' consumption decisions in a subtle way [2]. Attractive preferential activities: Short video platforms often launch various promotional activities such as limited-time discounts and full discounts, which not only stimulate users' desire to buy, but also further expand the brand influence with the help of the communication effect of social networks [3]. Highly interactive advertising form: The short video comment area has become an important position for users to express their views and share their experiences. College

students can discuss goods in depth in the comment area, seek professional advice or feedback the use experience. At the same time, the interactive advertising information also enables college students to have a direct dialogue with the brand, which increases the transparency and credibility of the brand, thus enhancing the purchase intention.

In addition, the popularity of products in the short video platform has also had a significant impact on the purchase behavior of college students. The viral transmission mechanism of short videos enables popular products to spread rapidly, forming a powerful network effect. The higher the popularity of the product, the greater the attention it attracts, which further stimulates more college students to try and buy. At the same time, the short video platform constantly pushes popular products through the algorithm recommendation system, which is easy to induce college students' fear of missing out on fashion trends or preferential information, thus promoting the occurrence of impulsive buying behavior (Wan & Wu, 2023). Furthermore, branded products on short video platforms are often regarded as reputable and recommended choices. This kind of trust based on community recognition urges college students to believe more in the quality and value of products, which in turn affects their purchase decisions. To sum up, the rise and development of short videos have had a far-reaching impact on college students' consumption concepts and behavior patterns. Therefore, it is of great significance to explore the evolution law of college students' consumption view under the short video ecology and put forward effective guiding strategies for promoting college students' rational consumption and healthy growth.

DISCUSSION OF FINDINGS

1. Investigation and Analysis of College Students' Consumption Behavior under the Short Video Ecology

1.1 Investigation Scheme and Implementation

This study is aimed at six universities in Henan Province, and questionnaires are distributed on platforms such as WeChat group and QQ group by using "Questionnaires" software. Sampling is carried out by non-strict πPS sampling method with multi-stage $n=5$. After obtaining the samples, the population is estimated by the samples. Assuming that the proportion of units with certain attributes in the estimated population is p , the approximate sample size can be obtained as $n_0 = t^2 Q / \gamma^2 P$, where n_0 is the approximate sample size, γ is the relative allowable error, and t is the critical value under certain confidence. According to the above information, the required sample size is determined to be $n' = n_0 \times Deff$. Take $p=0.5$, γ is not more than 0.05, and roughly calculate that n' is 400, and the recovery rate is roughly 0.8, so about 501 questionnaires are distributed.

1.2 Basic Information of Respondents

Taking gender factors into full consideration in the survey process will not only help to improve the accuracy and reliability of the survey results, but also help us to fully and deeply understand the real situation of college students' consumer market (Wang, 2023). Figure 1 shows that the proportion of girls is 75.3% and that of boys is 23.7%. College students of different grades are at different stages of study and life, and there are significant differences in their economic situation, consumption concept, consumption ability and consumption habits. Freshmen may pay more attention to the consumption of basic living and school supplies, while sophomores and juniors may spend more on entertainment and tourism with their familiarity with the campus and the increase of social activities. Senior students are facing the pressure of employment and graduation, and their consumption behavior may be more rational and frugal. According to the survey data, freshmen account for 21.16%, sophomores for 24.75%, juniors for 35.53% and seniors for 18.56%.



Fig. 1: Distribution of Sex Ratio of Respondents

Living expenses directly determine the amount of funds that college students can spend each month, and it is an important basis for evaluating their spending power, habits and demands. By understanding the monthly living expenses income of college students, we can more accurately grasp their expenditure on food, accommodation, transportation and entertainment, and then analyze their consumption structure and consumption trend. The survey results show that most of the college students' monthly living expenses are 1,000-1,500 yuan, some of them are below 1000 yuan, and some of them are 1,500-2,000 yuan, but few of them are above 2,000 yuan.

1.3 APPs Used by College students to Watch Short Videos

By studying the frequency, duration and preference types of short videos used by college students, we can not only deeply understand how short videos shape their consumption attitudes and habits, but also easily analyze the influence of recommended content on college students' consumption choices. As can be seen from Figure 2, the proportion of college students watching short videos in Tik Tok is 36.7%, that in Xiaohongshu is 25%, and that in Bilibili is 16.8%. Some college students choose to watch short videos in Aauto Quicker and Weibo.

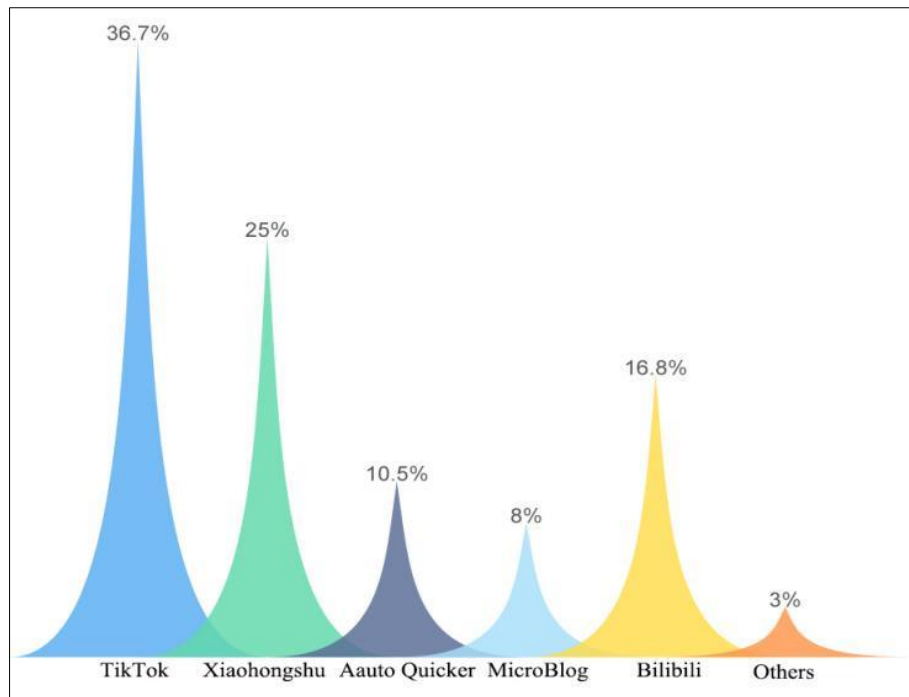


Fig. 2: Distribution of Short Video Platforms Used by College Students

1.4 Length of Time for College Students to Watch Short Videos

The length of watching time not only reflects the interest and devotion of college students to short video content, but also implies the influence of short video in their daily life. Watching short videos for a long time may mean that college students are more susceptible to the influence of advertisements and recommended

contents, thus changing their consumption concepts and behaviors. Figure 3 shows that college students watch short videos for 1-2 hours, accounting for 36.13%, 2-3 hours for 29.94%, more than 3 hours for 25.15%, and for less than 1 hour, for 8.78%. It can be found that most college students watch short videos for 1-3 hours, while fewer people choose to watch short videos for less than 1 hour.

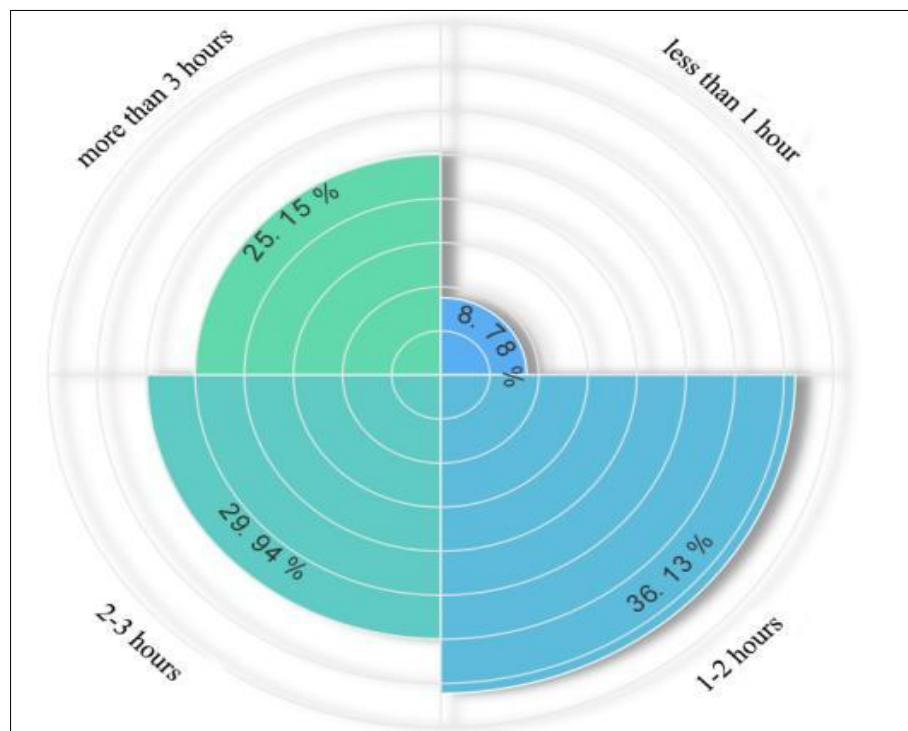


Fig. 3: Length of Watching Short Videos

1.5 Types of Watching Short Videos

Different types of short videos may be implanted with different consumption concepts, product promotion information and consumption values, thus affecting college students' consumption habits and decisions. Understanding the content types, viewing frequency and attitudes of short videos that college students like to watch can help reveal their consumer guide and influence, further explore the mechanism of short videos in shaping college students' consumption concepts and behaviors, and provide an important basis

for formulating targeted consumer guide strategies. Figure 4 shows that the proportion of college students watching short videos of food sharing is 19.01%, that of entertaining funny videos is 17.95%, that of watching personal sharing videos is 16.37%, and that of watching live video with goods is 11.83%. Some college students like watching short videos of popular science knowledge, TV movies and mainstream thoughts, but the proportion of people watching food sharing, entertaining funny videos and personal sharing is relatively large.

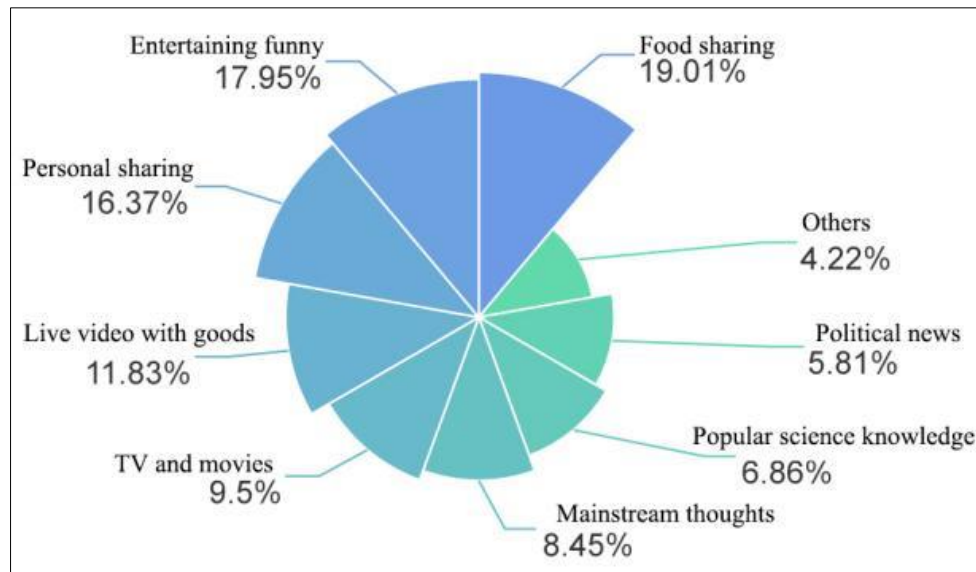


Fig. 4: Types of Short Vvideos Watched by College Students

2. Influence of Short Video Consumerism on College Students' Consumption View

2.1 Extensive Penetration of Consumerism with the Help of Short Video Platforms

With its powerful content production and distribution capabilities, short video platform has become an important position for the spread of consumerism. On the one hand, the platform accurately captures the interest preferences of college students through the algorithm recommendation mechanism, and pushes a large number of short video content related to material enjoyment and brand show-off. For example, all kinds of beauty bloggers show expensive cosmetic sets in videos, emphasizing that using these products can have a delicate face and a high quality of life. These contents constantly strengthen the connection between material enjoyment and personal charm, and let college students form the concept of "having is beautiful" in a subtle way. On the other hand, the short video platform has carried out in-depth cooperation with many brands, and integrated the concept of consumerism into the daily life of college students through advertising placement and live broadcast. The brand invited celebrities and online celebrity as spokespersons to show the usage scenes of the products in short videos, creating an atmosphere of "you can live an ideal life with this product". At the same time, using the interactivity of

short videos, various promotional activities are carried out, such as limited-time discounts, lucky draws, punching cards to win gifts, etc., to stimulate college students' desire to buy. This omni-directional and multi-level marketing strategy makes consumerism spread rapidly among college students.

2.2 Change of College Students' Consumption Concept

As a powerful medium, short video may directly or indirectly affect the consumption concept of college students. Under the guidance of short video consumerism, there is excessive consumption. Some college students excessively pursue fashion trends and brand effects, and regard consumption as the key way to show themselves and integrate into the group, ignoring their actual needs and economic affordability. Excessive consumption behavior not only affects the normal study and life of college students, but also may lead them into debt crisis, which brings heavy economic pressure to individuals and families, and also reflects the lack of rationality and self-restraint ability of college students in consumption decision-making (Ling, 2023). The vanity consumption environment created by short video platform provides fertile soil for the breeding of comparison psychology of some college students. Marketing methods such as time-limited discount and

spike activity on short video platform have caused frequent impulsive consumption behavior of college students. Short video consumerism has had a serious negative impact on college students' consumption concept, and problems such as excessive consumption, comparison psychology and impulsive consumption need to be solved urgently.

2.3 Short Video Consumerism Leads to the Alienation of College Students' Consumption Behavior

Under the influence of short video consumerism, some college students' consumption concepts are deviated: first, consumption and identity are confused, and buying specific goods, especially famous brands, is regarded as a way to gain social recognition and respect, and brands and prices are valued while actual value and personal needs are ignored; Second, there is a misplacement between consumption and happiness. Influenced by the consumption scene created by the short video platform, people mistakenly think that material consumption can bring lasting happiness and satisfaction, but they keep buying new goods but fall into a vicious circle; Third, there is a serious lack of consumer responsibility. Short video consumerism does not guide college students to establish a correct sense of consumer responsibility. They only consider their own needs and desires in consumption, ignoring the impact on the environment and society, such as frequent purchase of fast fashion clothes, which leads to waste of resources and environmental pollution, and pay little attention to whether the commodity production process is environmentally friendly or infringes on the rights and interests of workers.

3. Strategies for Guiding College Students to Establish a Scientific Consumption View

3.1 Strengthening Ideological and Political Education and Cultivating Rational Consumption Consciousness

Colleges and universities should set up a full-time team of counselors, and strengthen the training of counselors, so that they can deeply understand the characteristics and problems of college students' consumption view under the short video ecology. Counselors should strengthen the study of Marxist consumption theory, integrate the correct consumption concept into daily ideological and political education, and guide students to establish the correct consumption concept. At the same time, we should attach importance to the role of class teachers and student cadres in the education of consumption concept, and enhance their economic independence and sense of responsibility by carrying out theme class meetings, organizing practical activities, participating in social practice, and work-study programs. At the same time, guide college students to pay attention to the impact of consumption behavior on the environment and society, and cultivate the awareness of green consumption and sustainable consumption. In addition, college students are encouraged to make reasonable consumption plans and learn to live within

their means and spend moderately. Students themselves should screen and rationally analyze the information presented in different short videos, and make rational consumption according to their actual needs and economic ability to realize effective management and rational utilization of wealth.

3.2 Creating a Good Campus Consumption Environment and Advocating a Healthy Consumption Culture

Colleges and universities should carry out diversified consumption education activities, incorporate consumption education into the ideological and political education system, and teach students the basic knowledge of consumption and financial management through courses or lectures to improve their consumption literacy (Ding & Guo, 2022). At the same time, consumer knowledge contests, debates and keynote speeches can be held to stimulate students' interest in learning and enhance their knowledge and understanding of rational consumption. In addition, students can also be organized to participate in social investigation and practical activities, so that students can experience the process of consumption, understand the operation law of the market and cultivate their consumption decision-making ability. Colleges and universities should strengthen the management of campus business environment, standardize the business behavior of merchants, and put an end to false propaganda and consumption traps. Through campus broadcast, publicity column, WeChat WeChat official account and other channels, we will publicize the fine tradition of thrift and hard work, and resist irrational consumption and the trend of comparison. For example, launch the "Civilized Consumption Month" activity, select the "Star of Rational Consumption", commend and reward outstanding students, and create a good campus consumption atmosphere.

3.3 Promoting Media Literacy Education and Strengthening the Propaganda of Correct Consumption Concept

Colleges and universities should offer courses related to media literacy education, including media criticism, media ethics, information dissemination, etc., so as to make them a part of general education for college students. At the same time, these courses should be combined with consumption concept education to guide students to treat consumption information spread by the media rationally. Colleges and universities can combine short video platforms to produce a series of short videos with the theme of rational consumption. These short videos can take vivid and interesting forms, such as animation and sitcoms, and combine with actual cases to show students the dangers of impulsive consumption and follow-up consumption, as well as the methods and skills of rational consumption. The short video platform should produce and publish content about healthy consumption concepts, and avoid publishing short videos that promote unhealthy consumption concepts such as excessive

consumption and extravagance and waste. The platform can set up a consumption reminder function. When users watch videos related to consumption, a reminder message will automatically pop up to remind them to think rationally and spend cautiously.

3.4 Strengthening the Coordination between Family and Society to Form a Joint Educational Force

Family is an important place for the formation of college students' consumption concept. Parents should set a correct consumption concept and set a good example for their children. Parents should pay attention to their children's consumption, communicate with their children, understand their consumption needs and psychology, and guide them to spend reasonably. At the same time, it is necessary to cultivate children's awareness of economic independence, let them understand that money is hard to come by, and learn to plan their living expenses reasonably. Relevant government departments should strengthen the supervision of online sales platforms and various lending platforms, establish and improve market order, and avoid inciting consumption waves or false propaganda. At the same time, it is necessary to strengthen the investigation and study of consumption hotspots, release consumption warning information in time, and guide consumers to consume rationally. It is necessary to encourage short video platforms to promote excellent culture and positive energy content, publicize correct consumption concepts, expose bad consumption phenomena, and create a good social consumption atmosphere.

CONCLUSION

The evolution of college students' consumption view under the short video ecology is a complex process, which is influenced by many factors. In order to guide college students to establish a scientific concept of consumption, it is necessary for universities, families and all sectors of society to work together to form a joint educational force. By strengthening ideological and political education, creating a good campus consumption environment, using new media platforms to publicize the correct consumption concept and strengthening the coordination between family and society, we can help college students establish a correct consumption concept, improve their consumption literacy and financial management ability, enable them to spend rationally and healthily, and lay a solid foundation for future development. In the future research, we need to pay more

attention to the development and changes of short video ecology, and constantly explore more effective guiding strategies to adapt to the new trend of the evolution of college students' consumption concept.

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