

Analysis of College Students' Consumption Behavior Based on the Phenomenon of 'Zibo Barbecue' Out of the Circle

Yao Ye¹, Shanshan Li¹, Lin Chen², Xiaoling Su^{1,*}

¹*Economics Management and Law School, Jiangxi Science and Technology Normal University, Nanchang, Jiangxi, China*

²*School of Education, Jiangxi Science and Technology Normal University, Nanchang, Jiangxi, China*

**Corresponding Author.*

Abstract: With the rapid development of digitalisation, intelligence and the Internet, the Netflix economy has shown explosive growth and the consumer environment has changed. Recently, Zibo, Shandong Province, with its local characteristics of the barbecue in the social network is a case in point. As one of the main forces of the consumer trend, college students are the participants of the whole process of "Zibo barbecue", and the exploration of college students' consumption behaviour based on the phenomenon of "Zibo barbecue" will help to understand the current situation of college students' consumption behaviour, grasp the college students' consumption psychology, and predict the future consumption trends. Based on this, this paper will stand in the perspective of applied economics, with the new consumer environment as the background, through the empirical analysis based on the "Zibo barbecue" out of the circle of the phenomenon of college students' consumption behavior, summarize the current Netflix flow of factors affecting college students' consumption behavior under the background of consumption and summarize its possible problems, and finally cultivate and guide college students' scientific consumption behavior to put forward suggestions. Finally, we put forward suggestions on cultivating and guiding college students' scientific consumption behaviour, hoping to provide some help for related research.

Keywords: Internet Celebrity Economy; New Consumer Environment; 'Zibo Barbecue' out of the Circle Phenomenon; College Students; Consumption Behavior

1. Introduction

From March 2023, 'Zibo barbecue' suddenly rushed into the hot search, Zibo became the new 'top stream' with barbecue[1]. According to relevant data, among the interactive people participating in the hot topics related to 'Zibo barbecue', the proportion of people aged 18 to 40 is the largest, among which the young group aged 20 to 30 is the main force of barbecue consumption, accounting for more than 50%[2]. In this consumer group, college students with relatively flexible time are particularly special. Most of them have 'leisure', 'money', willingness and ability to consume. It can be said that the consumption of college students has brought Zibo's heat and driven Zibo's market[3]. Of course, there must be consumption problems in the process of consumption behavior. Based on this, from the perspective of applied economics, this paper takes the new consumption environment as the background, analyzes the consumption behavior of college students based on the phenomenon of 'Zibo barbecue', explores the causes of college students' consumption behavior, analyzes the possible problems of college students' consumption, and provides suggestions for cultivating and guiding college students' scientific consumption behavior.

2. The Causes of College Students' Consumption Behavior Based on the Phenomenon of 'Zibo Barbecue' out of the Ring

Under the unique lifestyle of the Z era, college students' consumption is influenced by the external environment and individual and psychological factors. Their consumption has the characteristics of individuality and diversity, social needs, and advanced consumption[4]. Such characteristics are exposed in the phenomenon of 'Zibo barbecue'. Based on this,

this paper explores the factors affecting college students' consumption behavior from the four aspects of society, school, family and individual, and analyzes their behavioral characteristics[5].

2.1 Social Level

2.1.1 Social environment

Every consumer grows and lives in a certain social environment. Its values, consumer psychology, purchase behavior and so on are bound to be affected by the social environment. Among them, the narrow social environment has a significant impact on college students' consumption behavior[6]. Taking the analysis of Zibo's micro-social environment as an example, Zibo 's high-quality services, good public security, and strong supervision are all important factors to attract college students' consumption.

2.1.2 Consumption situation

Consumer situation refers to a series of short-term environmental factors faced by individuals when consumers purchase activities occur. It has the function of triggering, pointing and encouraging[7]. Beck 's situation theory puts forward 17 situational variables that affect consumer behavior, which can be summarized into six situational factors: emotion, environment, marketing, time, material and interaction factors. Emotion mainly plays the functions of adaptation, motivation, organization and signal. The high emotion is externalized into action, prompting college students to visit Zibo barbecue shop. In addition, consumer purchase behavior is highly susceptible to the catalysis and influence of the external environment. Obviously, the fire of Zibo barbecue and the fullness of the place create a highly oriented consumption environment. Of course, the appropriate time, appropriate material and subtle interaction factors also play an important role.

2.1.3 Marketing activities

Marketing activities have an important impact on consumers ' cognition, attitude and behavior. From the perspective of marketing, Zibo barbecue marketers adopt effective and targeted marketing methods and adopt diversified and innovative marketing strategies. The pertinence is reflected in making full use of user portraits and accurately targeting target customer groups, such as college students with 'leisure' and

'money'; the innovation is reflected in the personalization of services, the improvement of customer satisfaction and experience, such as setting up barbecue trains, holding barbecue festivals, issuing consumer coupons and other special activities to stimulate college students' consumption.

2.1.4 Information transmission

The convenient network enables information to be quickly transmitted, and people's consumption behaviors are diversified due to information gaps. The current group of college students is in the era of highly developed Internet. They are most affected by the Internet, receiving the most fragmented information, and their consumption behavior is significantly different. From the perspective of mastering information level, in terms of public sources, college students obtain information about 'Zibo barbecue' through platforms such as Xiaohongshu, Douyin, Kuaishou and other media such as TV, radio, and magazines; in terms of personal sources, college students obtain information about 'Zibo barbecue' from personal interactions such as family, friends, and classmates. From the perspective of consumption behavior, consumption behavior is divided into simple consumption behavior and complex consumption behavior. Due to the difference of information, college students' consumption behavior of the same product is different, and there are selective differences in the consumption behavior of different products.

2.2 School Level

2.2.1 Consumer education

As one of the main forces of consumption trend, college students ' consumption education is the only way for schools[8]. Different schools adopt different educational methods, and their educational effects are also different. The students ' consumption concept is affected by this, and their consumption behavior changes. Under the school's consumption education, most students are willing and good at consumption[9]. They have certain consumption ability and consumption literacy and are eager to meet their consumption needs. Therefore, when the 'Zibo barbecue' is out of the ring, many college students go to Zibo for consumption, spending time and money to meet their consumption desires.

2.2.2 Teacher-student impact

As we all know, the campus is the most important place for college students to live and consume. The school environment, campus atmosphere, teachers' words and deeds, students' thinking habits and so on all have an important impact on college students' consumption behavior. Among them, the most important is the influence of teachers and students[10]. Under the influence of teachers and classmates, college students are often psychologically willing to follow the footsteps of teachers or classmates, and their behavior is often reflected in the convergence with the behavior of teachers or classmates. For example, under the phenomenon of 'Zibo barbecue' out of the ring, if college students have classmates or teachers running to Zibo to enjoy the barbecue, they will also have the impulse to consume Zibo.

2.3 Family Level

2.3.1 Family education thought

Family is the first school in life, and parents are the first teachers of children. College students' consumption behavior usually carries the characteristics and brand of their own family consumption. The idea of family consumption education directly or indirectly plays a dominant role in the consumption activities of college students. Whether the family has the correct educational concept[11], the correct educational method and the timely educational guidance have a significant impact on the reasonable consumption of college students.

2.3.2 Family consumption level

The family economic status determines the consumption status of college students, and the family income level determines the consumption ability of college students[12]. With the continuous development of China's economy, the family economic situation has been improved, the family income level has been improved, with economic support and family support, college students have the ability to go to Zibo consumption.

2.4 Personal Level

2.4.1 Values

Values and consumer behavior are two-way causal relationship. When the consumption mode of college students is related to the identity symbol, their values deviate to a certain extent, and their consumption behavior changes[13]. From the phenomenon of 'Zibo

barbecue', it can be seen that contemporary college students are generally keen on symbol consumption. They indulge themselves to chase the symbols represented by 'Zibo barbecue' under their subjective will. They have the values of following the trend of the times, independence and unconventionality.

2.4.2 Consumer psychology

Consumer psychology stipulates the direction and purpose of consumer behavior. In the phenomenon of 'Zibo barbecue' out of the circle, the general consumer psychology has conformity psychology, compensatory psychology and pursuit of personality psychology[14].

Conformity psychology is a series of psychological activities in which consumers obey the will, values and behavior norms of the group. The consistency of the group will affect consumer judgment, and the scale of the group will affect consumer psychology. It is a typical phenomenon that college students go to Zibo for barbecue.

Compensatory psychology can often provide short-term satisfaction. Zibo understands the inner needs of college students, resonates with college students in a timely manner, and narrows the distance with college students. So, Zibo barbecue card, unwittingly become a way for college students to release emotions and stress. On the one hand, it allows college students to obtain the satisfaction of the ceremonial sense of the city, and on the other hand, it allows college students to obtain the physical and mental satisfaction of personally participating in Zibo culture.

The pursuit of personality psychology affects the purchase and decision-making process of consumption and affects consumption activities. Contemporary college students are in the stage of pursuing personality development. They like the new tourism mode of 'go as you say'. This distinctive personality characteristic urges them to actively pursue new things and participate in new consumption[15].

2.4.3 Consumption motivation

Scholars Westbrook and Black divided consumers' purchase motivation into three categories: commodity-triggered, experience-triggered and commodity and experience-integrated. In the phenomenon of 'Zibo barbecue' out of the ring, the commodity-triggered motivation is reflected in the barbecue's delicious and inexpensive, the

experience-triggered motivation is reflected in the thoughtful and complete service, and the comprehensive motivation is a combination of the two. All kinds of consumption motives have prompted college students to be willing to consume and willing to consume[16].

2.4.4 Consumer demand

Consumer demand is the driving force of consumption. It can be summarized as physiological and social needs.

Physiological needs are inherent in human beings. Zibo barbecue takes 'oven + biscuit + dipping material' as its soul, which itself has a strong attraction and stimulates college students' demand for tasting food[17].

Social needs include emotional, social, entertainment and so on. One is the emotional drive, Shandong Zibo sincere hospitality, to give college students to be respected and recognized emotional needs, Zibo barbecue is to let college students feel the warmth and happiness in the fireworks in the ordinary food. Second, social needs, college students in the process of play, there are many opportunities to make new friends. Third, entertainment needs, appropriate entertainment to make people physical and mental pleasure, life care. Entertainment demand stimulates college students' consumption, and consumption also promotes them to be happy.

3. There are Problems in College Students' Consumption

From the questionnaire analysis and face-to-face interviews, it can be found that under the background of 'Zibo barbecue', the consumption behavior of college students mainly has the following problems.

3.1 Follow the Trend, Impulse, ahead of Consumption

There are some problems in college students' consumption, such as blindly following the trend, impulse and advanced consumption. When Zibo becomes a web celebrity city, college students may blindly consume because of their popularity and the influence of friends around them, rather than considering taste or demand. In the case of information asymmetry, college students will ignore their actual needs and economic conditions and make irrational consumption decisions, resulting in economic waste[18].

According to the survey, nearly 60% of students

said they would advance their living expenses. This shows that college students lack thinking and planning in the process of consumption, and are easily disturbed by external factors, resulting in unreasonable consumption problems.

3.2 Imbalance of Consumption Proportion Structure

The consumption structure of college students is misplaced, the proportion of spiritual consumption and material consumption is unbalanced, and the consumption motivation and consumption ability do not match. During the Zibo fire, some students over-demanded material consumption in order to catch up with the heat, and spent a lot of time and money on social networking, shopping, tourism and so on. When irrational consumption motivation occurs, college students will suppress actual demand, ignore consumption ability, turn to preference consumption, and eventually lead to imbalance of consumption proportion.

The survey shows that the consumption of college students is mainly concentrated in catering and entertainment. The high proportion of catering and entertainment may be due to the improvement of quality of life and the need of interpersonal communication, such as frequent dinners and holiday gifts. This not only increases the economic burden, but also affects the balance of college students' study and life.

3.3 Lack of Financial Awareness and Ability

When pursuing popular consumption, some college students may ignore their personal economic situation and make consumption choices that are unfavorable to them. College students generally lack long-term financial planning, do not have a clear understanding of their own financial situation, wallet empty, no money to finance[19].

College students lack financial awareness, there will be impulse, advanced consumption and other issues. College students will be affected by external factors for non-essential consumption, resulting in waste. Most students agree with the importance of financial management, but because of the lack of financial management ability, they choose conservative financial management methods. There are also some students will put their savings in the pocket money and bank cards to get lower interest rates.

3.4 No Consumption Planning and Expenditure Planning

It is understood that many college students did not develop consumer spending plans, or developed a plan but can not be well implemented. Under the background of 'Zibo barbecue', the desire of college students to go to Zibo for consumption has increased. Influenced by heat, college students who lack of planning will unconsciously exceed the budget when they consume, so they can not meet other needs[20]. The vast majority of college students do not have economic independence, and their main source of living expenses is family. Most students do not plan their living expenses. They often consume according to their preferences, and their consumption expenditures are mostly temporary and biased by external factors. The living expenses provided by the family are limited, and the expenditure of life is composed of many aspects, so the planning problem of college students' consumption expenditure will appear.

4. Recommendations

Under the background of the Internet celebrity economy, this paper studies the consumer behavior orientation of college students based on the phenomenon of 'Zibo barbecue'. This paper puts forward some suggestions to solve the problem of unreasonable consumption of college students from four aspects: society, school, family and individual.

4.1 Social Level

First, strengthen market supervision. The government should strengthen the supervision of the barbecue market, standardize the behavior of merchants, prevent price fraud and unreasonable price increases, create a healthy and civilized consumption environment, and encourage rational consumption.

The second is to promote healthy diet and rational consumption culture. Publicize the concept of healthy diet and rational consumption through mass media and community activities, guide the public to form a correct consumption concept, and improve the understanding of healthy diet.

Third, the construction of consumer rights protection mechanism. Government departments set up rights protection hotlines or platforms to provide convenient and efficient

ways to protect consumers' rights and interests.

4.2 School Level

First, we should improve the consumer education curriculum. For example, schools offer relevant courses to help students master consumption knowledge and skills and establish a correct view of consumption.

Second, actively carry out consumer practice activities. For example, the school organizes practical activities such as simulated shopping and consumption planning, so that students can apply consumption knowledge in the activities.

Third, strengthen the construction of campus consumption culture. For example, through lectures, exhibitions and other activities, we actively promote rational and economical consumption concepts and create a healthy campus consumption atmosphere.

4.3 Family Level

One is to strengthen family consumption education. Parents regularly conduct consumer education dialogues with their children to guide them to understand the concept of money. Pay attention to the children's consumption behavior, correct the improper place in time, and help cultivate the correct consumption concept.

Second, the establishment of a consumer fund. Parents can jointly set up a consumption fund with their children, which is managed by the children themselves to help them develop their ability to allocate resources and plan consumption.

Third, set an example. Parents should become an example of rational and economical consumption, pass on the importance of rational consumption and resource conservation through practical actions, and guide children to form good consumption habits.

4.4 Personal Level

From the individual level of college students, college students, as the recipients of higher education, should consciously abide by the consumption principle in their consumption behavior, refuse to blindly follow the trend and impulse consumption, and improve their self-discipline ability. College students should analyze rationally in consumption decision-making, understand the actual value of goods, make wise choices in combination with actual needs and economic ability, and learn to consume rationally. College students should

actively participate in the consumption education activities of schools and social organizations, improve their consumption literacy, and actively understand market dynamics and consumption trends.

5. Conclusion

By exploring the consumption behavior of college students under the phenomenon of 'Zibo barbecue', we can get a glimpse of the consumption concept and consumption psychology of contemporary college students. In addition, it can be seen that social media has a deeper impact on college students' consumption behavior. This reflects the changes of information acquisition and consumption decision-making in the consumption process of contemporary college students.

In summary, the phenomenon of 'Zibo barbecue' out of the circle provides a window for the society to observe and understand the consumption behavior of contemporary college students. At the same time, college students should also establish a correct concept of consumption, rational treatment of various consumption phenomena, to achieve the harmonious development of individuals and society.

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