An Empirical Study on the Tendency of Internet Consumption Behavior of Adolescents in Hubei Province

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Abstract. By using exploratory factor analysis and confirmatory factor analysis to investigate the trend of Internet consumption behavior of young people in Hubei Province, it finally can be summarized as the tendency of communication behavior, information behavior tendency, leisure behavior tendency and shopping behavior tendency. Based on this, we summarize the five main influencing factors of four kinds of behavioral tendencies and put forward the hypothesis, and apply structural equation to verify the hypothesis. The verification result is shown that the factors which influence the network behavior tendencies are multiple, and all of hypothesis has been fully validated. Finally, we need to make recommendations from the relevant departments of network consumption management point of view.

Introduction

To "90 after" as the representative of the young people gradually become the main force of the Internet, and the great changes have taken place in their way of network consumption, content and consumption. Nearly two years, the discussion of network behavior of young people has become the focus of social concern. Scholars have also explored the network behavior from the perspective of various disciplines. However, most of the researches are concerned with the study of Internet addiction behavior. Huang Fei (2014)[1] had studied the impact factors of consumer preferences based on the experience theory. Ningbo Yuan (2015)[2] had studied the characteristics of the network consumption of the youth groups, and demonstrates the main influencing factors. Tongpu Zhang(2016)[3] had studied the characteristics and influencing factors of Internet consumption to the college students in Xi'an. In addition, there are also foreign scholars (Jacoby, 2015; Karmarkar,2016)[4-5] had studied the psychological characteristics of network consumers from the perspective of consumer psychology. Overall, the main research on the network consumption behavior is based on the psychological characteristics and behavioral factors at present, but Yuezhu Su (2015) [6] and Shen Lei (2014)[7] pointed out that the consumption of network is influenced by culture, subculture and environment great in their the literature review of network consumption. Therefore, the research on the network consumption behavior of Hubei adolescents needs to be combined with the research samples of Hubei, otherwise there will be insufficient sample representation. Therefore, the purpose of this paper is to study the tendency of internet behavior of Hubei adolescents and to analyze the main influencing factors, and to provide the basis for the relevant departments to strengthen the standardized management of the network consumer market.

Identification of Consumption Behavior Based on Hubei Sample

Basic Information of Research Object

In order to make the research object to cover the behavior characteristics of Hubei adolescents, we set the basic variables[8] of the network consumer research object combine with existing literature(Huang Fei, 2013; Reardon J, 2012 ). This paper stratified random sampling was used to select the gender, family location, age, profession, and the average length of time to check the consumption information on internet as variables. Gender, family location as well as professional three variables by category to select the average number of people as far as possible, in order to take
into account the universality of the study. For the age variable, the author divides it into three
categories according to their income: (1) Young people aged 23 and above, who have been married
or work, is a graduate of the crowd; (2) 18 to 23 years old, who is a typical undergraduate; (3)
People under 18 years of age. The variables of average daily online access to consumer information
is divided into 1 hours, between 1 and 3 hours, and More than 3 hours according to Taobao large
data on the statistical regularity of the Internet long.

**Result Analysis**

A total of 400 questionnaires were sent out by a sample of adolescents in Hubei, 393 questionnaires
were collected. Finally, 377 questionnaires were obtained after eliminating invalid questionnaires.
Before the formal test, the object of the study needs to be explained the purpose and content of the
questionnaire, and the formal questionnaire was recovered at the scene. Meanwhile, the data will be
recorded and analyzed by using SPSS20.0 statistical tools.

Use 277 of 377 valid papers to conduct the exploratory factor analysis. In the Bartlett test, when
the value of P is less than 0.01 and the value of KMO is 0.037, proved the relevance between the
formal questionnaire and the test questions, and also it indicated the formal questionnaire is suit for
exploratory factor analysis. The results showed that there were four common factors of the
characteristic root greater than 1, which explained the variance of 69.273%. According to the
questionnaire, the author and the school's professional experts named four common factors in four
dimensions, they are communication behavior tendency, information behavior tendency, leisure
behavior tendency, shopping behavior tendency. Among them, the exchange behavior tendency is
the young people like to go through the WeChat circle of friends or online chat to explore other
people's network consumption tendency, thus determine their own consumption tendency. The
tendency of information behavior is that most of the time they browse and download information
through the Internet. Leisure behavior tendency is to use the network of entertainment and leisure
function, have access to or download all kinds of music and video, games and other consumer
trends. The tendency of shopping behavior is mainly reflected in the young women, they use the
network to carry on the shopping activity primarily the network expense tendency.

Use the remaining 100 valid papers to conduct the confirmatory factor analysis, which based on
the four common factors identified by exploratory factor analysis. It can be found that all the
indexes meet the criteria. The correlation coefficients of the four types of behavioral tendencies
were significantly higher, which could meet the validity of the formal questionnaire. The test results
are shown in Tab.2.

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<thead>
<tr>
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<th>$X^2/DF$</th>
<th>IFI</th>
<th>CFI</th>
<th>NFI</th>
<th>TLI</th>
<th>RMSEA</th>
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<tbody>
<tr>
<td>Model verification</td>
<td>2.972</td>
<td>0.987</td>
<td>0.987</td>
<td>0.979</td>
<td>0.981</td>
<td>0.068</td>
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</table>

**The Main Influencing Factors of Behavior Tendency**

Looking at the domestic and international literature on consumer behavior, we find that there are
many factors that influence individual consumption. Based on the cluster analysis, eliminate the
main factors of the overlap, cross and strong correlation, and five main influencing factors are
analyzed.

**Network Trust Factor**

The network trust factors is constructed by the overall credit situation of network consumption, the
credit degree of the network business main body, consumer's network consumption experience, and
the awareness of internet consumer. This is a prerequisite for the occurrence of consumer behavior,
but also an important factor.
Economic Income Factor
The different income groups have significant differences in consumer behavior on internet (Fredrik, 2012; Keller, 2011).

Network Technology Factor
Due to the high frequency of use of computer and network, there is no lack of individual technology, therefore, network technology refers to the corresponding speed and interactive design technology.

Long Term Factor
Network consumption and the physical often have interval, so the arrival time of the physical will also have an impact on the network consumer behavior.

Consumer Psychology
It includes the anxiety of network consumption and the pleasure of network consumption. The former will bring negative effects, while the latter will bring positive effects.

Hypothesis and Test
There are obvious differences between the above five influencing factors on the influence of the four types of network consumer behavior preferences. In terms of communicative behavior, communication is the indirect and the most popular online consumer behavior to the adolescents in Hubei. The majority of young people are more willing to penetrate their preferences in the network consumption, and get some kind of consumer behavior experience, for example, in the virtual community, BBS or circle of friends to share. Therefore, this paper puts forward the following hypothesis:

Hypothesis one: the psychological factors of consumers, the factors of network trust are more significant than the other factors.

According to the information requirements of the consumer behavior, consumers require its information or access to information in a timely manner, the response speed of the network platform is fast, and the physical arrival time can’t be too long, otherwise, there will be obvious negative effects and the network credit is also an important reference index. Therefore, this paper puts forward the following hypothesis:

Hypothesis two: compared with other factors, the factors of network technology, physical arrival time and network trust factors have a more significant influence on information behavior tendency.

All along, the tendency of leisure behavior is controversial, including online games, video games, music videos, etc. But this part of the network consumption has become a part of the life of young people, but this kind of network consumption is closely related to the consumer's income, the network technology and the psychological factors of the consumer. Therefore, this paper puts forward the following hypothesis:

Hypothesis three: compared with other factors, the factors of economic income, network technology and consumer's psychological feeling have more significant influence on the tendency of leisure behavior.

For most young people, the behavior of shopping behavior is a strong goal orientation, is a typical consumer demand behavior. Its goal is physical rather than network, the network is only a tool. In addition to the traditional factors of economic income, the behavior tendency of online shopping is also significantly related to the physical arrival time and network trust factors. Therefore, the following assumptions:

Hypothesis four: compared with other factors, the factors of economic income, physical arrival time and network trust have a more significant influence on shopping behavior.

In order to verify the hypothesized relationship between five kinds of influencing factors (network trust, economic income, network technology, real time, arrival consumer psychological feeling) and the four kinds of consumer behavior (exchange behavior, information behavior, leisure behavior,
shopping behavior). In this paper, the structural equation model (SEM) is used as an empirical analysis method. The structural equation model is constructed by the five kinds of influencing factors and the consumer behavior preferences, so the four structural equations are obtained to verify the above four hypotheses.

According to the four structural equation models, we carry on the second round questionnaire research. In order to ensure the consistency of the test before and after the object is still the “90 after” in Hubei who had participated in network consumer behavior questionnaire. The formation process of the questionnaire is still in four stages (prediction questionnaire, expert argumentation, small scale pre-test and formal test questionnaire), ensure the reliability and validity of the questionnaire, and obtain the data that needed for the structural equation model finally. By setting the data into the structural equation model to verify, we obtain the fitting relationship between the four types of consumer behavior and the influence of the five factors. See Table.1, Table.2, Table.3, Table.4 blow.

In summary, four structural equation model results show that: (1) each kind of network consumer behavior has at least a factor of two or above the main influence factors; (2) the standard path coefficient shows the extent of its impact which verified the four hypotheses mentioned above.

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<thead>
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<th>Table 1. The influence degree on communication preference.</th>
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<td><strong>Variable</strong></td>
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<td>Network trust</td>
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<td>Network technique</td>
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<td>Consumers’ psychology feeling</td>
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<th>Table 2. The influence on information behavior tendency.</th>
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<th>Table 3. The influence of factors on leisure behavior tendency.</th>
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<td><strong>Variable</strong></td>
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<td>Network trust</td>
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<th>Table 4. The influence of factors on shopping tendency.</th>
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<td><strong>Variable</strong></td>
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**Summary**

Previous studies focus on how to guide the Hubei youth network consumption, but the study of this paper from one side to reflect the relevant departments should be open to the attitude of young people in the network of consumer behavior trends. Firstly, the four kinds of network consumption
Behavior tendency and its influencing factors should be recognized correctly. And then, guide the adolescents' network consumption behavior and establish a healthy network environment on this basis. In addition, it is necessary to analyze the law of the network consumption behavior of adolescents in Hubei. For example, companies engaged in online entertainment and leisure need to pay attention to the impact of five types of factors on the impact of leisure behavior tendency. According to the different degree of influence, strive for the correct guidance of youth network consumption behavior.

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References


