

# Analysis of Contemporary College Students' Attitudes towards "Double Eleven" from the Perspective of Marketing

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## ABSTRACT

Double Eleven is a popular Shopping festival in China. College students have become one of the main forces in online shopping on "Double Eleven." This paper mainly explores the attitudes of college students towards "Double Eleven" and its changing trends from the perspective of marketing, using a questionnaire survey. The results indicate that the current college student group has begun to shift from "blind shopping" to rational shopping on "Double Eleven." However, impulsive and herd behaviour, as well as certain consumption risks, still exist in their online shopping behaviour. Studying college students' attitudes towards "Double Eleven" is not only conducive to guiding them to establish correct shopping concepts but also provides a reference basis for e-commerce to innovate marketing methods.

## KEYWORDS

"Double Eleven"; College student group; Marketing; Online shopping.

## 1. INTRODUCTION

The rapid development of Internet information technology has brought about continuous innovation in e-commerce transaction modes, and consumers' shopping behaviour has undergone significant changes. "Double Eleven" has become an important shopping festival for consumers. Contemporary college students, mostly only children born after 2000, have become one of the new generation's main forces in online shopping, with significantly increased consumption capacity and changing consumption concepts. With the rise of "Double Eleven" shopping, the marketing methods of cost-effective products have attracted a large number of college students. However, due to the anchoring effect, college students have indulged in this online shopping festival, driven by factors such as satisfying the cognition of new things and social interaction, leading to a certain degree of excessive consumption. "Double Eleven" has gradually become an indispensable topic in the lives of college students. Some scholars have analyzed the impact of "Double Eleven" on the college student group from the perspectives of communication [1], consumerism [2], and other angles. This paper focuses on the attitudes of college students themselves, studying the internal influencing factors of college students' shopping on "Double Eleven," providing a reference for schools to carry out online and psychological education and e-commerce innovative promotion methods.

## 2. MARKETING ANALYSIS OF "DOUBLE ELEVEN"

### 2.1. Cleverly Catering to Consumer Shopping Psychology

"Double Eleven" various shopping platforms cleverly use consumer shopping psychology to attract customers to enter the shopping platform and place orders through prominent large-scale price

reductions and various preferential methods. "Double Eleven" makes use of the anchoring effect to create the appearance of a large-scale price reduction. For example, the method of paying a deposit first and then the balance reduces the customer's hesitation space and increases the customer's transaction rate. Merchants usually slightly raise the original item price before "Double Eleven," and then greatly reduce the price on "Double Eleven," effectively promoting sales visually. "Double Eleven" pre-sale can increase the spread of activities and also increase the sunk cost of consumers. After paying the deposit, they need to pay the balance before they can get a refund, increasing the difficulty of the process and increasing the consumer's purchase rate.

## **2.2. Using Diverse Marketing Methods on a Large Scale**

Shopping websites use advertisements and other large-scale marketing, such as Taobao and other shopping apps, which have various pop-up ads and recommended discounted items with significant price reductions on the homepage. During "Double Eleven," various browsers, mobile apps, and other platforms have a large number of search prompts about "Double Eleven," such as "Singles' Day" and "11.11," frequently appearing in significant red and large fonts, using banner ads, button ads, pop-up window ads, interstitial ads, floating ads, text link ads, email ads, and other forms appearing on various related web pages. Moreover, these shopping apps also use outdoor advertisements for promotion, such as high-speed billboards, neon advertisements, single-column advertisements, and advertisements on bus stop signs, subway posters, and various public vehicles. The widespread and frequent appearance of advertisements bombards consumers with "Double Eleven" advertisements anytime and anywhere, constantly reminding them of the arrival of "Double Eleven."

## **3. QUESTIONNAIRE SURVEY OF COLLEGE STUDENTS' ATTITUDES TOWARDS "DOUBLE ELEVEN" FROM A MARKETING PERSPECTIVE**

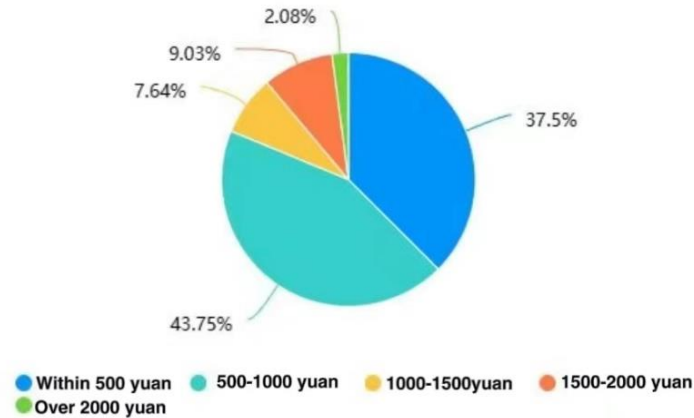
### **3.1. Data Source**

The questionnaire survey method is an effective way to study college students' consumer behaviour. Some scholars have researched college students' shopping behaviour from various perspectives and angles [3-5], identifying the factors that lead to irrational shopping behaviour among college students, and providing a reference for studying college students' attitudes towards "Double Eleven." This paper targets college students studying in several universities in a certain area of Shandong Province, obtaining college students' attitudes towards "Double Eleven" and the impact of "Double Eleven" promotion policies on their behaviour through a questionnaire survey.

A total of 28 closed-ended questions were designed in the survey, including 6 multiple-choice questions and 24 single-choice questions. A total of 350 questionnaires were distributed, 350 were collected, and 342 valid questionnaires were obtained, with an effective questionnaire rate of approximately 97.7%. The respondents were all students studying in a certain city in Shandong Province, with first-year students accounting for 27.15%, second-year students accounting for 23.45%, third-year students accounting for 26.33%, and fourth-year students accounting for 23.07%. The proportion of male students was 34.27%, and the proportion of female students was 65.73%. The overall reliability of the questionnaire and the reliability alpha coefficient of each question were 0.832, meeting the standard for data analysis.

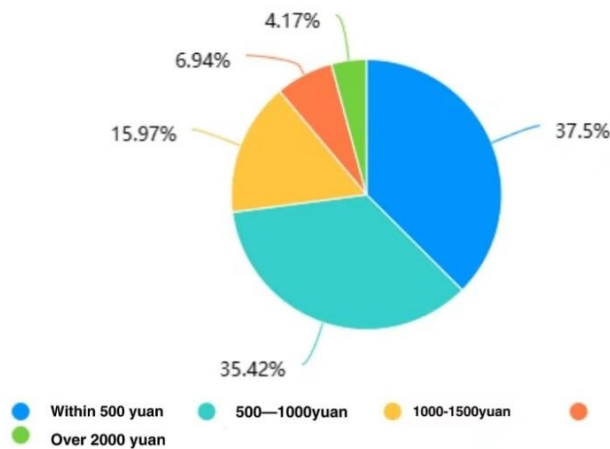
### **3.2. Analysis of College Students' Participation in "Double Eleven" Shopping**

The average monthly online shopping expenditure of college students is mainly distributed in the range of 500-1000 yuan, accounting for 43.75%, as shown in Figure 1. This is followed by below 500 yuan, accounting for 37.5%, with only 2.08% of college students spending more than 2000 yuan per month.



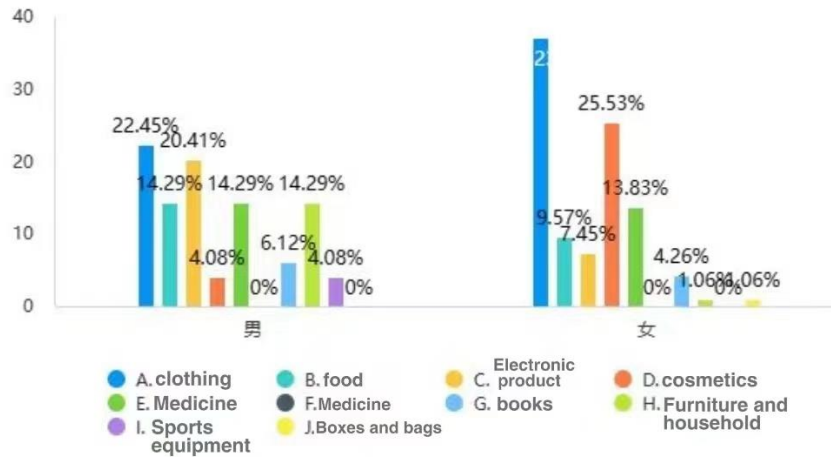
**Figure 1.** Average monthly online shopping spending

From the perspective of consumption during "Double Eleven," it is still mainly below 1000 yuan, accounting for 72.92% of the total, as shown in Figure 2. The college student group did not significantly increase their consumption during "Double Eleven," and the frenzy of shopping that is usually associated with "Double Eleven" did not occur. 60.84% of college students believe that "Double Eleven" has little impact on their daily lives, indicating that the majority of college students are gradually becoming rational in their shopping behaviour. However, a small number of college students who spend a significant amount on daily consumption are truly affected by "Double Eleven" shopping.



**Figure 2.** Shopping consumption of "Double Eleven" period

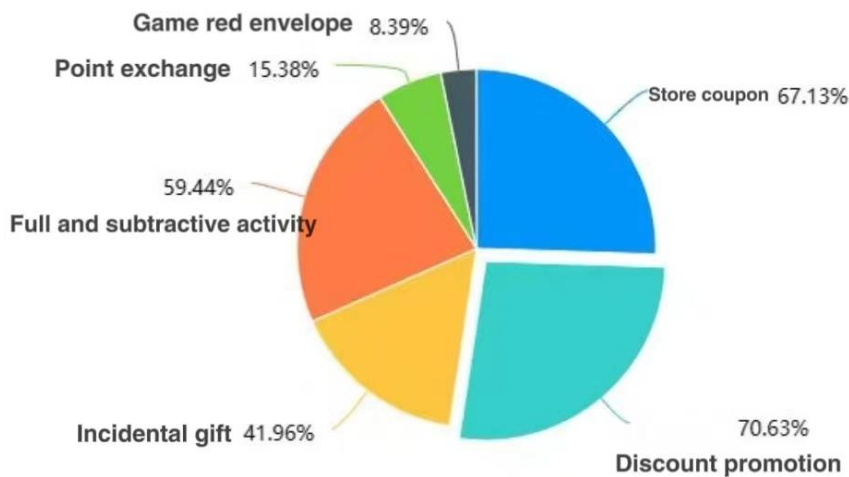
In terms of consumption tendencies, there is a significant difference between male and female students, as shown in Figure 3. More than half of female students tend to purchase clothing and personal care products, while male students are more evenly distributed, with a higher number of purchases in clothing and electronic products categories.



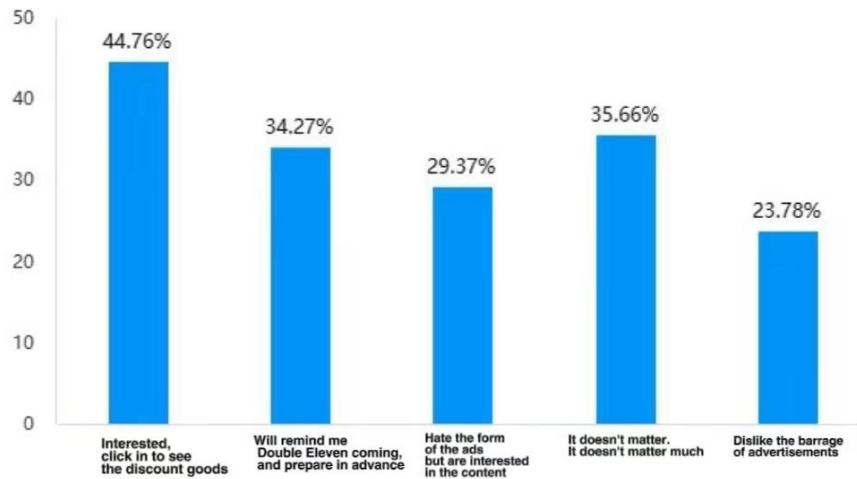
**Figure 3.** Types of commodities purchased by college students on Nov 11

### 3.3. Analysis of College Students' Acceptance of E-commerce Platform Marketing Methods

The survey found that the vast majority of college students are aware of the "Double Eleven" promotion activities through shopping platforms, Douyin, Xiaohongshu, and other social platforms. More than half of college students believe that direct price reduction methods such as store coupons and discounts are more attractive to them (as shown in Figure 4), indicating that e-commerce marketing methods have achieved good marketing effects. However, the survey found that college students are only passively accepting, as shown in Figure 5, with only 44.76% of college students clicking to view discounted items out of interest. This indicates that college students do not care about the marketing process of merchants and do not have a clear rejection or acceptance of e-commerce marketing methods.



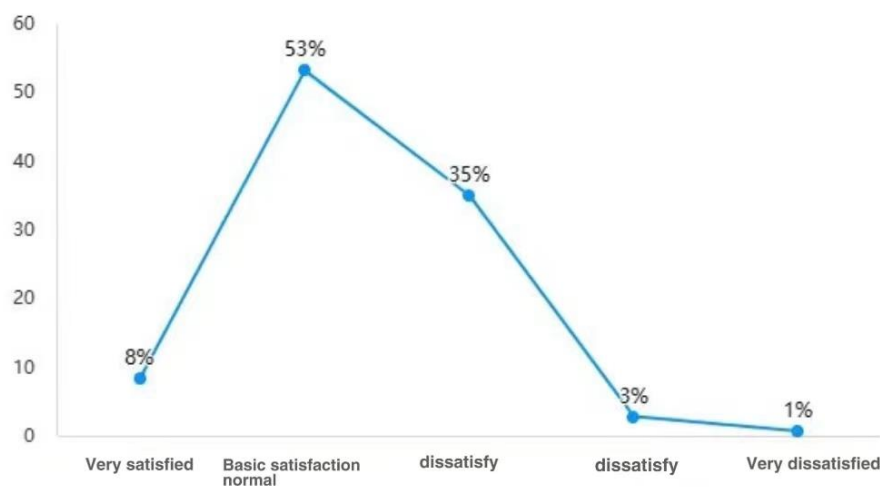
**Figure 4.** Acceptability of college students' Double 11' promotional activities



**Figure 5.** College students' attitude towards the "Double Eleven" advertisement

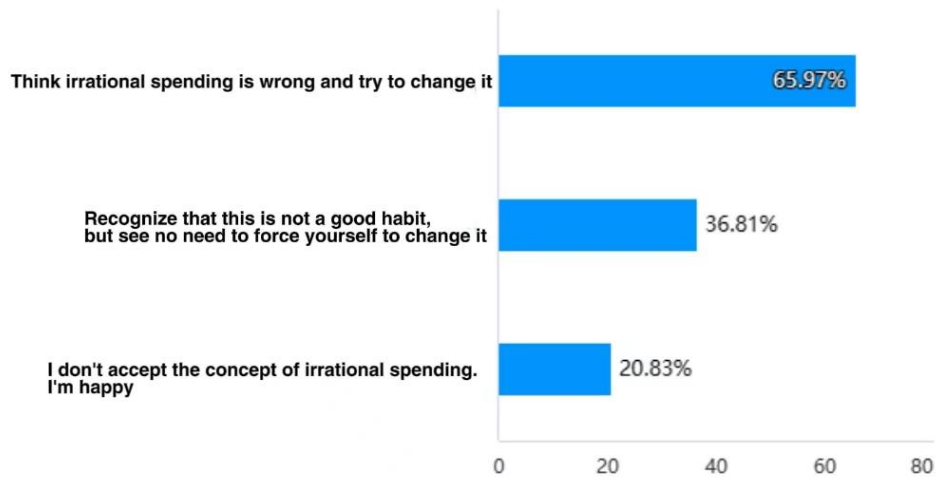
### 3.4. Analysis of College Students' Evaluation of "Double Eleven" Activities

The survey found that 53% of college students are generally satisfied with the quality of "Double Eleven" products, while 35% of college students believe that the product quality is average. The satisfaction distribution of product quality is relatively concentrated, with a small degree of polarization, as shown in Figure 6. The main reasons for reducing college students' desire to purchase are the small discounts and the existence of false discounts.



**Figure 6.** College students' satisfaction with product quality

Regarding their shopping behaviour during "Double Eleven," 45.45% of students believe that they engage in irrational consumption, as shown in Figure 7. Most college students oppose irrational consumption and try to change, but some students are aware of their irrational behaviour and believe that there is no need to change. Some students believe that consumption can make them happy and do not accept the concept of irrational consumption.



**Figure 7.** College students' views on the concept of irrational consumption

#### **4. ANALYSIS OF THE "DOUBLE ELEVEN" ATTITUDE OF CONTEMPORARY COLLEGE STUDENTS**

After investigation and analysis, college students at the "Double Eleven" shopping carnival gradually become rational, with a more optimistic attitude towards promotional activities and a neutral attitude towards marketing advertising, without too extreme aversion or fanaticism, and less polarization. For the concept of irrational consumption, they have different understandings, not limited to the black-and-white consumption concept given by the public before, but according to their actual situation, choose the concept interpretation that suits them to make them comfortable. The reasons are analyzed from four aspects: First, after experiencing the epidemic, everyone has a sense of anxiety, and shopping is more rational. Secondly, the underlying logic of the business routine is unchanged, first, raise the price, and then reduce the price, college student consumers have gradually figured out this routine and found that Double Eleven is not as cheap as imagined. Third, now on various platforms with a variety of holiday marketing gimmicks, and a variety of large price cuts, in comparison, "Double Eleven" is not so unique prominence. Fourth, with all kinds of economic knowledge becoming compulsory courses in universities, college students, the most cutting-edge knowledge contacts, realize the logic behind various marketing gimmicks, and are no longer brainless fanatical followers.

#### **5. "DOUBLE ELEVEN" MARKETING COUNTERMEASURES**

As college students become more and more rational about "Double Eleven", businesses should make appropriate adjustments to attract college students' consumption according to their current situation. First, we should operate in good faith, and repeatedly modify the price to cause the phenomenon of substantial price reduction. Once consumers find it, they will break the reputation of stores and online shopping software, thus losing some customers. Second, advertising should be social, and marketing content should be more personalized and value-oriented. Third, think about the essence of marketing, the essence of marketing is to help customers solve problems. Explore the potential or possible problems encountered by customers, solve the difficulties and pain points of customers in advance, create problems that customers did not expect, make consumers more dependent, improve product quality, improve logistics level and after-sales service, and create a good consumption experience.

## 6. PERORATION

The rapid development of online shopping is not only convenient for consumers to shop and consume but also leads to irrational consumption. College students should improve their judgment ability and establish correct consumption concepts. Through the investigation and research, it is found that contemporary college students are more and more rational in the "Double Eleven" shopping. Speeding up the improvement of the construction of laws related to e-commerce, and increasing the punishment of businesses with false propaganda and fake and shoddy goods is an important guarantee for maintaining a good online shopping environment. The government should also provide a more tolerant market environment for the development of e-commerce to prevent one dominant company, which is conducive to improving consumers' trust in e-commerce platforms.

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