

An Investigation on the Influence of Chinese College Students' Health Concept on Consumption Behavior

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Abstract

This article analyzes the collected data by using SPSS software to issue questionnaires to college students. It has been found that a considerable part of the college student consumer group already has a healthy concept, and this concept of health has already affected the consumption behavior of beverages, food and exercise in their daily lives. The article aims to figure out the influence of health concept on college students' consumption behavior through questionnaires, and to provide reasonable marketing suggestions to relevant enterprises. It is hoped that the target customers are the relevant groups of college students and can effectively target the consumption behavior of college students. Change and develop effective marketing strategies in a timely manner.

Keywords

Health Concept; Consumer Groups of College Students; Consumer Behavior.

1. Introduction

Consumer behavior is a series of behaviors that consumers purchase, use and evaluate products or services for certain purposes. The American Marketing Association (AMA) defines consumer behavior as "the dynamic interaction process of perception, cognition, behavior, and environmental factors, which is the behavioral basis for human to fulfill the transaction function in life".

Consumers' buying behavior is affected by a series of complex factors. This behavior is mostly generated by the combined effects of internal demand and external environment of consumers as well as marketing incentives. Consumers will weigh the advantages and disadvantages between their own health concept and the economy of consumption, and will be affected by the potential impact of previously accepted marketing behaviors. American scholars William and Ferrer divide the factors that may affect consumer decision-making into situational influence, psychological influence and social influence, and each influence includes many sub-factors[1]. This study attempts to study whether college students' consumer group has a health concept and what impact this health concept will have on their consumption in daily life.

The concept of health in this paper refers to the concern about their own physical health, excluding the consumer's concern about their own mental health. In previous study, consumers in middle age about forty years old or so to have the health concepts and health concepts affect their consumption behavior. However, in recent years it has been found that the age at which consumers begin to have health concepts has gradually become younger. Health concepts have emerged in the consumer groups of college students and have had a certain impact on their daily consumption behaviors. The total number of students in higher education in China had reached 36.99 million in 2017, and the gross enrollment rate of higher education had reached 42.7 percent. It means that more than 40 percent of young people of the same age are now study in college in China. It is such a huge market, and studying the consumer behavior of it has important practical significance. The purpose of this paper is to understand the health

consumption concept of college students and its influence on their consumption behavior through questionnaire survey.

Most of the articles of domestic scholars have analyzed the influencing factors of college students' consumption behaviors in detail, However, no one combines health factors with the consumption behavior of college students. At present, the relevant literature mainly studies the youth health concept and consumption behavior from the following aspects.

At present, most college students have the concept of health, which has become a more important factor in their purchase decision-making. Enterprises in the Chinese market need to find out this change in time and take corresponding measures.

2. Literature Review

2.1. The Influence of Consumption Level on Health Concept

Research shows that with the increase of income, the impact of people's health awareness on consumption decision-making is also increasing significantly. When consumer's income is lower than the local average income, more than 80% of them did not consider health factors when they bought; there are 15% - 20% consumers whose income is close to the local average income, will consider whether the product is health; More than 42% of the consumers pay attention to health whose income is 20% higher than the local average income. Therefore, it is inferred that the impact of college students' health concepts on consumer behavior is significantly affected by factors such as the monthly living expenses level and the average consumption level of the city where they live[1].

Research shows that the average monthly living expenses of college students in Shanghai is 1,576.61 yuan[2]. In addition, Zhao Ying and Tao Ketao found that the monthly consumption level of college students is about 500-1200 yuan. Among them, the difference of the student's location leads to differences in the consumption level[3].

2.2. Research on Consumption Structure

Feng Meng, Yu Shu, and Yan Likun found that compared with the previous generation of college students, the proportion of "Gen Z" college students' basic subsistence consumption has dropped significantly, but nonetheless, the consumption needs for survival are in the ERG consumption demand of "Gen Z" college students. It still accounts for the largest proportion, and it also reflects the basic status of the "Generation Z" college students' survival needs. The proportion of consumption in interpersonal communication and self-development has shown a significant increase [4].

2.3. Research on the Consumer Psychology and Consumption Concept of College Students

It is found that there are only a few students follow the principle of "living within one's means, moderate consumption and rational consumption". In general, 78.95% of students will buy only when they meet the psychological price while shopping, or give up buying when they lack of money[5].

2.4. Research on Online Consumption

When consumers choose products, gender can lead to obvious preferences. Female consumers are keen on daily necessities and books, while male consumers are more keen on obtaining electronic products and service information [6]. Compared with senior students, the total amount of online consumption expenditure of junior students is lower[7].

2.5. Research on Healthy Lifestyle

Foreign scholars have studied college students' healthy lifestyle and health concept, but they have not combined health concept with consumption behavior. For example, Turkish scholars conducted a survey on College Students' healthy lifestyle, but he did not study the relationship between healthy concept with college students' consumption behavior [8]

3. Data Analysis: the Overall Situation of Health Concept and Consumption Behavior

3.1. Questionnaire Description

Sample: college students from various universities.

Description of Survey Methods: First, I conducted a trial survey in the form of field interview, and then collected data online by questionnaire.

Questionnaire data description: A total of 258 questionnaires were collected online, including 256 valid ones. The reliability coefficient value of the questionnaire is 0.714, greater than 0.7, indicating that the reliability quality of the research data is very good. In conclusion, the reliability coefficient value of the research data higher than 0.7 indicates that the reliability quality of the data is high and can be used for further analysis. In addition, the KMO value is 0.725, greater than 0.6, which means that the data has validity and the information of the research item can be effectively extracted.

3.2. Most College Student Consumers Now have the Healthy Concept

In this survey, 90 respondents believed that they had a good sense of health, and 83 people believed that they attached great importance to health. In the question of scoring their own health concepts, 67.58% of the respondents chose 4-5 points. In the question of whether the respondents would consider health as an important factor in choosing products, 85 (33.2%) respondents gave themselves three points. It shows that nearly one-third of college students regard health as a more important factor in choosing products. A total of 146 respondents (57.03%) who chose a score of 4-5 indicate that more than half of college students believe that health is an important factor in choosing products.

In this survey, respondents were asked if they think they are health-conscious, what kind of consumer behavior reflects the concept of health. Most interviewees gave different explanations from four aspects, including food choice, beverage consumption, snack consumption, and sports consumption. In terms of food consumption, it involves not buying or reducing the frequency of buying junk food (fried) or rejecting fried food, eating more fruits and more vegetables every day. When buying fruits, they will consider the nutritional value, and then the price will be considered. The food will be low-fat, rich in protein, and less fried and barbecued. Behaviors such as eating healthy meals will be regarded as having a healthy concept; In terms of beverage consumption, they think that drinking more water instead of carbonated drinks, buying thermos cups, and buying drinks with less sugar is healthy; In terms of snack consumption, they believe that not buying snacks or checking food calorie tables when buying snacks are behaviors with a healthy concept; In terms of sports consumption, they think that if they exercise regularly, buy sports equipment, get a fitness card, and exercise more are all behaviors with a healthy concept.

It can be seen from the table below that through the correlation analysis of college student consumers' health concepts and daily consumption decisions, it is found that the significance level of the two is 0.01, and the correlation coefficient value is 0.725, which indicated there is a significant positive correlation between the health concepts of college students and their daily consumption decisions. That is, if a consumer has a healthy concept, he is likely to regard the healthy as an important factor in choosing a product. And as more and more attention is paid

to health, whether the product is healthy enough will be more important to the purchase decision. Therefore, it is very important to analyze whether the consumer group of college students has a healthy concept and the degree of their attention to their own health. The group of college students is considered to be a consumer group born in 1995-2005. There are significant differences between them and the consumer born in 1970s and 1980s consumer groups at the same age in terms of consumption concepts and consumption behaviors. The questionnaire shows that compared with the consumers born in the 1970s and 1980s, the "Gen Z" groups have developed health concepts in their youth, and this health concept has been reflected in consumer behavior.

Table 1. Correlation analysis between health perception and purchase decision

Pearson correlation coefficient	
	I am a person who cares about my own physical health
I consider health as an important factor in choosing products in my daily life	0.725**
* p<0.05 ** p<0.01	

About 67% of the respondents in this study believed that they were very concerned about their health, and 56% of the respondent's regarded health as an important factor in their purchasing decisions. The results of data analysis show that the health concept of the consumer group of college students has no significant correlation with their grade, gender, and major. The above data indicate that the current consumer groups of college students are beginning to pay attention to health, and the impact of health on consumer behavior is not unique, but representative to a certain extent. However, although we found the changes in the consumption behavior of college students in daily life, the emergence of health attention and its influence on consumption behavior in daily life did not account for such a large proportion as reflected in the questionnaire results. In addition, through a comprehensive analysis of the results of the questionnaire survey, it can be concluded that it may be because the questions in the questionnaire remind the respondents to have a sense of health. Therefore, it can be concluded that the health concept of college students' consumer groups and its influence on their consumption behaviors are slightly less significant than the results of the questionnaire. However, it can not be denied that a large part of college students have a health concept and this health concept has a certain impact on their buying behavior.

3.3. Reasons for the Changes

I think the reasons for this change may be as follows.

First of all, with the development of economy, China's national consumption level has been improved. According to Maslow's hierarchy of needs theory, after the physiological needs such as food and clothing are met, consumers begin to pay attention to higher-level needs, such as health and other safety needs. Some studies show that income has a significant positive correlation with the impact of health concept on consumption. With the increase of income, consumers' health concept will have a greater impact on consumption decision-making[1].

Secondly, in the era when the whole people pay attention to health, the behavior of young consumers is affected by the external social environment-the influence of media reports in the information age. In recent years, as the media continues to report that some diseases have shown a trend of younger age, under the exaggeration of the media, young consumers have begun to pay attention to their health and reflect this health concept in their consumer behavior. In the questionnaire, 50.78% of college students said that they would pay attention to health-

related knowledge through TV programs or news reports, which is enough to illustrate the influence of media propaganda on college students' health concepts.

The surrounding environment and groups will affect consumers to have the same consumption pattern, which will be transmitted to other members of the family through the family[9]. By analyzing the correlation between the impact of the health concept of the surrounding groups on the health concept of college students and the health concept of college students in consumption behavior, and using Pearson correlation coefficient to express the strength of the correlation, it is found that the correlation coefficient between the two is 0.702 and shows a significance at the level of 0.01, It shows that the health concept of surrounding parents or classmates will strongly affect college students' consumption decision-making.

Table 2. Correlation analysis of health perceptions on consumer behavior with family and surrounding environment

Pearson correlation coefficient	
	I consider health as an important factor in choosing products in my daily life
I am concerned about health because of my surrounding classmates or parents, so I will be related in my own consumption behavior	0.702**
* p<0.05 ** p<0.01	

In the survey, it was found that only 13% of the respondents would read books on health for relevant learning. It can be considered that this part of consumers who are willing to spend time and energy on professional learning pay more attention to their health, but the number of this part of the population is not large, indicating that most college students do not have a deep concept of consumer health. Most of them pay less attention to their health than middle-aged or elderly consumers. Combined with the living habits of the current college students, it can be inferred that their health concept is not due to their own active pursuit of health, but to avoid the emergence of unhealthy physical conditions. In other words, college students' consumers' attention to their own health is essentially a remedial measure for their own unhealthy behavior. They just make some corrections to their existing consumption behavior. The daily consumption behavior is affected by the concept of health. Therefore, it is possible to explain that the learning channels of their health knowledge are mostly concerned with the topic (57.81%) on the Internet, and by reading the articles on the official account (49.61%), and through the parents and students around them (43.36%).

4. Data Analysis: Health Concept and Beverage Consumption

4.1. General Situation of College Students' Beverage Consumption

Among the respondents, the average number of days to buy drinks per week was 2.98, of which 37.11% said they would hardly never buy wine and drinks per week. The number of times to buy wine or drinks per week accounts for 67% in the range of 0-2 times. Through the survey, it is found that mineral water (66.8%) is the most frequently bought beverage by college students in their daily life, followed by fruit juice drinks (54.69%), and nearly half of consumers often buy carbonated drinks (47.66%) and boba (47.27%) in their daily life. Different from foreign markets, not many college students (9.77%) often buy alcohol in the Chinese market.

4.2. The Concept of Health Will Make Consumers Reduce Their Purchases of Beverages

In previous studies, we learned that consumers will spend little time and energy in the process of purchase decision-making. Therefore, when consumers analyze and compare the ingredient list, additives and other product information of beverages when buying beverages, their participation increases, and they will pay more attention to this consumption. The reason for this attention can be attributed to consumers' health concept.

Consumers with a healthy concept of beverage consumption tend to reduce the purchase of alcohol or beverages. The evolutionary mechanism of avoiding harm keeps consumers away from consumption behaviors that may threaten their own health[9]. As shown in the table below, the correlation coefficient between the two is 0.415, which has a significant positive correlation, and the strong correlation shows that the more healthy consumers have the concept of beverage consumption, the more likely they are to reduce beverage consumption. It can be inferred that consumers with the concept of health will have unhealthy associations when referring to drinks. Therefore, when consumers pay more attention to health, they will reduce the purchase of alcohol and drinks to a greater extent.

Table 3. Correlation analysis between attention to beverage information and reduced purchase of alcoholic beverages

Pearson correlation coefficient	
	When you choose a drink, do you carefully compare the ingredients list of the drink to see what is added to the product or the calorie information?
Would you reduce your purchases of alcohol or beverages for health reasons?	0.415**
* p<0.05 ** p<0.01	

According to the survey, 25.39% of the respondents will and often look at the beverage composition table and additive information before buying wine or beverage. At the same time, the vast majority of these consumers will significantly reduce their purchase of beverage, indicating that the concept of health will have a great impact on these consumers' decision-making on beverage consumption. It can be inferred that even if enterprises launch healthy beverage products in the future, these consumers who pay great attention to health will not make a significant contribution to the sales of products. Therefore, enterprises producing beverages are likely to lose this part of consumers in the future. 31.64% of consumers said they occasionally read the composition table. It can be considered that the concept of health is one of the factors affecting the purchase decision of these consumer groups, but health is not the main factor determining their purchase decision. For these college students, most of them (46.91%) will significantly reduce their purchase of drinks or wine, In addition, nearly half (48.15%) of consumers will slightly reduce their purchase of beverages. Therefore, when enterprises launch healthy drinks, the target customers should be targeted at these consumers. Consumers who do not pay much attention to the beverage composition information and never pay attention to the product composition information (42.97%) will also reduce the purchase of beverages. Therefore, it can only explain that consumers who carefully compare the beverage composition table have a health concept in beverage consumption, but it can be inferred those consumers who do not see the relevant information do not have a health concept. For these consumers who will reduce their purchase of drinks, drinks have formed an unhealthy stereotype in their mind, so they will decide how much to reduce their consumption of drinks according to their attention to their health. 29.55% of the respondents who chose not to watch

will not reduce the purchase of drinks at all, which can show that this part of college students will not be affected by the concept of health in beverage consumption. But generally speaking, the number of these consumers has a decreasing trend. Therefore, relevant enterprises should carefully analyze the preferences of these consumers in beverage consumption to meet the preferences of these consumers.

Table 4. Cross tabulation of attention to beverage information and reduction in purchase of alcoholic beverages

		Do you carefully compare the ingredient list of the beverage to see what is added to the product, or information such as calories?					
		always	often	sometimes	seldom	never	Total
Will you reduce your purchases of alcohol or beverages for health reasons?	Lots of	25 (92.59)	27 (71.05)	38 (46.91)	25 (37.88)	12 (27.27)	127 (49.61)
	Part of	2 (7.41)	10 (26.32)	39 (48.15)	36 (54.55)	19 (43.18)	106 (41.41)
	Not at all	0 (0.00)	1 (2.63)	4 (4.94)	5 (7.58)	13 (29.55)	23 (8.98)
	total	27 (10.55%)	38 (14.84%)	81 (31.64%)	66 (25.78%)	44 (17.19%)	256

4.3. Specific Impact of Health Concept on Beverage Market

When consumers reduce their purchase of drinks, most of them (75.78%) will choose to reduce their purchase of carbonated drinks, and 53.52% of the respondents will reduce their purchase of boba. It shows that carbonated drinks and boba will have high sugar content in the hearts of consumers, resulting in unhealthy associations. Therefore, carbonated drinks have been committed to launching sugar free series in recent years, trying to avoid consumers connecting carbonated drinks with high sugar content. 33.98% of the respondents said they would feel healthy after reducing the purchase of drinks, 42.97% of the respondents said they would feel a little healthier, and only 23.05% said they would not feel healthy. According to the above data, it can be considered that most college students' consumers will get a healthy idea after reducing their purchase of drinks. This positive feedback will enable consumers to continue or reduce to a greater extent the purchase of drinks they consider as unhealthy.

This is a fatal blow to beverage manufacturers whose target audience is college students. This means that companies will lose more and more target customers as the health concept of young consumers becomes more widespread and its influence on consumer behavior deepens.

5. Data Analysis: Health Concept and Food Consumption

5.1. The Concept of Health Will Affect Consumers' Choices When Ordering Takeout

According to the survey results, the average number of days a week college students order takeout is 3.14 days. Among them, 66.01% of consumers order takeout for 0-2 days per week. It can be seen that the frequency of college students ordering takeout is not high, and compared with health (5.09 points), the taste of takeout (7.23 points) is a more important factor affecting college students' choice. It indicates that for takeaway products, product taste has more influence on consumers' purchasing decisions than health concept. Although product taste can make consumers make purchasing decisions, health factors can make consumers dissatisfied, so as to avoid buying takeout that they think is unhealthy. 67.58% of college students ordered healthy meals, indicating that college students pay more attention to health in food consumption.

5.2. The Impact of Health Concept on Snack Food Consumption

According to the survey, the most common snacks college students buy in their daily life include nuts (46.09%), fried food (51.17%), and a variety of sweets (48.44%). It is found that among all the options, the number of college students who regularly buy latiao is the least. On the one hand, it may be because of the exposure of the '315 party', consumers will quickly establish the association of latiao with unhealthy products. For the consumption of snacks, college students have a low degree of participation in purchasing decisions and do not carefully compare product information, so relevant news reports will have a great impact on their decisions. On the other hand, because college students usually buy snacks for themselves, they pay more attention to the safety of products. The evolutionary mechanism of avoiding harm keeps consumers away from consumption behaviors harmful to health. This mechanism urges consumers to build a defense system, maintain high vigilance against possible hazards, and be sensitive to negative commercial information closely related to consumers' life safety and health [9].

It also reminds relevant enterprises that negative information related to products will lead consumers to establish negative associations with products, so enterprises need to carry out public relations in a timely and rapid manner.

For college students, the most important factor they pay attention to when choosing snacks is product taste, followed by product price, then whether the product is healthy, and finally the product brand. 48.44 percent of college students said they did not feel healthy after eating what they thought were healthy snacks. Therefore, it can be concluded that for most consumers, even if packaged snacks are positioned to be beneficial to health, the reason for repeated purchase is not because of health, but it cannot be denied that health has an impact on the number or frequency of their purchase of the product.

The questionnaire showed that health-conscious consumers were less price-sensitive to snack food consumption than health-conscious consumers. Therefore, related enterprises can set higher prices for products than other products of the same type by creating an image of product safety and health. But at the same time, we cannot ignore the price sensitivity of consumers when making decisions.

6. Data Analysis: Health Concept and Physical Exercise

6.1. Analysis of Gym Consumption

According to the survey, college students have 3.74 days of physical exercise per week on average (except for physical education). In addition, it is found that the distribution of exercise days is relatively scattered, without the majority of people concentrated in a certain range, which indicates that there is a great difference in the exercise situation of college students.

Table 5. Weekly exercise times of College Students

Options	Sub-total	Percentage
0	32	12.50%
1	43	16.80%
2	54	21.09%
3	45	17.58%
4	36	14.06%
5	23	8.98%
6	7	2.73%
7	16	6.25%
This question is valid to fill in the number of people	256	

In the survey, 8.2% of college students said that they often go to the gym, and it is inferred that they will often apply for the card of the gym. 39.84% of consumers have applied for the card of the gym. It can be inferred that these consumers will not often apply for the card of the gym. The consumer behavior of these college students is more like a psychological comfort for themselves. For example, many people buy yoga MATS, dumbbells and other fitness equipment, but some consumers will not exercise after consumption. It can also be found that their own consumption behavior out of the concept of health is essentially a psychological comfort for self-satisfaction. It may be a kind of psychological compensatory consumption out of guilt for their own unhealthy behavior. In addition, 51.95% of college students who have signed up for the card account for a large number of groups and their consumption potential needs to be stimulated. In addition, only 12.5% of consumers who do not exercise every week account for the need of many college students to exercise. For the gym, how to stimulate these consumers to turn their needs into demands is particularly important. At the same time, most of the university students' monthly living expenses in 1000-2000 yuan, and for them, the discretionary money table is less, most of the university students still present a price-sensitive consumption. Therefore, when the target customer group is college students, the price of fitness card must be lower than that of urban white-collar group, to ensure that college students can afford it.

Table 6. College students' gym consumption

Options	Sub-total	Percentage
Go to the gym regularly	21	8.20%
Previously visited	102	39.84%
Never been to the gym	133	51.95%
This question is valid to fill in the number of people	256	

6.2. Consumption of Sports Equipment

In terms of the purchase of professional sports equipment, the most respondents chose sports shoes (68.75% of respondents would buy them), followed by sports clothing (64.45%), and 18.75% of college students have bought smart wearable devices such as wristbands and sports watches. It is analyzed that consumers who buy sports wristwatches, such as sports wristwatches, pay great attention to health and do a lot of professional sports. But there are not many of them. Most people have the concept of health, but the concept of health is not deep, so the concept of health will not affect consumers to spend a lot of money, but it will affect their daily life for the price of products is not very high consumption behavior. Most college students do not spend much on sports, and consumers who pay more attention to their health will spend more on sports.

7. Conclusions and Marketing Suggestions

7.1. The Overall Advice

In today's Chinese market, with the improvement of income and education level, consumers pay more and more attention to health, among which young consumers pay more attention to health earlier than their parents, which is a characteristic of consumers in today's Chinese market. Compared with the previous generation of consumers, today's consumers are clearly health conscious when they are young, and will more or less influence their daily consumption behaviors. It is believed that as they grow older in the future, they will pay more and more attention to health. At the same time, there is reason to believe that the consumer born in 2010 will pay more attention to health than the "Gen Z" consumer groups at the same age in the future.

It can be said that the health concept of young consumers will show a more and more obvious trend in the future and will more significantly affect their consumption behavior.

Therefore, not only the relevant enterprises mentioned in the article should pay attention to this phenomenon, but all enterprises in the Chinese market should see that the future health will be an important factor affecting consumers' consumption behavior in the Chinese market. Therefore, all enterprises should have crisis awareness and reflect the important position of health in the future product strategy. Moreover, enterprises should pay more attention to this in product positioning and publicity. At the same time, kindly remind consumers to pay attention to health and advocate health, which can not only meet the needs of consumers and bring real profits to enterprises, but also establish a positive image of enterprises.

The core of product development is consumption oriented, standing on the position of consumers and having insight into the real needs of consumers. Only in this way can we enter the consumer market and public life and bring new profit growth points to enterprises. Therefore, in the future, enterprises must also pay attention to the important impact of health in product development.

7.2. Suggestions for Various Enterprises

7.2.1. Beverage Enterprises

And reports that increased health awareness among consumers has led to rapid growth in mineral water consumption over the past decade, accounting for 42 percent of the soft drink market in China (Reported by China Chemical News). Beverage companies such as Coca-Cola are increasingly taking note of this new trend in China and are looking for high-quality, natural mineral water as an alternative to their carbonated drinks. (According to the Forbes Fortnightly website).

According to the survey results, this paper also found that the health concept of college students has a great impact on the beverage consumption market. For college students who have a very healthy concept, they have the association that beverage consumption is unhealthy. Therefore, in the future, if enterprises want to introduce beverage products to consumers who are very concerned about health, they should avoid mentioning words such as beverage in product promotion. And educate consumers to reverse those stereotypes. Convincing consumers that drinking beverages is good for their health may appeal to health-conscious consumers.

For the production of carbonated beverages, the marketing suggestions of boba enterprises are first of all strategic transformation. They can consider increasing product categories. Secondly, they should also deal with this unhealthy association in the publicity and promotion of products. Carbonated drinks and boba will bring high sugar content association to consumers. If the enterprise is positioned at a healthy beverage product, it is recommended to avoid keywords such as boba, carbonated drinks and some words that make consumers associate with boba or carbonated drinks when promoting.

7.2.2. Snack Food Enterprises

According to the survey, packaged snacks targeted at health will not necessarily attract consumers to buy, but if consumers find that snacks will have an unhealthy impact on their health, they will avoid buying or reduce the number of purchases. Therefore, related companies do not need to launch healthy packaged snacks, but must avoid food safety and other related negative news.

7.2.3. Sports Products Enterprise

For clothing products, the publicity strategy requires to find those who are currently popular with college students but also have health concepts such as hobby exercise star endorsement. For gyms, in terms of site selection, they can choose to open around the school. In addition, gyms can provide relatively few services for college students, but the price must be controlled

in a reasonable range that college students can accept. At the same time, gyms or gymnasiums in universities can also be provided to college students in the form of fees.

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