



A Study on the Impact of Live Streaming on College Students' Consumption Values and Countermeasures

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Abstract: Live streaming, embedded in college students' daily lives via the digital economy, influences their consumption. Existing studies apply consumption alienation theory to their irrational live-streaming consumption but ignore its particularity under China's socialist market economy. Based on Western Marxist consumption alienation theory, this paper uses literature, systematic and interdisciplinary methods to analyze live streaming's dual impacts on college students' consumption values, explores causes of their consumption alienation, and proposes countermeasures from government, school, family and individual to guide rational consumption.

Keywords: live streaming; college students; impact; countermeasures

1. Introduction

Technological progress and cultural changes have reshaped consumption habits. The internet, mobile terminals and pandemic impact have promoted live-streaming e-commerce's rise. With disposable income and spare time, college students are major consumers but prone to excessive and blind consumption due to immature development. Existing studies focus on traditional scenarios, lacking in-depth research on college students' consumption alienation in live-streaming and Marxist theory integration with youth consumption. Based on Marxist consumption outlook, this paper analyzes live-streaming's impact on college students' consumption values and proposes countermeasures, with theoretical and practical significance.

2. Overview of the Current Situation of Live-Streaming E-Commerce

The digital economy has supported live-streaming e-commerce, where hosts showcase products and answer inquiries to stimulate purchases. Driven by network technologies, popular mobile terminals and epidemic-induced consumption transformation, it has grown explosively, evolving into a valuable commercial model with college students as key consumers.

According to a survey conducted by China Youth Campus Media, "48.55% of the surveyed college students choose to purchase products through live-streaming interfaces during merchant promotions; 48.85% perceive live-stream shopping as convenient and efficient; 58.86% believe that live-stream shopping allows them to access detailed product explanations from hosts; and 48.95% consider the products sold via live-streaming to be relatively affordable."

However, as core live-streaming consumers, college students have limited life experience and unformed consumption values, making them vulnerable to live-streaming impacts. With social development, preventing live-streaming's negative effects on their consumption values has become an important issue for society, schools and families to address jointly.

3. The Impact of Live-Streaming E-Commerce Marketing Methods on College Students' Consumption Behavior

3.1 Positive Impacts

3.1.1 Expands the consumption channels for college students

As an emerging commodity marketing form, live-streaming e-commerce combines offline shopping's interactivity and traditional online shopping's instantaneity. Unlike limited offline product comparisons, it allows consumers to quickly access information on numerous same-category products. Its complete after-sales service (e.g., freight insurance) reduces college students' trial-and-error costs, and its greater fun than offline stores expands their consumption channels diversely.

3.1.2 Enriches the consumption experience of college students

The entertainment of live-streaming e-commerce is mainly reflected in hosts' interesting explanations and celebrity/influencer participation. Hosts popularize product knowledge in humorous or affectionate ways, enabling college students to shop in a relaxed atmosphere. In addition, celebrities and influencers invited by platforms enrich live content and form, significantly enhancing the fun and attractiveness of live broadcasts.

3.1.3 Inspires the entrepreneurial spirit of college students

Live-streaming e-commerce provides college students with a new Internet-based entrepreneurial path, with a mature operational paradigm. Compared with traditional offline entrepreneurship, it is more flexible, reducing costs and offering talent display space, helping college students realize entrepreneurial visions. Its diverse content, flexible working mode, and expanding industry scale also stimulate college students' entrepreneurial enthusiasm and provide them with more job choices.

3.2 Negative Impacts

3.2.1 Marketing rhetoric induces impulsive consumption among college students

Live-streaming hosts with strong market influence use preferential prices and marketing scripts to induce impulsive consumption. College students with limited living expenses but strong purchasing desires often compare broadcasts, and their weak self-control makes them prone to impulsive consumption and potential traps.

3.2.2 False reviews induce herd consumption among college students

False reviews in live-streaming e-commerce interfere with college students' consumption judgments and induce conformity consumption. Driven by profit, some hosts exaggerate product efficacy and avoid defects, while merchants pin positive reviews and hide negative ones to mislead consumers. Due to immature consumption concepts and herd mentality, college students are easily influenced by such false information, leading to blind orders and conformity consumption.

3.2.3 Payment methods facilitate the excessive consumption of college students

Live-streaming e-commerce's convenient payment channels and experiences induce college students' overconsumption. Economic development stimulates their demand for high-quality consumption, and convenient payments strengthen their dependence on this model. Payment software's credit services provide overdraft limits for college students without stable income, supporting their overconsumption, which burdens family finances and hinders the formation of their scientific consumption concepts.

4. A Study on the Causes and Countermeasures of Negative Impacts

4.1 The Causes of Negative Impacts

4.1.1 Absence of Government Supervision

From a Marxist perspective, the live-streaming market's structural imbalance stems from inadequate government supervision and imperfect mechanisms, which fail to curb chaos. Some internet celebrities and merchants conduct false product promotions to boost sales, but platforms do not timely stop them, easily inducing college students' impulsive consumption. After problems occur, few are held accountable. Live-streaming platforms also have deficiencies in qualification and content review.

4.1.2 Absence of School Education

Education is crucial for human comprehensive development, and colleges bear the responsibility of guiding college students to form correct consumption concepts. However, most colleges adopt pure theoretical indoctrination, making it hard for students to interest themselves and apply knowledge to real consumption. Teachers focus on textbook Marxist commodity theory rather than connecting it to reality, leaving students unable to use theoretical knowledge to make rational consumption decisions when facing live-streaming temptations.

4.1.3 Absence of Family Education

Family education is fundamental to college students' consumption concept formation, but some parents fail to fulfill this role. They either over-satisfy or suppress their children's material desires, lack correct consumption guidance, leading to children's poor understanding of money and weak consumption self-discipline. Failure to correct bad consumption habits encourages unhealthy tendencies, making college students prone to blind purchases in live-streaming e-commerce and forming unhealthy consumption concepts.

4.1.4 Insufficient Personal Cognition

With the rapid rise of live-streaming e-commerce, college students have insufficient self-cognition, leading to frequent blind conformity and impulsive consumption. In the critical transition from campus to society, their cognitive shaping is easily affected by the consumerism-oriented virtual-real environment of live-streaming. Some link self-worth to consumption capacity and brands, forming wrong orientations and self-cognitive deficiencies.

4.2 Countermeasures Research

4.2.1 Improve the Efficiency of Government Supervision

Live-streaming e-commerce's irregularities (e.g., false promotion, poor quality) urgently need regulatory intervention,

as they harm consumers' rights, market fairness and industry development, especially college students. The government should refine laws to clarify stakeholders' responsibilities and build a multi-dimensional regulatory system. Establishing a unified platform for collaborative supervision is also vital to create a standardized market and protect college students.

4.2.2 Give Full Play to the Leading Role of Schools

Marxist human comprehensive development theory emphasizes individual all-round growth, so cultivating college students' scientific consumption concepts is crucial. As key talent venues, colleges bear primary responsibility through ideological and political courses and campus activities, integrating Marxist consumption concept into education to guide students to internalize scientific consumption concepts.

4.2.3 Enhance the Family's Collaborative Capability

Parents should cooperate with schools, integrate diligence and frugality into family education, and set examples. Unlike school's theoretical indoctrination, family education is life-oriented, with parents' consumption attitudes profoundly influencing college students. Parents need rational consumption attitudes, guide children through practice, encourage labor to understand money value, and foster healthy consumption concepts.

4.2.4 Enhance Individuals' Cognitive Ability

Self-cognition education, such as financial courses and consumption-themed meetings, helps college students sort out income and expenditure, clarify consumption limits and avoid overconsumption. Class discussions focus on exchanging experiences to guide correct consumption concepts. Strengthening their financial management is crucial; schools impart skills through lectures, and real cases help them master basic financial methods.

5. Conclusion

Live-streaming e-commerce has developed rapidly, expanding college students' consumption channels and stimulating their entrepreneurship but also causing irrational behaviors due to marketing inducement and false reviews. These problems come from insufficient supervision, inadequate family-school education and students' cognitive anomie; strengthening supervision, family-school cooperation and students' consumption literacy can guide them to rational consumption and healthy growth.

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