

**СЕКЦІЯ 2**  
**«ПРОБЛЕМИ МОЛОДІ, СТУДЕНТСТВА ТА ОСВІТИ В СУЧАСНОМУ**  
**УКРАЇНСЬКОМУ СУСПІЛЬСТВІ»**

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**THE CONSUMER BEHAVIOR OF CHINESE YOUTH**

In the epoch following China's economic liberalization and integration into the global market, the country has witnessed exponential advancements in its economic structure, societal fabric, and cultural ethos. This era of profound transformation has precipitated a paradigmatic shift in consumer behavior, with the youth cohort emerging as a pivotal force in the evolving marketplace. The deluge of consumption alternatives has engendered a departure from conventional consumption paradigms, with young consumers transcending the foundational considerations of product quality and cost. They are now gravitating towards consumption experiences that are enriched by interactive engagement, sensorial immersion, and the accrual of social capital through symbolic goods, warranting novel scholarly interpretations and methodical investigation.

This inquiry probes the contemporary consumer behavior attributes of young Chinese individuals within the prevailing socio-economic and cultural milieu. It delineates their consumption proclivities and relational dynamics, elucidating the sociological determinants that sculpt these consumption patterns. The aim is to augment the academic discourse on youth consumer behavior and to furnish empirical insights that could inform policy interventions aimed at navigating and tempering youth consumerism.

The investigation commences with an exhaustive review of the scholarly corpus on consumer behavior, laying the groundwork for a subsequent analysis predicated on the principles of consumer sociology. Leveraging an array of survey data, the study scrutinizes the consumption engagement of the youth demographic,

dissecting variables such as age, educational attainment, and consumption cadence. A robust statistical apparatus is deployed to distill and interpret disparities within these variables. This synthesis of empirical consumption trends and the societal context culminates in an intricate portrayal of youth consumer behavior within the selected age cohort.

The findings illuminate a spectrum of consumer behavior traits among young consumers, underscored by their pursuit of identity construction, social connectivity, cultural resonance, and the symbolic value of commodities. The discourse probes into the genesis of these consumer behaviors, dissecting the influences from a macroscopic view of societal trends and a microscopic analysis of individual consumer predilections, including the influences of the ambient social and living environments, market dynamics, and personal consumer attributes.

In an epoch increasingly dominated by consumerist ideologies, this treatise critically examines the current state and the multifaceted determinants of youth consumer behavior. It confronts the salient consumption challenges endemic to young consumers, proffering prescriptive advice to bolster their consumption acumen and discernment. Additionally, it posits strategic recommendations for societal and corporate stakeholders to fortify environmental constraints on consumer behavior, to refine the consumer culture milieu, and to enshrine corporate social responsibility.<sup>1</sup>

In summation, the treatise encapsulates the research's quintessence and informed by the garnered insights, prognosticates the future trajectory of social consumption dynamics. It also contemplates the interplay between young consumers and commercial entities, aspiring to cultivate a more sustainable and ethically cognizant consumption ecosystem.

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<sup>1</sup> (China Academic Journal Electronic Publishing House., n.d.)