

Factors Affecting Teenagers' Recreational Consumption: A Case Study of Chengdu Tianfu School

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Abstract

The entertainment industry rebounded after the pandemic, leading to more offline activities. Sellers are trying to attract teenagers' purchases through different approaches. This result in various types of recreational forms. Consequently, there is an increasing number of teenagers having recreational consumption. This paper tested the likely affecting factors of teenagers' recreational consumption by analyzing the results of a questionnaire with sample size of 116 respondents. The 8 hypotheses were divided into 4 types to analyze based on some previous research papers. Ultimately, the financial ability which is affected by pocket money is the most significant affecting factor. The results of the research can help teenagers realize if they should do some recreational consumption. Parents can know their children's recreational consumption patterns and help them to correct bad consumption habits. Besides, the whole society can refer to the research to help form a good social atmosphere.

Keywords

Recreational consumption; Teenagers

Introduction

With the recovery of offline consumption scenes (CGTN, China Global Television Network, 2022), relaxing methods becomes various and the ease of hanging out with mates and friends rises. This causes significantly the entertainment industry to continues to rebound (Rubin, 2022), especially the film market. Meanwhile, by learning from the experience of previous producers, more sellers now understand how to attract teenagers and promote their consumption. For example, they rich the pattern and style of their websites, or invite hot and popular celebrities to endorse their products. Therefore, there is a large increasing number of adolescents spending high proportion of their money on recreational products in their spare time nowadays, including movie tickets, celebrity souvenirs or platform memberships. The affecting factors of consumption have been studied by a large number of scholars and have achieved fruitful results. However, nowadays, there are a very small amount of papers researching about the causes of recreational consumption.

This paper talks about the factors that influence teenagers to spend money on recreational products. There are 8 factors. Two most common points are the fluctuation in price and the financial ability which is determined by

Citation: Yitong He. (2024) Factors Affecting Teenagers' Recreational Consumption: A Case Study of Chengdu Tianfu School. The Journal of Young Researchers 1(6): e20241020

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Received on September 20, 2024; Accepted on September 25, 2024; Published on October 20, 2024

teenagers' amount of pocket money. I assume that if teenagers have large amounts of pocket money, the price and discount might have smaller effect on them than those who have lower pocket money, due to the proportion of the cost in their pocket money. Stimulation of discounts and prizes is a similar factor. Teenagers might be motivated to buy by discounts and prizes, because they will think they can get benefits from purchasing. The fourth factor, idols and characters mean the goods that is endorsed might be more popular. Some teenagers can only see the surface of some entertainment news, and only sees the good qualities and the positive sides of celebrities. This leads to the blindly worship star. They might be over-consumption on chasing for idols or stars. By contrast, they might also dislike him directly if one celebrity has some scandals or gossips. Besides, the increased shopping time might affect teenagers' recreational consumption as well. If consumers spend more time to shop, they will find additional recreational products that they need and want, rising their incentives to buy (Becker & Jaakkola, 2020). For online shopping, the convenient technology may promote consumption through more easily methods on websites and full information of products provided for consumers. Both of advertisement and peer communication can encourage consumer expenditures by commending goods' benefits (Researcher, 2021b). These two factors seize teenagers' consumer psychologies and likely interest points to further attract them, thus forming actual consumption.

As for the aim of the paper, it is in order to help teenagers reflect on themselves that if they should spend on some products and how to distribute their money in a proper way. Meanwhile, the research can help parents of teenagers to give an insight into their recreational consumption patterns. In this way, parents can know the pros and cons of these recreational purchases and what can be done to help them spend properly. In addition, it can make the whole society better understand the needs and driving factors of youth recreational consumption as well, which helps to shape a

good environment for young people to live and learn, and form a benign social atmosphere. To construct this paper, it will first define the concept, the range and categories of recreational products, which are the object of recreational consumption. Then, I will evaluate and comment resources that I have read. After that, a questionnaire will be made and used to survey students in Tianfu school, in order to understand the recreational consumption status of teenagers and what factors can affect their recreational consumption in the specific reality. Finally, the paper will conclude the result and mention the advantages and disadvantages that I need to improve.

Literature review

Recreational Consumption

Definitions

Cambridge Dictionary defines recreation as “(a way of) enjoying yourself when you are not working”. In this way, recreational consumption means the expenditure on things that makes people enjoyable when non-working. Recreational products are the object of recreational consumption. There is a similar concepts to recreational consumption, outdoor recreation economy. It typically includes traditional outdoor recreation activities, some studies also include hunting and fishing (Highfill & Franks, 2019).

Affecting factors

According to an article that studies on consumers' intention to purchase counterfeit outdoor products in Taiwan and Hong Kong, it divides 8 hypothesis into 4 categories to analyse due to their causes, theory of planned behaviour, brand consciousness, perceived risk and cultural differences. This theory assumes that an individual's purchase behaviour is determined by purchase intention, and the purchase intention is determined by attitudes, subjective norms and perceived behavior. Therefore, there are three hypothesis to these three determinants. The brand consciousness is similar to the brand loyalty of my hypothesis. However, it can

influence negatively to consumers' intention to purchase counterfeit outdoor products. This is because consumers with higher brand consciousness tend to use branded product to shape their images, so they are less likely to buy fake outdoor products. Thus, this is put into hypothesis. The third category, perceived risk is related to the consequence of purchasing counterfeits. There are two types of risks, functional risks and social risks, which means the functions of counterfeit products might not be as good as quality goods and they might be ostracized by others. It may have a negative impact on the attitudes and the willingness to purchase counterfeits, so it becomes one of the hypothesis. Due to some cultural differences, consumers in different countries have different attitudes and can accept counterfeits in different degrees. Thus, the writer assumes the cultural difference between Taiwan and Hong Kong as a factor to affect the intention to purchase counterfeits of consumers (Tseng et al., 2021).

Categories of affecting factors

Therefore, the 8 factors are divided into 4 classes, price elasticity of demand, price incentive, popularization and convenience brought by the technology. In terms of types of recreational consumption, the most common one that can be thought of is the memberships in several platforms, including topping up video games, music, film and television applications. This is because consumers can feel relaxed or delightful by watching televisions, listening to music or playing computer games. Spending on movie tickets and concerts is close to this point, due to the similar way to same consumers. Besides, purchasing souvenirs of celebrities can also belong to recreational consumption, because it can satisfy star-struck consumers' desires. Thus, expenditures on products advocated by idols or stars are similar to previous point, even though the product itself is not recreational. This is because the reason of teenage consumers' willingness to buy products is due to the advocacy of celebrities they like and chase for. Teenage consumers want to support their favorite celebrities by this way, while getting

happiness from it. The four parts all apply to both online and offline shopping.

The Characteristics and Affecting Factors of Teenagers' Recreational Consumption

Adolescents are more likely to spend more on recreational products. This is because they have less awareness to the dark side of the entertainment circle than adults, due to less experience and insight. Thus, teenagers always expect highly to stars who look shiny on the outside. The expectation sometimes are higher than the truth. Therefore, they can feel happier while chasing for stars than adults and be more willing to chase. One another reason is that adolescents more like to look for new things, especially a new fashion or trend. Star-chasing is a popular trend, which can attract loads of teenagers. Therefore, star-chasing phenomena are common in the school. Those reasons explain why this paper study on adolescent group. According to the existing researches and practical experiences, I believe that the following types of factors will have an impact on teenagers' recreational consumption .

Price elasticity of demand

Financial ability is related to price elasticity of demand (Hamilton et al., 2018). If adolescents are given enough pocket money to use freely, the proportion of cost of recreational products is smaller in their pocket money. In terms of the shopping time, in the article Teenagers' use of alternative shopping channels: A consumer socialization perspective, the authors mentioned that the time spent on shopping increases the future incentive to purchase. This is because when teenagers spend more time shopping, they will be aware of their needs and wants for more recreational products while they are hanging out and being touch with goods in the shopping mall. Then they can immediately know if they really should buy them by checking them directly (Becker & Jaakkola, 2020). Consequently, the following hypotheses are:

H1. Financial ability will have a positive effect on teenagers' recreational consumption.

H2. Increased shopping time will have a positive effect on teenagers' recreational consumption.

Price and stimulation

It includes two points, which are according to the economic knowledge. This factor is effective to price-elastic consumers. It means consumers will respond a greater percentage change in demand than the percentage change in price of the product. If the price of a good decreases, the purchasing power of consumers and demand will increase, especially for price-elastic ones. Stimulation of discounts and prizes acts as an alike way, because the willingness and the ability of them to pay for products will increase as well after a discount or prizes given to consumers. In one journal, the instant reward program (IRP) with bonus premiums can stimulate consumers' purchases. This is because consumers might get easier to decide to buy products with the incentives (Minnema et al., 2017). It can promote customers to purchase through some extra benefits given to them. Consequently, the final hypothesis for this study is as follows:

H3. Fluctuations of prices and stimulations of discounts or prizes will have an effect on teenagers' recreational consumption.

H4. Stimulations of discounts and prizes will have a positive effect on teenagers' recreational consumption.

Popularization

I divide idols and cartoon characters into this part, due to its function of popularizing. Celebrities will have substantial influence on consumers' behaviors and preferences (De Moraes et al., 2019). This might because multiple adolescent buyers are idolaters, so the advocacy of celebrities and idols they chase acts as an advertisement and can be the motive of them to buy. The advertisements do can provide more useful information for customers to realize, but after sellers find out what teenage customers really like, the advertisements become a tool mainly to attract them. This means not all the information can be helpful in telling out the usage and true value of products. Propaganda on

the walls or in shopping malls can efficiently widely spread information, because producers are indeed unable to propagate their goods by their mouths (Nelson, 1970). Peer communication is another similar way to spread between friends or mates (Lueg et al., 2006). One person can be told and recommended by his peers who pretty prefers a specific product, so that generate interest in the good. This leads to following hypotheses:

H5. Idols and characters will have a positive effect on teenagers' recreational consumption.

H6. Advertisements will have a positive effect on teenagers' recreational consumption.

H7. Peer communication will have a positive effect on teenagers' recreational consumption.

Convenience Brought by the Technology

Advanced technologies can provide a more convenient way for customers to consume, due to a richer and wider range of products from all over the world that customers cannot find some in the offline shops in a particular area. The websites can also provides more complete information of goods for consumers, letting them know more about the advantages and disadvantages of goods, so that they can spend their money more advisably. Because of these points, consumers can be more willing to pay for products online. Therefore, the following hypothesis are detailed as below:

H8. Convenient advanced technologies will have a positive effect on teenagers' recreational consumption.

Materials and Methods

Sample and data source

A questionnaire is conducted in order to test my hypotheses. I used Sojump software to make and publish my questionnaire to collect data. It can perform data classification statistics and cross analysis. Meanwhile, because of the survey was taken to Chinese teenagers, I translated the questions into Chinese so they can be read easily

by respondents. Considering the coherence and fluency, I changed some questions into more colloquial expressions after translating them with software. The hypotheses can be transferred into real conditions and different choices in our life. I sent the questionnaire to my classmates and asked them to sent it to their friends in the school, so that the range of the respondents was expanded to larger. At the same time, I asked my teachers to send the questionnaire to the junior high teachers to spread it out to the junior students. After about 3 weeks, I received 116 questionnaires.

Based on the above 8 assumptions, this paper uses 8 questions to measure each influencing factor when designing the questionnaire.

Table 1. Variable and hypothesis table

Affecting factors	Hypotheses	Questionnaire questions
Fluctuation in prices	Fluctuations of prices have an effect on teenagers' recreational consumption.	When buying movie tickets, do you choose the cheapest or discounted tickets to purchase? When you do not want to go to the concert, find that the ticket price is reduced, how will you choose?
Stimulation of discounts and prizes	Stimulations of discounts and prizes will have a positive effect on teenagers' recreational consumption.	If a TV platform has discounts or rewards for members, will you buy it?
Financial ability	Financial ability will have a positive effect on teenagers' recreational consumption.	How much pocket money do you get each month?

Idols and characters	Idols and characters will have a positive effect on teenagers' recreational consumption.	Apart from the product itself, would you buy a product endorsed by your idol in order to support him/her?
Convenient technology	Convenient advanced technologies will have a positive effect on teenagers' recreational consumption.	A celebrity accessory can only be bought in a physical store far away, if it is open to online shopping, will you buy it?
increased shopping time	Increased shopping time will have a positive effect on teenagers' recreational consumption.	After shopping for a long time, do you decide to buy an item?
peer communication	Peer communication will have a positive effect on teenagers' recreational consumption.	If your friends recommend you a membership to a feature site, will you buy it?
advertisement	Advertisements will have a positive effect on teenagers' recreational consumption.	A game platform to advertise, you will therefore recharge the game?

Testing of reliability and validity

I used the Sojump software to help me analysis reliability and validity. It means I chose questions form 7 to 14 that tests hypothesis to calculate Cronbach α coefficient. Finally I get the reliability of 0.805. It is greater than 0.8, which means the sample responses are almost reliable. The validity is to test whether the design of measurement items (quantitative data) is reasonable and the if there are any useless or repeated questions.

Table 2. Reliability test table

Sample size	Number of questions chosen	Cronbach.α coefficient
116	8	0.805

However, because there is only one question corresponding to the test of one hypothesis, the validity of the questionnaire has no need to be measured.

Descriptive analysis

The eight hypotheses were tested by 12 questions asking respondents how to choose in different conditions. There are three questions asking about the basic information of respondents, which are the gender and the grade. About two-thirds of the respondents are females, the rest are males. The grade is from the first grade of middle school to the third grade of high school, because the specific small difference in ages of teenagers might also have effects on the recreational consumption. The proportions of first grade of junior and second grade of senior of students are the greatest.

Question 1: What is your gender? [Multiple choice]

Options	Subtotal	Ratio
male	34	29.31%
女	82	70.69%
Valid person-time for this question	116	

Figure 1. Respondent age table

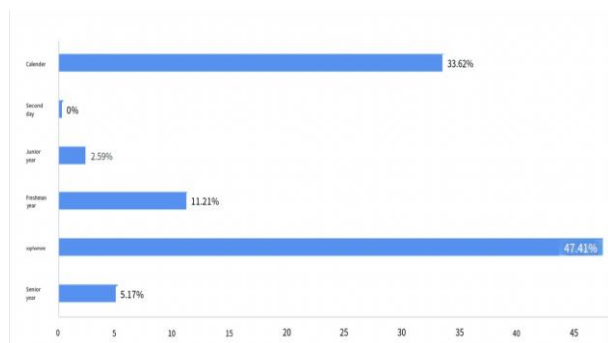


Figure 2. Respondents' grade

Thereafter, I set the question of monthly pocket money of respondents. This factor determines the financial ability of teenagers. If the financial ability is high, teenagers' purchasing power will increase and they will be more willing to buy recreational products, due to a decrease in the size of proportion of price in their disposable budget. Among the interviewees, students with better financial abilities are a minority, and most students have less pocket money. Above a half of respondents have monthly pocket money under 500 RMB, and about a quarter of the respondents had pocket money of between 500 and 1000 RMB. Besides, the number of respondents having pocket money greater than 2500 RMB is larger than between 1000 to 2000 and between 2000 and 2500 RMB respectively. This might due to there is a relatively higher proportion of those whose family economic conditions are superior, but the majority of people have normal economic conditions. Therefore, the No. 5 question (levels of recreational consumption) is corresponding to this question. The proportion of less than 500 RMB is largest at 79.31%. The result is entirely proportional to the level of financial abilities.

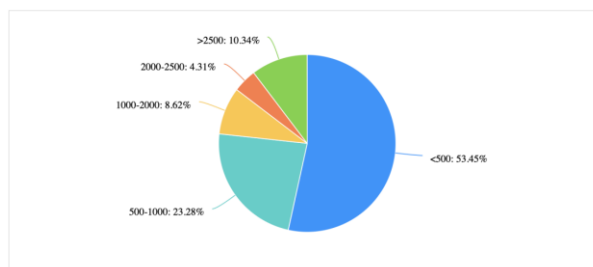


Figure 3. Respondents' monthly pocket money

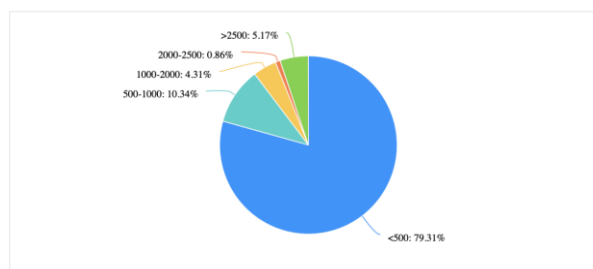


Figure4. Respondents' recreational consumption

The question of "Which of recreational activities do you usually spend your pocket money on" is to find out the preferences of recreational

consumption of respondents. Number of respondents who spend on concert tickets is the smallest at 8, maybe because too high prices of these tickets for most of respondents. The number of topping up and celebrity souvenirs are similar. The reason might be the number of respondents who do not chase for stars are far more than who chase for stars, so there are a few respondents playing games might be the reason as well. Memberships and movie tickets have a close proportion. However, the number of respondents choosing other consumption is the largest. The detailed consumption includes comics merchandise, presents, toys, snacks and so on. According to the pie chart, among the recreational consumption listed in this question, movie tickets consumption accounts for the largest. This might because the it is the cheapest activity that almost all teenagers can purchase and enjoy among all the listed offline activities.

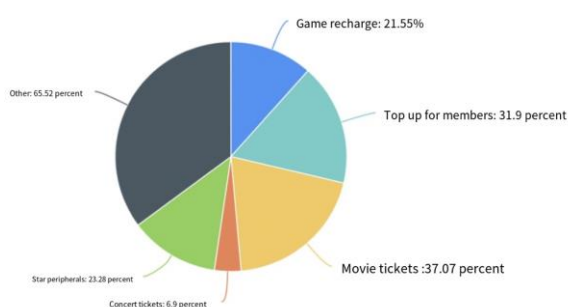


Figure 5. Respondents' types of recreational consumption

Additionally, I raised a question of parents' attitudes to recreational consumption. About a half of respondents' parents generally do not prevent them. Relatively supportive and very supportive have 30% proportion. Not very supportive and not supportive at all have 20% proportion. The reason might be parents are strict with their children. Some parents require their children to be concentrated in their school work without any recreational activities. This result in parent's disapproving attitudes.

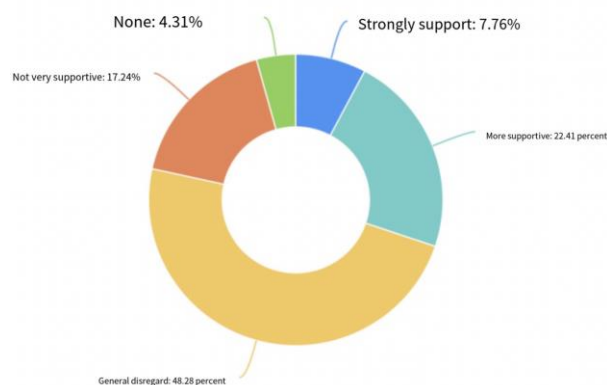


Figure 6. Respondents' parents' attitudes to recreational consumption

From the No. 7 question, I started to ask the impacts of price fluctuation and comparisons of movie tickets to respondents' choices of movie theatre. The number of those who chose to hesitate and then might go is the largest at 35. Indifferent and relatively uninterested come in second largest. Then, the proportion of definitely not go is 12.07%, and the proportion of definitely go is the least at 6.9%. Most people chose hesitate and might go shows that the price can affect their recreational consumption, but there might also be some other factors affecting their decisions, such as film characteristics (Researcher, 2021).

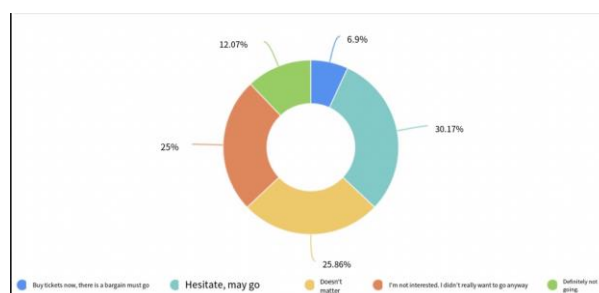


Figure 7. Respondents' answers to fluctuations in price of movie tickets

Discount in memberships of a television platform tests the stimulation of discounts to teenagers, the number of respondents who chose indifferent is the greatest at 35, and then option of high probability to buy. The number of high probability not to buy and definitely not buy are close at about 25. By this token, the price and discount of products might be unrelated to teenagers recreational consumption. There are

still 14 respondents who chose definitely not going, the reason for it might be they have no interest in television programs. In this case, any changes in membership of television platforms have no impacts on them.

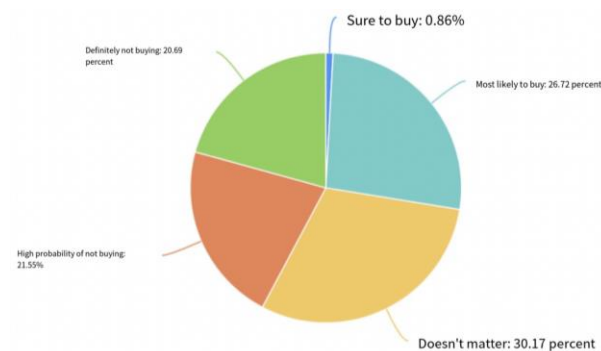


Figure 8. Respondents' answers to discount in memberships of a television platform

As for supporting idols by buying the products he/she endorses, only one respondent chose to definitely buy. Respondents choosing to definitely not buy is the second least at 20.69%. The rest of the three choices, high probability to buy, indifferent and high probability not to buy have the similar number and proportion of respondents to choose. This might because it mainly depends on the number of respondents chasing for stars.

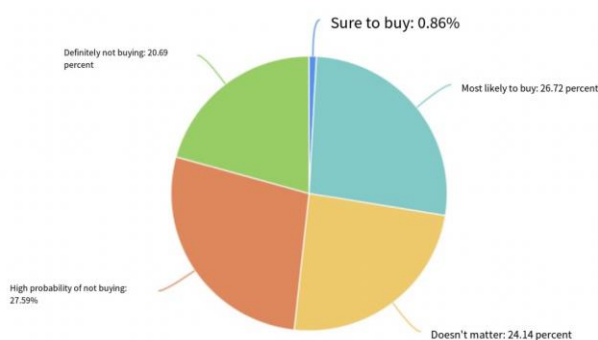


Figure 9. Respondents' answers to consumption of endorsed products by favourite idols or characters

Question 8: Do you follow stars? [Multiple choice]

Options	Subtotal	Ratio
chase	34	29.31%
Not chasing	82	70.69%
Valid person-time for this question	116	

Figure 10. Respondents' answers to chasing stars

In addition, there are celebrities souvenirs can only be bought in a physical store far away, if it is open to online shopping, respondents choosing high probability to buy has the highest proportion at 38.79%, choices of indifferent, high probability not to buy and definitely not buy have close proportion at around 20%.

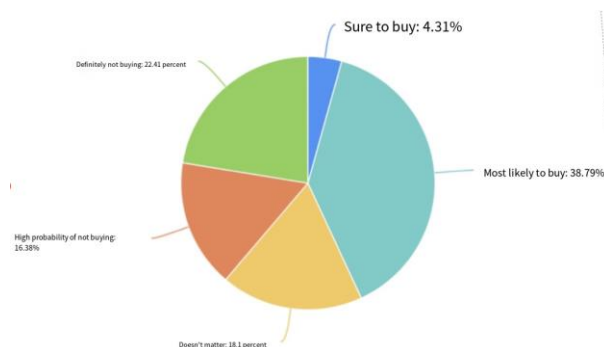


Figure 11. Respondents' answers to online shopping of celebrities souvenirs

In terms of the recommendation of a membership of the functional website from friends, 12.93% of respondents chose high probability to buy and indifferent. The proportion of definitely not to buy and high probability not to buy is 55.17%, which is higher than a half.

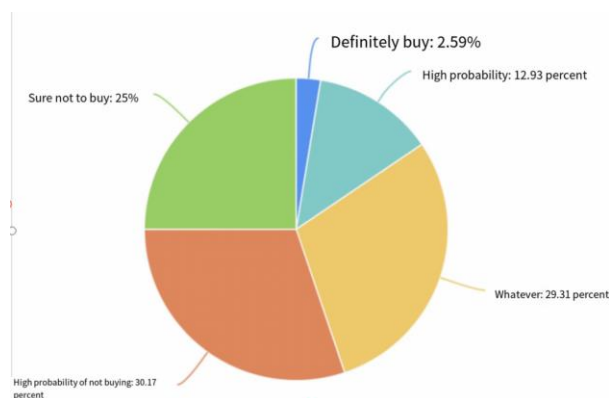


Figure 12. Respondents' answers to recommendation of a membership of the functional website from friends

To test the influences of advertisements, I set a situation of a game platform. The proportion of respondents choosing from definitely top up to definitely not top up increases from 0.86% to 50% in sequence. This indicates that most teenagers become sane in the face of temptation from video games. This is because of consumption habits,

more considerations of their own economic conditions or the importance.

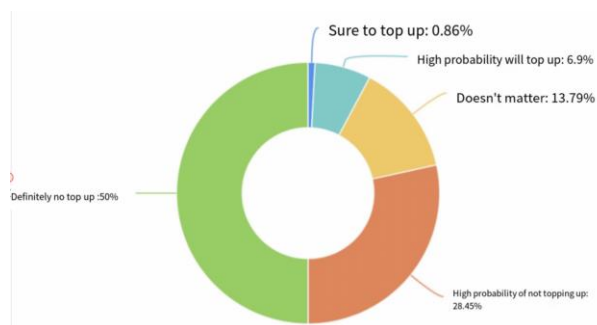


Figure 13. Respondents' answers to advertisement of a game

After that, I tested respondents if they will decide to buy a good after shopping for a long time period. The sum of proportion of definitely buy and high probability to buy is about 50%. The number of respondents choosing indifferent is higher than the rest two options. This might because those respondents got hard to understand what I mean and really want to ask. Consumers might find more products they need or feel interested in while hanging out in the shopping mall, and tend to purchase more (Becker & Jaakkola, 2020).

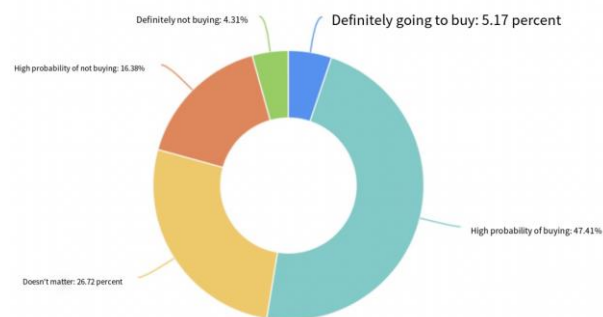


Figure 14. Respondents' answers to consumption shopping for a long time period

After testing the 8 hypotheses, I also asked opinions of respondents to a large recreational consumption of some adolescents. Respondents opting to reduce this bad phenomenon is the largest. The second largest of respondents opt for all I care, but above 20% of respondents think it is normal and has no need to reduce. Most respondents are aware of over-consumption on recreational products is a bad phenomenon. The part of respondents opting it is normal with no

need to change might think this consumption on celebrities can display the support for their favourite positive stars or idols. Chasing stars is a way to promote individuality and self-pursuit as well (Hu & Luo, 2019). Therefore, some think it is a good phenomenon.

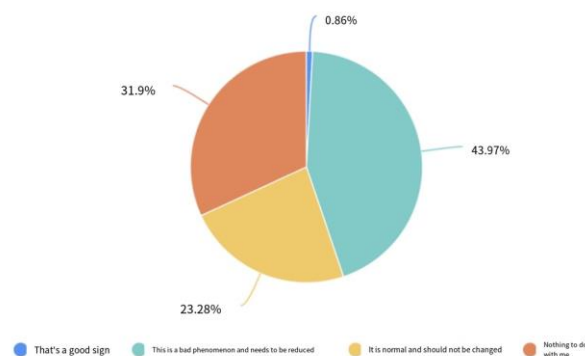


Figure 15. Respondents' opinions to a large recreational consumption

Later, I asked respondents if there is more and more recreational consumption, about 80% of them think is true. This is related to the trend of recreational consumption.

Question 16: Do you think entertainment consumption is increasing? [Multiple choice]

Options	Subtotal	Ratio
is	91	78.45%
Not	25	21.55%
The number of times this question is valid to fill		116

Table 4. Respondents' answers to more recreational consumption

At the end of the questionnaire, I asked for some advice to improve my survey, and there is useful advice from some respondents that I have not considered. Some recommended me to spread my questionnaire to more teenagers who have high recreational consumption. This is because there are some questions related to chasing for stars, high proportion of respondents who not chasing for stars will make the result of those questions inaccurate or useless. Meanwhile, some other respondents advised me to list teenagers' monthly pocket money and recreational consumption in detail, rather than in large ranges, because it cannot clearly and accurately show what their consumption is.

To figure out the relationship between each factor, I used SPSS software to build a regression model for calculation, and the output results are as follows. As the first table shows, the Durbin Watson coefficient is around 2, so it indicates that the respondents finished the questionnaire independently and there is a high probability that the answer was not plagiarized. R^2 represents how well the distribution of points of respondents' answers fit to a regression model. It equals to 0.471, which illustrates that the selection of variables is reasonable and consistent with the reality to some extent.

After stepwise regression, it is found that the significant influencing factor is monthly pocket money. This verify H3. Financial ability will have a positive effect on teenagers' recreational consumption. Therefore, the second table indicates a regression formula that can display the relationship between teenagers' amount of monthly pocket money and recreational consumption. Recreational consumption $= 0.403 + 0.523 \times \text{monthly pocket money}$. It can be explained that when monthly pocket money rises for 1 unit, the recreational consumption increases for 0.523 units. Teenagers have no independent source of income, most of their budgets rely on their parents to give them pocket money (Pasteau, 2022). The amount of pocket money will directly recreational consumption, which is consistent with the reality.

Table3. Model abstract b

Model abstract b					
Model	R	R^2	Adjusted R^2	Errors in standard estimates	Durbin Watson
1	0.686a	0.471	0.466	0.735	1.935
a. Predictive variables: (constant), allowance amount					
b. Dependent variable: Y entertainment consumption expenditure					

Table 4. Coefficient α

Coefficient α						
Model		Unstandardized coefficient		Standardization coefficient	t	Significance
		B	Standard error	Beta		
1	(constant)	0.403	0.122		3.295	0.001
	Amount of pocket money	0.523	0.052	0.686	10.065	0
a. Dependent variable: Y entertainment consumption expenditure						

Other factors have no verification to be significant factors affecting teenagers' recreational consumption. If there is a larger sample size to respond to the questionnaire, these hypotheses can be verified better by specific data. However, apart from rigorous regression analysis, the results of the questionnaire still play an important role in supporting my hypothesis. At least it is conducive to our understanding of teenagers' attitudes and preferences towards entertainment consumption. Idols and characters, peer communication, advertisement and price and discounts do not display a significant impacts on teenagers' recreational consumption. Nevertheless, longer shopping time and convenient technology have significant effects, because the most of respondents chose high probability to go and definitely go most in these two questions.

Discussion

As for the inadequacies, due to limited time period of the project and narrow knowledge I learned, I did not collect enough sample size in only 3 weeks. This is because the questionnaire was not easily spread out by respondents to their peers spontaneously. Therefore, no significant correlation was obtained, but it still gives me great inspiration to master the theories and methods of social research and statistics. In the future study, if I need to take part in another

survey, I will reserve and plan enough time for the questionnaire part. Meanwhile, to improve the efficiency of the survey, I will make more scientific and rigorous research plans and conduct more scientific statistical analysis

With the help of advice from respondents, I found that I should consider the feelings or estimate the likely answers more when I set the ranges of monthly pocket money. It led to the real amount of monthly pocket money of respondents who opted the same option have large differences. I learned that in order to get more exact and precise results that is useful to the survey, when setting ranges of values, the size of intervals should be appropriate. In addition, there are many questions related to chasing stars. However, more than a half of the respondents do not chase stars, so many questions testing hypotheses cannot represent if hypotheses affect recreational consumption. Finally, they are excluded from the affecting factors. Thus, I will find more people who conform to the relative characteristic to respond to the questionnaire next time.

Papers taking teenagers as the research object, and analyzing the current situation and influencing factors of their entertainment consumption are rare in the previous literature. In terms of research methods, on the basis of literature review, more rigorous and scientific social research methods were adopted to carry out research. Valuable research samples and data were obtained, and empirical analysis was carried out to verify the hypothesis. The research strategy is original and relatively innovative. On the other hand, in the analysis of influencing factors, based on the existing research, the consumption characteristics of teenagers are analyzed. Different affecting factors are summarized compared with other studies. For instance, advertisement and idols and characters were thought by myself according to own economic knowledge.

Conclusion

This paper aims to analyzed factors affecting recreational consumption of teenagers (from the first grade of junior to the third grade of senior)

in Chengdu Tianfu School. This paper tests the likely affecting factors by using the questionnaire to verify the 8 hypotheses, and the financial ability which is determined by the amount of pocket money is the most important affecting factor. It used a quantitative approach by sending the questionnaire to students in the school through online messaging platform. The number of respondents distributing to the survey is 116. Data processing and analysis in this research was conducted with regression analysis and reliability test on Sojump software. As a result, there are 3 hypotheses accepted and 4 hypotheses rejected.

Through the regression analysis, the financial ability of teenagers can affect their recreational consumption significantly. Then, the longer shopping time and convenient technology have significant effects on teenagers' recreational consumption according to the responds of the questionnaire. Other hypotheses are tested to have small correlation with teenagers' recreational consumption. To advise parents, for teenagers with limitations by their age and experience, some of them have not developed good consumption habits and concepts. Therefore, adults, as guardians, need to reasonably set and pre-allocate their pocket money to guide them to reasonable consumption. At the same time, the society also has the responsibility to form a good social atmosphere to help teenagers develop a correct concept of consumption.

Conflict of Interests: the author has claimed that no conflict of interests exists.

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