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Research paper



A Study on Ambivalent Characteristics on the Consume Behavior Satisfaction of Korean University Students based on Smartphone User Observation

Mi Ran Lee[1]*

[1] *Dept. Social Welfare, Kosin University*
**Corresponding author E-mail: dsmr0815@naver.com*

Abstract

Along with the survey result that Korean's mobile search rate is the highest in the world, the strengths such as effectiveness, achievement and convenience and the weak points such as dependence, loss of control, alienation influence the quality of our lives significantly.
This study is to diagnose the consume behavior on smart phone use by students, to draw the elements, to figure out the characteristic of smart phone and mobile consumption on the life satisfaction of Korean college students.
The questionnaires method was carried out for 200 college students who reside in metropolitan area and the observation method and focus group interview were carried out for 20 persons. As a result of analysis, it was analyzed into the form of leisure activities and relationships, learning activities, the focus group interview showed the advertise of mobile shopping highly induces impulse buying, in particular, the education to prevent mobile impulse buying is needed for female college students.
Conclusively, the development of consumer sovereignty recovery project, smart consumption contents development and education, customized service for female college students must be developed complexly; it has the meaning of study as a basic data for future oriented youth policy and social welfare policy development.

Keywords: *Smartphone, University students, Consume behavior, Youth policy, Mobile shopping*

1. Introduction

According to the report of last year, it was announced that two of three adults in the world will use smart phones in 2018, the adult smart phone distribution rate of Netherlands was the highest at 93.8%, and Korea ranked the 13th at 84.2% [1]. According to this data, the increase of smart phone distribution rate will bring big change to the advertisement market, 73% of internet use will be made in smart phone in 2018, and smart phone will take up 59% of advertisement consumption, it was analyzed that the initiative of PC has been completely transferred to mobile.
Smartphones are making a lot of changes in their lives because they can utilize various applications centered on users.
The mobile phone, which was the center of the currency, has been able to enhance the convenience of life by the functional characteristics of the smart phone, and its role is increasing by improving the efficiency of the work or providing information.
The smartphone is a personal device that is convenient to carry and can be used simultaneously with other devices, so it is likely to be used in a more diverse context than the present, and if its function is expanded, it will affect the life of the user in various aspects.
The various influences of smartphone users on users can be divided into positive and negative aspects as mentioned in previous studies.
On the positive side, it improves the efficiency and achievement of work and study, improves the quality of life through providing convenience, On the negative side, it is possible to experience stress such as alienation due to high dependence on smartphone and loss of use control, feeling disability in daily life or possessing.
Since most of the university students receive economic support from their parents, it is expected that they will be educated and aware of the use of smart phones because they can be extended to the economic burden of households. This can be predicted to be a lack of awareness of the utility and cost aspects that a smartphone can bring, and it should be possible to maximize the utility of smartphones through accurate recognition of utility and cost aspects.
On the positive side of smartphones, there is a tendency to rely on smartphones too much, and without smartphones, symptoms of addiction are causing inconvenience in everyday life. As such, the use of smartphones brings about the convenience of changing the paradigm of our lives, and at the same time, it has the character of both sides of addiction.
However, it is a reality that it is not possible to refuse to use the smartphone which changes the paradigm of daily life because of side effect of this smartphone addiction.
According to the announcement by Google in 2015, the mobile search rate of Korean is the highest in the world. According to this research, the rate of answer 'mobile search every week' was the highest in Korea (88%), China (73%) got the second place, USA (50%) got the 23th and Japan (35%) was the 49th. The services mostly used by smart phone include search, SNS, video view, information search and direction etc. Asian economic news reported the answer of 'search engine use' was the highest at 86% [2].

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The reason why our smart phone use takes up the highest proportion is because much faster task handling and useful applications have brought many benefits to our lives.
Now, news from outside the world which we used to access such as TV or newspapers, can be obtained on a smart phone regardless of location and time, we can do anything we want such as DMB, search, map and shopping.
Above all, younger generations of in their 20s who access smart phone relatively earlier are quicker in spreading the information by utilizing SNS such as Facebook, Twitter; they have established themselves as influential consumers in terms of corporate customer management.
According to the statistic survey (2013) recently reported of Korea Internet &Security Agency on domestic age group specific smart phone users, since college students consumption groups are curious about new services and technologies, and their acceptance speed is quicker than other age group, it was reported the smart phone use of 18~24 age group college students, which is major user group, has rapidly increased from 84% in 2012 to 98% of now [3].
Smart phone has brought many changes to the lives in that user centered various application can be utilized. The cell phone, which used to focus on call, has improved the convenience due to functional features; its role has expanded such as elevating the efficiency of business, or as a tool of information providing.
Because the smart phones are personal devices that are convenient to carry and can be used simultaneously with other devices, it seems to be utilized variously than now, in case of function expansion, it will influence to the lives of users in the multi-faceted aspects.
The positive influences on smart phone users include the effectiveness in business and studying, the achievement, improving the quality of life through convenience while the negative influences include high dependence, the loss of use control which might impair the daily life or might result in experiencing stress such as alienation depending on the status of possession .
Mobile consumption makes possible such features as convenient purchase at any times and any places, immediate responses, and high information control. To infer whether such features trigger impulse buying as a negative outcome, it is necessary to find that any of the features is related to loss of self-control which has a close relation with impulse buying.
Convenience and response of mobile consumption are highly likely to serve as the factors to enhance the pleasure of purchase way. In this aspect, they can be considered to be the factors triggering impulse buying. A smartphone app has the function of easily and quickly displaying and finding special discount events of products in social commerce websites, so that it is highly likely to lower consumers' self-control.
Discount information offered in real time in SNS or Twitter is highly likely to trigger consumers' pleasure and excitement in their way of purchase, and thereby they can have impulse buying. High interaction in internet shopping websites is suggested to become a factor to trigger impulse buying[4].
In interaction with real-time discount information or one-touch payment, mobile shopping provides immediate rewards and satisfaction to consumers' smartphone app and increases the effect of proximity. In this respect, it also raises the possibility of impulse buying.
From a positive perspective, mobile consumption makes it possible to conveniently do shopping at any times and any places, immediately respond to discount coupons, find proper information in a proper type, and thereby improve consumers' satisfaction in the point that they achieve more reasonable purchase.
It is said that impulsiveness comes when desire defeats self-control. Impulsive behavior occurs when motivation is combined with external stimulation [5].
A typical case of impulse buying arises in a discount event. That is because marketing stimulation easily triggers purchase motivation.
According to a previous study, impulsive purchasers experience buyers' remorse twice more than designation shoppers [6]. It means that impulse buying is highly likely to lead to remorse after buying.
On balance, a consumer who has a low level of knowledge is highly likely to depend on peripheral clues and have impulse buying, whereas a consumer who has a high level of knowledge has a low probability of impulse buying through active information processing and delicate decision-making. This study tries to find and analyze how the impulsiveness is applied to university students.
Like this, it is evident the satisfaction on our lives was increased [7], but the use of smart phones does not make every part of our lives abundant. For example, the personal information infringement or disconnection with family or friend rather degrades the quality of our lives.
Therefore the purpose of this study is to figure out the influence of mobile consumption by understanding the consumption habit through consumption type observation on the value creatable by college student consumers who are the most using age group, to research how the quality of college consumer life has changed by recognizing various motives of smart phone happened in various consumption situation, discovering the addition and satisfaction.
Therefore, this study intends to figure out the influence of smart phone and mobile consumption on the life satisfaction of Korean college student by diagnosing the consumption form of college students, by drawing the positive and negative elements of mobile consumption.
Through this, we estimate the future economic concept of college students who are giving up the future along with the youth unemployment, restore the consumer sovereignty of next generations that is the future of country, educate and develop the wise economic concept, so it has the meaning of research as the basic data for substitutes of national youth policy and social welfare policy.

2. Study Method

This study determined college students using smart phone as the subject of survey in order to research the motif of smart phone use, the status of addiction, the shopping type, payment and satisfaction. According to National Statistical Office, the rate of smart phone use showed the highest in their 20s, among them college students were selected as samples of this study as they are quick in learning the newest technology. The questionnaires method was carried out for 200 college students who reside in metropolitan area and the observation method and focus group interview were carried out for 20 persons. SPSS 18.0 statistic processing program was used for the analysis of research result.
The observation method is a kind of phenomenological study which allowed researchers identify the essence of human experience related to the phenomenon by describing the habit of participants and understand the vivid experience[8]. The observation has the strength that can catch up the aspect in which researcher can’t record, estimate the information in the stance of complete observer, from the third-party perspective [9]. In addition, it can decrease the possibility of behaviours which are not revealed or might distort under the artificially controlled situation, capture the actual action of tester under the national situation [10].

Therefore, we adopted the observation method to identify which behaviour the smart phone consumers have shown under the natural and uncontrolled situation through observation method, to find out the characteristics of consumption behaviour patterns. The behaviour type of smart phone users is usually preceded by the observation method; the interview was combined in order to figure out the understanding level of smart phone use.
It took total 2 months from September to October 2017 for the observation period of consumption behaviour; the interview was carried out additionally. Because the subjects of interview were undergraduates, it was carried out in the classroom prepared in advance.
The study subjects were voluntary participants who agreed on the purpose of this study. This researcher directly interviewed participants. Before interviews, study purpose and method, their voluntary participation, participants' right to stop participating in this survey, anonymity for confidentiality, and interview recording were explained in detail, and their agreement was received.

3. Study Result

The results of this study are as follows. The contents of the result are briefly shown after the picture.

Table 1 : Distribution of study participants

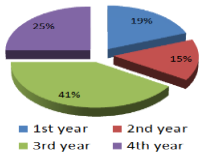


Table 2 : Smartphone addiction

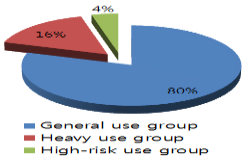


Table 3 : Sex of participating university students



Table 4 : Smartphone payment experience

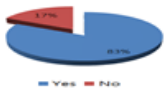


Table 5 : Payment type

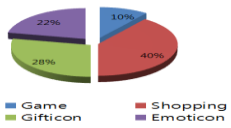


Table 6 : Payment amount

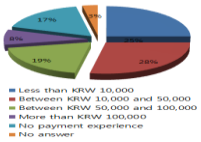


Table 7 : Payment usefulness

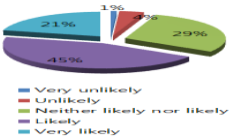


Table 8 : Reason for payment usefulness

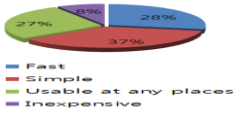


Table 9 : Comparison of payment experience

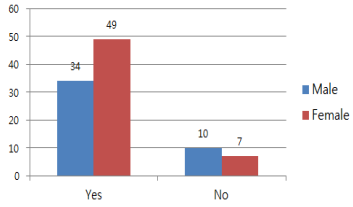
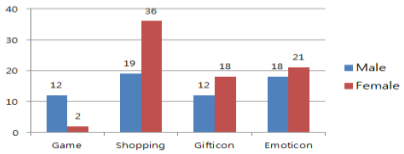


Table 10 : Comparison of payment means by sex



As a result of the study, the subjects of the study were 41% of the third grade students among the students. As a result of looking into the degree of smartphone addiction, 80% were classified as general users, 16% as middle class users and 4% as high risk groups. The gender of participating college students was 56% in female students. In the case of smartphone payment, 83% of the respondents said "yes". The type of payment was "shopping" (40%) and "gift" (28%). The amount of payment "over 10,000 won ~ 50,000 won" accounted for the highest percentage of 28%. The benefit of settlement was "Yes" and 45%. The reason for the payment was "simple" 37%. In the gender comparison of payment, 49% of women and 34% of men were found to have "yes". In the gender comparison of payment instruments, 36% of women and 19% of men were "shopping". On the other hand, in contrast, "game" showed 12% male and 2% female. This study is to observe how college students use smart phone in the open places including campus, restaurant, cafe, street, shopping center, bus and subway during the observation period.

This study conducted the primary analysis about the cases which are commonly observed in many situation of smart phone use, intended to find out the characteristics of consumption pattern used by most college students through smart phone under various situations based on the common characteristics.

Table 11 : University student consumption behavior

Case of observation	Meaning of consumption	Quality of life
Web surfing	Relation between leisure and society	Emotion sharing, smooth communication →Improve the quality of life. Disconnected conversation, Avoidance, latent, negative oral viral →Degrade the quality of life
Access to SNS(Facebook, Twitter)		
Listening to music		
Photo shooting		
Access to mobile game		
Use mobile instant messenger		
Mobile shopping (social commerce, open market)		
Use Mobile banking	Business and efficiency	Provide useful information Freedom of application selection →Improve the quality of life. Infringement of privacy and private life →Degrade the quality of life.
Email checking		
Manage and check schedule		
GPS information for map searching		
Check the information for public transformation time		
Use as payment tool		
Quick information search		
Weather checking		
Watch video lecture	Learning and diversity	Convenient learning →Improve the quality of life. Refinement of knowledge is impossible, Difficulty of expression →Degrade the quality of life
Creation of homework		
Search for information		
dictionary		

4. Conclusion

This study tried to find consumption patterns in mobile use, draw positive and negative factors of mobile consumption, and thereby analyse university students' mobile consumption. These days, with increased youth unemployment, university students in the young generation more give up a variety of essential things including economic one.

For this reason, this study is meaningful in the point that it provides a fundamental material for drawing up a futuristic plan for predicting the future economic life of university students, recovering the next generations' consumption sovereignty, developing a wise economic concept for education.

As a result of this study, the cases commonly observed under many smart phone user situations, were analysed primarily, the characteristics of consumption behaviour mainly used by consumers under various situations based on common features were analysed into 3 forms, that is leisure activity and relationship, studying activity, various lower level motives appeared.

From this result, we can estimate the smart phone use motif rather than the demographic value is more important variable affecting the use of smart phone.

Since most of college students receive the economic support from their parents, it can expand the economic burden inevitably, so the right education and recognition on the smart phone use are needed. Therefore, the college students themselves must be careful not to experience everyday disability or stress with dependence or addiction.

According to the focus group interview, many university students said that smartphone use triggered their impulsiveness. In particular, they pointed that advertisements encouraged their impulse buying.

Therefore, although it is unfair to say that an amount of smartphone use is always proportional to its influence on consumption habits, it is possible to conclude that smartphone based advertisements are greatly influential on encouragement of impulse buying.

Smartphone addiction accounted for 4% of the students in two universities, which was remarkably low. For this reason, there is less necessity of the education to prevent smartphone addiction. Smartphone payment experience accounted for 83%, which means that most students use smartphone payment. Of them, 55% were found to do shopping with smartphone payment.

According to the comparison by sex, female students did more shopping than male ones. In the focus group interview, there were many opinions that advertisements induced impulse buying while their mobile shipping. Therefore, it is necessary to educate female students to prevent mobile impulse buying [11].

Like this, smart phones influence to our lives positively in that they supplement the functions that human can't give; provide the high tech based service more easily and rapidly.

But, as we know from our observation, college students obsessed with smart phone games might experience the addition without smart phone, even in the classroom; it can cause adverse effects such as unable to release smart phone from hands and using smart phone regardless of time.

College students are in a transitional period when they become adults, and their autonomy is expanding in purchasing and using products. Therefore, it seems that college students should be careful not to use their own smartphones and experience their daily life disabilities or techno-stress by dependence on them or addiction.

Therefore, the disconnection of conversation caused by smart phone, the infringement of personal information, and deterioration of learning effect imply that smart phone may degrade the quality of our lives.

It is evident that we are living a more convenient and useful world with smart phone, but in order to utilize smart phone in our life, above all the understanding on how the quality of our lives has changed due to smart phone should be advanced.

From the perspective of quality of life, companies should make the communication with customer smooth by providing customers with service on the receipt and handling of complaint in which real-time access is possible, should contribute to improve the quality of life of consumers by providing the contact point which can reflect the desire of smart phone users immediately, observe the response of market.

Before establishing important policy or law of nation, the government should disclose the transparent information through smart phone application or SNS so that people can suggest and collect opinions.

In addition, the government should arrange the law which protects consumers and regulates the activity of corporation which degrades the quality of life so that consumers can reasonably use products and service provided by corporation. The government, which should have managed and supervised the proper performance of these activities of corporation, should establish the guideline that can fix the role of corporation, open the information disclose type web site so that people can figure out the information on smart phone products or application in order ensure the right of the people to know.
The government should minimize the privacy leakage of people by implementing the nation-level strong legal regulation on the infringement of privacy arising out of smart phone, which has been emerged as the most serious issue recently, by arranging the dedicated authority which can govern the system on effective time limit about privacy collecting and retention.
Likewise, the consumer organization should actively inform the privacy which companies have collected without the consent of consumer, and continue the monitoring on the activity of corporation and government.
Under the situation in which smart phone has significantly influenced to overall society and culture, the government should be interested in the matter of life quality degradation, suggest the national policy and guideline that can secure the basic right of consumer and guarantee the safe product and service.
Furthermore the government should be interested in the active policy development for mental health increase and the plan which can improve the quality of life of youth in the youth policy and social welfare policy.
The results of this study show that to use smartphone more wisely for modern people, it is necessary to identify the level of poisoning of the party in use and to deal with it.
In other words, government and private organizations should take a variety of measures to prevent the negative effects of daily life such as anxiety, irritability and social contraction through campaigns related to smartphone addiction.
In other words, if you are a high-risk user, you should consult with a professional counsellor about smartphone addiction, or if you are a potential user, you should install a smartphone addiction prevention app to control your smartphone usage through smartphone time setting.

5. Discussion and suggestions

Beyond simple communication functions, smart phones are mobile phones equipped with computer functions that not only help in everyday life regardless of time and place, it allows you to perform the necessary tasks and enjoy various leisure activities.
Programs that provide entertainment such as games, information search; video watching, music listening, and social network service (SNS) can be used anytime and anywhere through a smartphone.
However, due to the various enjoyments and convenience of smartphones, more and more people are showing problems of obsession and dependence on smartphones.
It should be noted that overuse and obsession with smartphones can lead to addiction, which is not controlled.
First, it is a physical problem caused by overuse of smartphone. Torticollis syndrome that causes headache and neck bending to cause headache, numbness and neck pain, wrist tunnel syndrome as wrist pain, decreased vision and damage, and shoulder stiffness.
Second, it can cause emotional and behavioral maladjustment problems such as anxiety or depression due to smartphone addiction, aggressive behavior, difficulty in self - regulation, and interpersonal difficulty.
In addition, these emotional and behavioral maladjustment problems can be extended to serious crimes such as violence and murder.
Third, there is a problem of maladjustment of school life or work life due to excessive use of smartphone.
Smartphone addiction appears at various ages, but the risk of poisoning is higher in teenagers and twenties who are relatively immune - controlled than middle - aged adults. In particular, the risk of addiction to 20 smartphones may be higher because there is little control over smartphone use compared to middle and high school students.
Especially among college students in their twenties, it is expected that they are very vulnerable to addiction to smart phones and stress, stress and anxiety about career and employment.
Among the various addiction areas of college students, the high risk of addiction to smartphones is due to the characteristics of high accessibility, convenience and various contents of the smartphone presented above, freedom to use the smartphone, Search, and learning programs using smart phones.
Especially, university lecture rooms and libraries that college students frequently enter are convenient to use smart phones because Wi-Fi is well built.
Therefore, college students cannot control their smartphone usage in their daily lives and are more likely to be addicted.
Therefore, I would like to analyze and present trends of university students' smartphone addiction study to prevent and mediate the addiction of smartphone users.
In particular, considering the various factors related to addiction, it is revealed that there is research significance as a data for the prevention and intervention program of smartphone addiction in college students by systematically analyzing the causes of smartphone addiction and result factors of smartphone addiction

90% of college smartphone users start their mobile phones as soon as they open their eyes in the morning, and start the day checking on their instant messages or e-mails overnight. In observational research, people were using smart phones as a means of play such as taking pictures or playing games. Although the application of smart phone can select various functions that users need, most of the functions mainly used by college students are used for the purpose of friendship or social socialization
There was In addition, college students who use smartphones can visit friends' SNS (Facebook, Twitter, Cacao Story) via smartphone during traveling time or river time for going to and from school, instant messenger with friends Kaotok, line) conversation, and much of his time.
Smartphone consumers can instantly view and respond to photos and articles posted by their friends on their SNS, and share their interests with their feelings.
In addition, mobile games that can be played on smart phones have the characteristics to be able to play with friends, so that the game space can be exchanged.
Most students use their smartphones to communicate personal interests to people, either not feeling alone or alone.
College students were taking their smartphones out of their pocket for a few minutes after they were with friends, and they were continuing their activities such as web surfing, mobile shopping, games and listening to music.

As seen in other observational examples, mobile instant messages are exchanged with people, who have relationships in society,
Through their activities such as visiting their social networking sites and sharing their daily lives, smartphone users have a sense of belonging to social relations with people.
For this reason, smartphones have contributed to improving the quality of life by meeting the consumption value of pursuing social relations, as a tool for consumers to share emotions with others and communicate smoothly in their leisure activities or leisure time.
The more you talk to your friends and talk about your smartphone, the less you talk I was immersed in the smartphone without talking. It was possible to pursue social relations as a feeling of belonging in a virtual space mediated by a smart phone was satisfied, but in actual face-to-face situations, it can lead to interruption of conversation of interpersonal relationship, which means that the social relation is deteriorating.
Smart phones can access convenient information anytime and anywhere by touching special information that was not accessible in the past through advanced technology such as GPS, mobile banking, and time information prediction.

A smartphone device based on wireless internet is widely used for information search, game, music, photos, and others in life. One of the reasons for a diversity of use of smartphone is its application which serves as the biggest difference between smartphone and its previous mobile phone.

The expansion of wireless internet and security infrastructure and the development of diverse interfaces contributed to growing the mobile consumption market. The distinct feature of smartphone-free use of wireless internet-can gives new motivation to users. Therefore, it is expected that there is a difference between online and offline consumption patterns.

This study tries to find consumption habits using smartphone. Mobile has its differentiated features such as convenience, response, and control. In other words, it is possible to do shopping at any times and any places, present immediate purchase response with coupons, and immediately respond to discount events.

In combination with consumption, mobile features like convenience, response, and control promote consumption through smartphone. Mobile helps consumers feel satisfaction but increase their propensity of impulse buying. In the smart era emerging with the wide penetration of smartphone, consumers become smart, but there are not only positive factors but negative factors like impulse buying.

Therefore, the right of consumers that aims to the increase of the quality of smart phone consumer's life must be reflected to the government digital consumer policy which is emerging recently [12].

Based on this, the government must try to improve the quality of consumer's life by maximizing the convenience caused from smart phone, in the contrary; the government must make guideline and policy which doesn't degrade the quality of consumer's life by informing the side effect of thoughtless use of smart phone accurately.

Other than this, the government must establish the dedicated department in order to minimize the side effect of smart phone use, the non-governmental organization and consumer institutions must arrange the institutional device which can monitor the governmental policy and institution in charge urgently.

Smartphones provide consumers with useful information in the right place at the right time, and they can select only customized content or applications that they want, giving consumers a high level of control do. The higher the control, the more people can do what they are given. Smartphone is a time and space allowing consumers to enjoy the content they want.
Smartphone consumers' use mobile banking services in subways and buses to handle urgent banking tasks, and they are not constrained by time and space, such as checking e-mails on the go.
Since students are observing college students, a lot of students are learning smartphones during the observation period. The subjects to be observed are not only learning by using smartphones but also books, notebooks, and tablet PCs It was used with alternative means. Based on this fact, I could guess that smartphone is being used as a supplementary means of learning activities for university students.
Indeed, many college students are learning using smartphones in schools and coffee shops, but it is difficult to prove the effectiveness of learning.
This is because smartphone consumers are trying to use smartphones as a tool for diverse learning, but they are only self-deterministic when performing the tasks they want to do, and the level of elaboration of memory is rather lower.
Many companies are launching learning materials that are available on smartphones in recent years. However, for smartphones that requires complex learning or memorization, it can reduce the effectiveness of effective learning by consumers.
The smartphone learning programs that are pouring out like the fashion trend reflect only the consumption trend of the learning diversity through the smartphone in the company.
It is not enough to develop the solution to inform the consumers who use the smartphone learning information and to improve it. It is true.
University students use smartphone to do messenger or SNS regardless of smartphone addiction level.
As a result, it can be interpreted that smartphone addiction differs according to the usage time of smartphone rather than the purpose of smartphone usage of university students.
College students who use smartphones too much could prefer to spend time online rather than face-to-face encounters and interactions.
Therefore, excessive use of smartphones may weaken direct human interaction and may cause psychological atrophy or depression because of lack of support from others when psychological support is needed.
As an unstable and frustrated college student who could not use a smartphone could not solve the conflict with other people, the tendency was to expose his / her information and exchange with someone.
Especially, excessive use of smartphone causes psychological anxiety and depressed mood to be perceived more because it hinders the study and school record, does not perform the work that is planned and hurts daily life.
These results are in the same context as previous studies suggesting that addiction to smartphones increases depression.
The results of this study can be used as data to help students understand that excessive use of smartphones by university students negatively affects interpersonal ability and increases psychological depression.
In addition, students will be able to promote education and programs that promote smooth communication and sociality with positive people and encourage positive psychological development.
Based on the results of the study, it is necessary to study the difference between men and women in future studies.

It is also necessary to study the effects of mental health such as eye fatigue, turtle neck syndrome, physical health, obsessive compulsive disorder, paranoia, and anxiety, which are a problem with smartphone addiction.

In this study, the three consumption values confirmed through the observation of consumption behavior of smartphone users are compared with the quality of life of college students.
It is true that our quality of life has been improved in that communication is becoming more active and convenient on the smartphone, but behind that there is also a part that confuses our life such as interruption of conversation or infringement of personal information, there is a need for interest from all walks of life.
In terms of quality of life, companies need to smoothly communicate with customers by providing services related to receipt and processing of inconveniences that customers can access in real time via smartphone, and they immediately reflect the needs of smartphone users, It should contribute to improving the quality of the consumer's life by establishing customer contacts that are essential to respond.
The government must disclose information transparently through smartphone applications or social networking services (SNS) so that the public can gather opinions and suggest opinions before drafting the country's important policies or laws.
In addition, laws should be laid out to protect consumers so that consumers can reasonably use the products and services provided by enterprises, and regulate the activities of companies that degrade the quality of life.
Governments that need to manage and oversee the implementation of these activities are encouraged to set guidelines to correct the role of the company and to ensure that the smartphone product information or application information is gained at a glance you should open an information-free website.
In recent years, the government has enacted strong legal regulations on personal information infringement caused by the smart phone, which is emerging as the most serious problem in the past, and established an effective period for the collection and holding of personal information, to minimize personal information leakage do.
Consumer organizations should also actively inform the public about the personal information that a company collects without the consent of consumers and monitor the activities of corporations and governments on an ongoing basis.

We lacked understanding of how smartphones are changing the quality of our lives.
In this study, As a result of observing non-behavior, consumers were using it to pursue the relationship with the interpersonal person through the smartphone in order to feel a sense of belonging that can satisfy their social desires even though they are alone in their spare time. When using them, more convenient and easy-to-use functions have enabled them to fully utilize, predict, and select their own functions, resulting in increased control and more efficient functions.
In addition, the value of smartphone consumption by college students enables self-directed learning through smart phones in learning activities, enhancing self-determination of college students and providing various learning opportunities.
As such, smartphones complement the functions that human beings cannot do; it has a positive impact on our lives because it provides us with a service that is based on one level easily and quickly.
According to one recent article, college students on smartphones experience irritable addiction without a smartphone, and can even experience adverse effects such as being unable to put their smartphone in their hands and use it on their own during lessons it is.
As we can see from our observation, Information infringement and deterioration in learning effectiveness suggest that smartphones can degrade the quality of our lives.
It is no doubt that we are living a more convenient and useful world with smartphones. However, in order to utilize the smartphone in our lives, it is necessary to understand how the quality of our lives is changing due to the smartphone.
Therefore, this study investigates what kind of consumption behavior the smartphone shows in daily life of consumers and how it affects consumer’s quality of life due to convenience of smartphone.
Especially, I tried to understand smartphone consumption behavior, which was not found in controlled situations, by directly observing college students in their early 20s who are making the most use of smartphones and forming a main use layer.
In addition, the government is concerned about the quality of life caused by the smartphone, so as to guarantee the basic rights of consumers and guarantee safe products and services.
Policies and guidelines should be provided.
Corporate and government efforts to ensure consumers' right to know and to secure a safe and secure lifestyle should be continuously monitored and improved by nonprofits and consumer groups
Will be.
The policy recommendations based on the results of this study are as follows.
First, it is necessary to establish governance of government and civil society cooperation, and it is necessary to operate a specialized agency.
Develop and distribute manuals for correct use of smartphones, and propose aggressive measures such as campaigns in government policies.
In the case of university students' motivation to use smartphone, when the pursuit of pleasure such as fun and mood change is high, their level of smartphone addiction also increases, and the level of subjective happiness decreases as the level of smartphone addiction increases Reported.
Although the use of smartphones as an alternative to stress relief is a short- It is suggested that the reliance on smartphone ultimately may lead to a decrease in subjective well-being.
On the other hand, in the case of general user and potential user group, it emphasizes positive aspects in everyday life such as convenience of life and alternative relationship,
It is also important to emphasize that there is not only a static aspect.
Today, as one-person household’s surge, modern people who are lonely will be able to find the vitality of their life by making friends with people with similar hobbies by using SNS through smart phones.
In addition, the positive aspect of being able to easily find the information you want, whenever and wherever, you might be able to do it.
The smartphone is rapidly spreading to the whole nation, and its influence is increasing exponentially.
Through the use of smartphones, it deals with enemy and private affairs, and is trying to expand the communication of individuals and private communication.

Smart phones that evolved into a new form of mobile communication tool combined with the Internet are strengthening diverse social networks by incorporating an Internet-based communication network in their mobile phones. Smartphone users are expanding themselves through various forms of applications.

The use of smartphones has become an indispensable necessity and medium for everyday life, study, friends and family relationships, and has become another culture of university life.

As the smartphone occupies a large portion of the lives of university students, college students need to establish the right use of smart phones. In order to do so, it is necessary to conduct an actual investigation into the actual situation and characteristics of smartphone usage.

Therefore, the result of this study is not a policy to restrict the usage of smartphone unconditionally by approaching from a negative aspect of smartphone addiction, but it is more positive and wise to use smartphone according to the trend of the smartphone addiction according to the trend It seems necessary to induce them to use it.

From a practical point of view, there are many useful aspects of the results of using smartphones.

Information retrieval, promotion of human contact, relationship with a distant friend, and helping with daily life are positive aspects, and it is also necessary to help college students to use these functions at various levels.

On the other hand, it is difficult to overlook that some negative and dysfunctional outcomes may result.

Participants in their own domain cannot but be worried about the human alienation phenomenon when they see smartphones as one object while being isolated from the existing interests and relationships while doing smartphones.

It is hard to deny that smartphones are becoming indispensable necessities in this age.

However, it is difficult for a smartphone to be recognized as a single entity by replacing a person's place.

People must be first, relationships first; smart phones should be a means to make life easier for people.

Therefore, it is necessary to educate students about the correct use of smart phones so that they are not too isolated from people.

Therefore, in this study, the degree of smartphone addiction may affect the change in daily life in terms of both positive and negative aspects.

This study has the following limitations as well as the following points.

First, this study is aimed at some college students in the region, so it seems that it is difficult to generalize to all university students in Korea.

Second, because this study was obtained from a single viewpoint, it would be more meaningful to conduct a longitudinal study.

Nevertheless, through this study, the influence factors of college students' smartphone addiction and the quality of life of college students were presented in various perspectives.

It is necessary not only to suppress the change of everyday life caused by the use of smartphone but to create a plan to cope with the negative aspect of the country and home see.

It also diagnoses smartphone addiction and gives everyone the same prevention program

It is thought that it is necessary to develop and apply differentiated preventive programs for each age and individual, taking into consideration the effects on the daily life depending on the degree of poisoning.

In the community, intervention, school intervention, Consumer education contents development by age group, Government-led R & D and interest in the prevention of smartphone addiction prevention by age and sex are required in a multidimensional manner.

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