

# Study on the College Students' Consumption Concepts in the Internet Age

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**Keywords:** Internet age, Consumption concepts, College students

**Abstract:** Consumption is an eternal theme of human society, it runs through human life activities. In the context of globalization, the influx of Western consumerism has brought about significant changes in people's consumption concepts and behaviors. College students are the builders and successors of the socialist cause in the future. As a special consumer group, their consumption concept is not only influenced by the social consumption concept, but also has an important impact on the social consumption concept to a certain extent. Through the research on the current situation of contemporary college students' consumption concept, we should highlight the bad consumption tendency in college students' consumption concept based on fully affirming that the university's physiological consumption concept is mainstream, and analyze the specific reasons for the existence of bad consumption trends in college student consumption concept. , So as to actively explore effective ways to construct college students' correct consumption concept. The study of college students' consumption concept is of great significance. It is not only conducive to advancing with the times of ideological and political education activities, promoting the healthy growth and overall development of college students, but also conducive to the construction of harmonious campus and harmonious society.

## 1. Introduction

College students are the elite of the society, the future and hope of the motherland and also a special consumer group. Their consumption concept is not only related to their own growth, but also closely related to social life, which affects China's consumption model to a certain extent. They shoulder the mission of building socialist modernization and realizing the great rejuvenation of the Chinese nation. Their consumption outlook directly reflects their life attitude and value orientation. It has an important impact on the steady and healthy development of our economy and the construction of a civilized and harmonious society. However, due to the irrationality of college students' own consumption, the lag of consumer education in colleges and universities, and the influence of family and social environment, the contemporary college students' consumption concept is increasingly problematic. Tendency, unrealistic tendency to excessive consumption, etc. This makes it necessary to study the consumption concept of contemporary college students. The purpose of this article is to discover the problems in the contemporary college students' consumption concept in time, analyze these problems specifically, find the reasons for the problems, and then propose to guide the students to establish correct The strategy of consumption concept promotes the free, comprehensive and healthy development of college students, improves the content system of ideological and political education practice activities in colleges and universities, and promotes the harmonious development of society.

## 2. The Theoretical Basis for Contemporary College Students to Establish a Correct Consumption Concept

The relationship between consumption and the overall development of people. Consumption, as a problem in the field of economics, has an inseparable relationship with human activities. Therefore, Marx and Engels use economics as an entry point to deeply explore the relationship between consumption and human all-round development, and to reveal the state of human social

existence. Someone had studied the issue of human all-round development long ago, but only Marx and Engels created the theory of all-round human development, making all-round human development a true science. Marx and Engels believe that consumption is the most basic condition for human survival and development. If people want to create history, they must be able to live. To be able to live, they must have compatible products. Then they must produce products. The purpose of producing products is to Consumption, consumption has become the most basic condition for creating history; With the development of productivity, consumption continues to expand, people have not only the need for survival but also the need for development, therefore, consumption is conducive to the improvement of human comprehensive ability; consumption also It can promote the improvement of personal spiritual culture, develop human personality, and realize the free and comprehensive development of individuals. Only the realization of individual free and comprehensive development can bring about the free and comprehensive development of the entire human society.

Third, the relationship between consumption and nature. Marx and Engels pointed out that human consumption activities should be within the range that nature can bear, and moderate consumption should be opposed to excessive consumption. Marx believes that human material life and spiritual life are closely related to nature, and each of us is a part of nature. This shows that the relationship between human beings and nature is part and whole. Our consumption activities are inseparable from nature, and nature is a prerequisite for people's survival and development. However, we must adapt to the laws of nature 's development. We cannot over-exploit and use it. We must not unscrupulously try to surpass the power of nature and violate the laws of nature. Because reckless consumer behavior is like lifting a stone and hitting our feet, Engels warns humanity. We cannot indulge in the joy of overcoming nature. For every victory over nature, nature will repay us in the future. Therefore, we must deal with the relationship between consumption and nature, protect the ecological environment, promote the harmonious development of man and nature, and moderate consumption is against over-development and over-consumption.

### **3. Analysis of the Status Quo of Contemporary College Students' Consumption Concept**

With the continuous improvement of social and economic living standards, many unhealthy consumption ideas have appeared in the society. University campuses are increasingly affected by these unhealthy consumption ideas. The phenomenon of lavish consumption and ostentation among college students is not uncommon. According to the investigation and analysis of relevant scholars, 52.84% of college students choose to "pay within the means", which shows that most college students' consumption concept is relatively rational. As the saying goes, people with moral cultivation cultivate themselves through inner peace, and cultivate their noble virtues through frugality and simplicity. Only when you have a clear heart and few desires can you have a clear ambition, and a stable and clean one can realize your ideals. Therefore, college students with a moderate consumption outlook will reduce extravagance and waste in the daily consumption process, and can resist the impact of temptation and bad consumption habits. The general performance is: do what you can and strive to "get the value"; there is a general consumption plan. Since the money that parents give to each month is fixed, they often divide the money into daily life consumption, learning consumption, Entertainment consumption, etc., try to avoid unplanned expenditures; face expensive goods often have calm thinking, will consult relevant information before buying expensive goods, or consult relatives and friends who have experience in buying, fully understand the performance of the goods, the market After the evaluation and after-sales service information, the decision to consume will be made.

The opposite of the moderate consumption concept is the advanced consumption concept. From the single cash consumption in the past to the current UnionPay card and credit card consumption, people's lives have become more convenient, and the pace of life has gradually accelerated. This convenient way of consumption has prompted some college students to form an advanced consumption concept. The advanced consumption concept is a consumption concept that separates from the actual consumption capacity and uses the future purchasing power to make up for the

current lack of purchasing power. To put it plainly, it is to spend tomorrow's money and fulfill today's dream. College students are still very abstract about the concept of "finance". For the first time they have their own bank card and for the first time they have free cash. They only care about the momentary enjoyment and indulge in the pleasure of consumption. We know that the consumption level should be adapted to the individual's actual ability. The advanced consumption concept of some college students is not only not conducive to their own healthy growth, but also imposes a huge burden on the family. It will also lead to a credit crisis and legal events. Therefore, college students should grasp the degree of consumption and guide them to consume reasonably with the correct concept of consumption.

#### **4. Causes of Problems in Contemporary College Students' Consumption Concept**

First, compare psychology. University campuses bring together college students from all over the country. The family conditions of each student are different. However, college students at this age generally have a competitive mentality. College students with a wealthy family may show an indifferent attitude towards money. Choose high-end products for consumption to show their superiority; college students with less wealthy families will try their best to change the economic status quo in order to maintain consistency. In addition, the impact of various consumer thoughts brought by globalization has led to a gradual comparison psychology among college students. Some college students even blindly compare despite the limitations of their families and their own conditions, others use Apple 4 I would like to have a newer Apple 5. For college students who are not economically independent, blind comparison is not in line with their status. Second, the herd mentality. College students lack the corresponding consumption experience, so they will show a lack of rational judgment when they consume, and the immature consumer psychology loses its direction even more under the temptation of advertising. When it sees what others buy, they will also buy anything. I think that everyone's choice must be good, which has contributed to the consumer psychology of the crowd. The immature consumer psychology forms a wrong consumption concept, which will increase unnecessary expenses for college students and cause extravagance and waste. Third, the desire for self-identity. The so-called self-identity can also be expressed as "self-identity", which is a person's self-evaluation and positioning in terms of career choices, political values, and religious beliefs. This means that college students are eager to fully understand themselves, show their personalities, and have the mentality to establish values and plan for self-development. If you cannot establish a sense of self-identity, you cannot establish your own values and direction of life, then you will have a sense of crisis of self-identity.

#### **5. Analysis of the Way for College Students to Establish a Correct Concept of Consumption**

Contemporary college students must not only have high skills and high qualities, but under the conditions of a socialist market economy, rational consumption has become an essential requirement for their lives. Colleges and universities are important bases for cultivating social talents. Although ideological and political education is not a panacea, it has the important responsibility of educating and guiding college students to establish a correct concept of consumption. Knowing and cultivating college students' healthy consumption psychology, guiding college students' correct consumption behavior, and cultivating a successor in the new century that integrates rational consumption concept and rational consumption behavior.

Strengthen the awareness of diligence and frugality consumption. We should clearly realize that with the rapid development of economic globalization, people's ideas and lifestyles have been greatly impacted. The ideology and consumer culture of developed Western countries have gradually penetrated into our country, which has seriously affected every one of us. People, contemporary college students are no exception.

We know that the irrational consumption concept not only puts a heavy burden on some college students' individuals and families, but also brings mental illness to college students, and has an adverse impact on their study and life. In various media reports, we have indeed seen that some

students have envied and envied the classmates they eat and use famous brands. Therefore, while strengthening the education of college students' outlook on life, values, and world outlook, colleges and universities must strengthen their understanding of the correct concept of consumption, help them clearly understand what kind of consumption concept is the correct concept of consumption, and guide college students to stick to their ability to live within their means and moderate consumption.

Consumer behavior refers to the sum of consumer activities that people carry out in order to satisfy their material and spiritual needs. Nowadays, under rich material conditions and under the influence of various consumption ideas, college students' consumption views are different. Different consumption views produce different consumption behaviors, including rational consumption behaviors and irrational consumption behaviors. Faced with the irrational consumption behavior of college students, we should give full play to the function of ideological and political education, so that these irrational consumption behaviors are properly guided.

On the basis of strengthening the understanding of the correct consumption concept and cultivating healthy consumption psychology, guide college students to make a consumption plan and appropriately control consumption behavior. In the political theory class, you can increase the content of college physical finance knowledge, help college students to establish the correct concept of money, and only by correctly understanding money, in the future can we use money scientifically and reasonably, resisting the temptation of money worship; also through lectures by famous experts, Let students clearly understand the relationship between supply and demand, understand basic financial knowledge, and master basic financial management methods; provide a platform for college students to simulate financial management, add college students' entrepreneurial practice activities, and provide social practice opportunities for college students in conjunction with relevant social organizations Etc .; set up an exchange platform, students can apply to the exchange platform for the consumer knowledge they want to understand, and provide college students with an opportunity to communicate with each other. More importantly, through this platform, educators can target and address different characteristics of different college students. Different problems encountered in their lives are treated accordingly. Help them establish a reasonable and effective consumption plan, prompt them to establish a correct consumption concept, and guide college students with the correct consumption behavior with the correct consumption concept.

## **6. Conclusion**

On the basis of collecting and sorting out the relevant theories of “consumption concept of college students”, combined with the current situation of contemporary college students 'consumption concept surveyed by relevant scholars, it can be seen that the mainstream of contemporary college students' consumption concept is rational, but due to irrational factors and Under the influence of other external factors, problems such as blind consumption tendency, unrealistic excessive consumption tendency, and pursuit of symbolic symbol consumption tendency appear in the college students' consumption concept. They are an important force for realizing the Chinese dream of the great rejuvenation of the Chinese nation and a builder of future society. Helping college students to construct a correct consumption concept is not only related to the development of college students themselves, but also closely related to the construction of the national socialist cause. Therefore, under the joint efforts of all parties, education on college students 'consumption concept should be strengthened to create a good consumption environment for college students, help college students establish a correct concept of consumption, and cultivate college students' lifestyle of reasonable consumption.

## **Acknowledgment**

2019 Heilongjiang provincial institutions of higher learning basic scientific research operating expenses scientific research project “project name” funding, project name: Research on college students' green consumption view from the perspective of online lending.

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