

# **Analysis on moral education of Vocational Students' Consumption View under Consumerism**

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**Abstract.** As to the moral education of college students, especially vocational students, attention must be paid to students' characteristics and demand to strengthen the pertinence and timeliness of moral education. With the continuous deepening of socialist market economy and the rendering of consumerism, college students walk in the forefront of the trend and also are affected by negative thoughts, thus leading to a bad consumption view. Therefore, the problem concerning the consumption education of college students increasingly becomes the focus of attention. The research of this topic is associated with the ideological and political education of college students. The sustainable development of the society needs high-quality talents and the all-around quality education is the only road for talents cultivation, so the consumption education of college students should be on the agenda. By studying the current consumption education, a feasible method of building college students' health consumption view is discussed in this paper by combining the theory with the reality.

## **Introduction**

The moral education concerning consumption originates from the foreign countries. America and Japan first conduct relevant researches and China starts late, in which the first monograph concerning consumption education came out until 2005. The moral education concerning consumption is a novel research field. The Report of The 17th National Congress of CPC emphasizes: "The ideological and moral construction is to be strengthened and the phenomenon of extravagance and waste and passive corruption is still very serious." It can be seen from this that the responsibilities of ideological and political education workers in cultivating students' scientific and reasonable consumption view and correcting their extravagance and waste and other bad consumption behaviors are great.

## **Consumption education**

### **Connotation of consumption**

Xinhua Dictionary defines the consumption as: "The consumption is the material wealth consumed for satisfying the production and living needs." The research on consumption first occurs in the economic field, including production consumption and living consumption. As Marx says in the introduction of Critique of Political Economy: "The conclusion we obtain does not mean the production, allocation, exchange and consumption are the same thing, but that they consist each link of an ensemble and the difference in an unity."

### **Connotation of consumption education**

At present, the consumption education is defined by the academic circles in China as: the consumption education is an educational practice to teach the educational objects the consumption knowledge and skills, cultivate their scientific and civilized consumption view and build the consumer right protection consciousness in an organized and planned manner. The consumption education, especially the consumption of college students, aims to cultivating college students to build correct consumption view and have scientific and reasonable consumption habits. By improving college students' consumption skills, the reasonable allocation of commodity value and use value is realized to promote the stable development of the whole social economy.

Meanwhile, students' legal consciousness of consumption should be strengthened step by step. The modern society is a society with rule of law, in which to ensure no damage to their interests, consumers, specially college students, as the vulnerable groups in the market, must rely on the legal means. The legal education of consumption is also one of the core contents of the whole consumption education. For example, the Law on Protection of the Rights and Interests of Consumers in China is an powerful weapon to protect consumers' interests. However, the legal protection means in China are not perfect and there are still some loopholes, so it is necessary to strengthen the relevant legal construction.

## **Problems in college student consumption**

### **Problems in college student consumption**

The consumerism originating from America imposes great impact on contemporary Chinese market and also blows it into the campus. The daily consumption of college students is tended to consumerism, which is mainly embodied in three aspects:

#### **Bad consumption view**

The mainstream consumption view of college students is healthy, but the bad consumption view seems to rise, on which the ideological and political education workers of colleges should pay great attention. For example, the luxury consumption concept exists, college students pursue famous brands, the famous brand electronic products, clothing, bags and decorations are more and more favored by college students and the concept of you need nothing once you own it exists. Students spend a huge amount of money in networking, communication, games, shopping, hiring someone for class and exam and purchasing these luxury products. Therefore, college students are "moonlite" and even beyond their affordability, then they will buy the famous brands by borrowing money. With the development of consumption market, college students generally can use the credit card, a new borrowing consumption form, which provides possibility for college students' luxury consumption, enjoyment emphasis and no frugality awareness.

#### **Bad consumption behavior**

The bad consumption view will lead to bad consumption behavior. For example, unreasonable consumption structure of college students: as students, their main consumption expenditure should be for basic life and learning. However, with the development of the times, the consumption ratio for the two declines year after year and college students' consumption in social contact, network and love greatly increases. Although college students should integrate into the society, this phenomenon may be caused by their enjoyment emphasis, vanity and values deviation.

Meanwhile, college students' consumption behaviors are polarized. College students from poor families can be only affordable to basic learning expense due to their limited family conditions and are constrained even if with the aid of student subsidies and scholarship. By contrast, college students from wealthy families are upscale, typically characterized by extravagance and waste and strong sense of superiority. In the schools, the two groups will certainly have frictions and collision, which may lead to psychological problems and affect the healthy growth of students, regardless of the consequences.

#### **Consumption skills and weak legal protection consciousness**

Due to the closure of campus environment, students' social consumption information is obscure and they are easily affected by the advertising effect, without sufficient experiences and with unexperienced technology. Due to this, many merchants fight for the campus consumption market, expecting to get the biggest benefits with simple propaganda. Before entering colleges, students purchase products with the experience of their parents and do not know the consumption traps. Besides, they don't know how to protect their reasonable interests by which mean when their interests are damaged. For example, college students are easily tricked by door-to-door selling as they are overwhelmed facing the peddlers' subtle words and evasions.

## **Cause and consequences of college students' consumption problems**

### **Cause of college students' consumption problems**

The above consumption problems of college students mainly have two reasons: one is the impact of current social environment in China. The rapid development of socialist market economy and the continuous rise of media effect will directly stimulate the consumption of consumers, let alone college students who are most sensitive to the popular elements; the other is the colleges. The moral education of vocational students cannot catch up with the pace of the times and the ideological and political education is not proper. The college is a period when students' world view, life view and values are built, so students' concept must be affected by bad phenomenon and deviate from the correct direction in case of unproper moral education.

### **Consequences of college students' bad consumption**

First, make college students highlight material enjoyment and form comparison consciousness. The comparison under consumerism is not to compare whose performance is good and who reads more book, but who eats better, whose things are expensive and whose living conditions are better. Such students will certainly be addicted to the world of material desires after entering the society and the illegal behaviors may be conducted due to barren spirit.

Second, make college students build money-first values. Diligence and frugality and hard work and plain living have been slogans on the wall and the quality which should have been abandoned due to rich material life. When modern college students become the national main force, the socialist spiritual civilization in China will face daunting challenges.

Third, make college students have weak environmental protection and sustainable development awareness. For long-term development, the society needs sustainable consumption concept and green environmental protection awareness and the weak concept of college students will bring adverse influences on the long-term development of the society.

## **Consumption education in moral education of college students**

### **Role of consumption education**

#### **Comprehensively improve students' quality.**

What requires in modern society is not only limited to the knowledge level and the all-around quality of students should be improved correspondingly due to the all-around development requirements. The all-around quality should contain consumption quality and other contents, in addition to physical quality, scientific cultural quality and moral education quality. With the consumption times coming, the cultivation of students' quality is closely related to consumption, so the schools are required to conduct consumption education for students to strengthen students' accomplishment and improve the living quality, so as to further feed back to the cultivation means of physical quality, moral education quality and scientific and cultural quality in turn.

#### **Improve students' consumption ability.**

The education, in normal senses, aims at providing higher knowledge theory for educators, so as to improve their professional income and social status and improve the consumption ability of educatee. However, the consumption education is more targeted, which goes deep into the human consciousness and directly cultivates the consumption opinion, technology and strategy expecting to improve the consumption ability, with the groups of consumption behaviors as the objects.

As the simple campus life does not contact the complex social consumption, college students are easily affected by bad consumption concept when just entering the society without professional education, so as to have improper consumption behaviors and reduce their consumption efficiency. Therefore, the consumption education should be inclusive in moral education to correct the bad consumption behaviors of students and improve their consumption ability.

#### **Guide students' consumption behaviors.**

Due to their limited ability and spirit, they cannot answer every question of every student, so the educators cannot master the changes of students' concept timely. Considering this, it is necessary to help students build correct concept, in which the correct consumption concept should be inclusive. by

consumption education curriculum, it can cultivate the correct consumption concept of students, help students identify the health of consumption behavior and what's more important, supervise their consumption activities in daily life so as to correct the divergence, if any, immediately. Meanwhile, students' introspection habits should be cultivated to make them draw inferences when facing consumption problems, so as to build independent treating concept and retrospect their consumption behaviors.

### **Regulate college students' consumption structure**

Reasonable and scientific consumption structure can promote the continuous development between the human beings and the society. With the social development, students' consumption limit increases gradually, which does not indicate that students' consumption is scientific and reasonable. Actually students' consumption structures are different greatly due to their different family environment and educational level. For example, children from rich family may spend most money on beer and skittles and the conspicuous events disclosed by the media are common. Obviously, this consumption structure tended to luxurious pleasure is certainly unhealthy. Children from poor families basically spend their money on living consumption, which has obvious unreasonable factors due to its single consumption structure, even if it is forced by the situation. These are to be solved by the consumption education. By building scientific consumption concepts, the personal consumption structure is reasonable and continuously perfected by continuous correction.

### **Method of consumption education**

Different educational environments have their own characteristics and the traditional teaching will not certainly get good teaching effects. Therefore, how to better meet students' needs to make the education really effective is the key for consumption education of moral education. Considering the actual situation of school where the author is, the author has the following thoughts.

### **Do the entrance education of college students well**

The teaching and research office of moral education conducted a training seminar concerning college students' ideological and moral quality for freshmen, which involved network, love, law and security knowledge and got positive response from students. It can be seen from this seminar that the freshmen are curious about the society like a birdie just flying in the sky, but do not know the correct way. The correct ideological guidance at this time will be more with less and it is the best educational time that students are willing to accept such education.

### **Make advantages of media and drive the atmosphere by "3.15"**

The International Day for Consumers' Rights and Interests each year is the best opportunity for consumption education in college campus. The "3.15" in the society and legal propaganda in the market provide real materials for students to make them know the consumption problems in the society immediately. The blackboard newspaper is established on campus, the relevant legal knowledge is publicized by broadcast and the campus debate, lecture and other activities are conducted, which can not only enrich students' extracurricular life, but also directly improve students' consumption quality and guide their consumption behaviors on the basis of students' positive participation.

### **Make use of "money" concerned by students**

There is a few activities involving money in the campus and such activities must be made full use of. For example, the purpose of scholarship or student subsidies in some colleges has changed. To receive the rewards, students are unscrupulous and completely neglect the real purpose of such rewards. However, such money will lead to certain consumption behavior and how to deal with this reward will reflect the different psychology of college students. The moral education workers of colleges must make advantages of such opportunity to guide college students' consumption consciousness and the correct means of receiving scholarship, so as to help students cultivate diligent and thrifty sustainable consumption concept.

### **Formulate corresponding standardize measures by the school**

The development direction of the society is ruling by laws, so does the school. According to the actual situation, the school should formulate and strictly implement implementable rules and

regulations, so as to provide powerful guarantee for the school to constrain college students' consumption behavior.

### **Optimize the living environment of campus**

The campus is the second home for student life and the good campus living environment plays a role of one plus one is greater than two. For this purpose, it is required to depend on the logistics service department of the school and the students' living environment will certainly be improved as the logistics services are in place. For example, the students income is basically zero, most of which depends on the supply of their family, so their consumption ability is limited. Therefore, the operation mode of the school's restaurant must be different from that in the society. If the school neglects the reality of students and only pursues benefits, students will complain and will have aggressive behaviors due to sharpening contradiction. Besides, providing cheap and fine food and supplies for students is an effective way to resolve the problems concerning the extravagance and waste of students and can also strengthen students' sense of belonging and gather the strength of all teachers and students.

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