

Guide “Post-00” College Students to Establish Correct Consumption Outlook

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ABSTRACT Undergraduates 'consumption outlook is closely related to the healthy growth of college students. Through the analysis of "post-00" college students' consumption outlook, it is found that the rational consumption of contemporary college students is mainstream, and some students have comparative consumption, advanced consumption, luxury consumption, impulse consumption. Finally, I will guide the college students from several aspects regarding the problems in the college students' consumption outlook.

1.CHARACTERISTICS OF "POST-00" COLLEGE STUDENT CONSUMPTION

1.1. Most Students still Consume Rationally

According to the survey, the proportion of "post-00" college students consumption is as follows: The average monthly consumption of food during school is 49.22%, clothing is 10.00%, learning is 8.61%, transportation is 8.19%, entertainment is 7.92%, communication is 7.09%, and other is 8.96 %, Rational consumption accounts for the mainstream, monthly living expenses of 600-1500 yuan account for 57.89%, 1500-2500 account for 23.68% of the above 2500 account for 18.42%, all living expenses come from the family accounted for 8 1.58%, some come from the family, some rely on themselves Earn 15.79%, earn 2.63% all by yourself. With the transition from lower grades to higher grades, the proportion of study costs is also increasing. Students need to improve their own needs. Consumption is also increasing, and training to obtain various professional qualifications The determination of the objectives of certificates, English level four and six exams, computer level exams, and postgraduate entrance examinations has further increased everyone's investment in education. College students also attach great importance to healthy consumption [1]. Some students choose to use sports resources in the school for exercise. There are also those participating in out-of-school sports activities. In short, with the development of society, China's reform and opening up have further deepened, China's economic transformation and adjustment are underway [1], and college students are easily accepted and A group keen on try new things, new social forces, their consumer attitudes are also in the diversification of the open, avant-garde direction of development, but the traditional concept of rational consumption is still the mainstream.

1.2. Small Number of Students Have Irrational Consumption such as Advance Consumption, Comparison Consumption, Luxury Consumption, Impulse Consumption

1.2.1. Comparison consumption

Starting from the Third Plenary Session of the Eleventh Central Committee of the Party [2], China's reform and opening-up has gone through an extraordinary and extraordinary course of 40 years, and the people's living standards have greatly improved. improve. Great changes have taken place in people's consumption concepts, especially college students, who are quick to accept new things. Thanks to Comrade Deng Xiaoping's guiding idea of "let some people get rich first," some families have become rich first. Consumption patterns have changed a lot, and the production and living materials are extremely rich, which meets people's needs. College students are in the transition stage from minors to adults. The impact of hedonism and consumerism, the increasing consumption of comparisons [2], the traditional consumption concepts are constantly being impacted, and some

students' consumption concepts have changed. This part of students think that a person is worthy of respect, not his knowledge, ability Moral quality, but his consumption ability, consumption level, competition for some students is no longer academic, professional competition, but competition for consumption.

1.2.2. Advance consumption

Advance consumption means that the current income level is not enough to purchase the products or services currently needed, and consumption is in the form of loans, installments, advances, etc. It is also known as consumption advancement, premature consumption, and active thinking. In the face of the trend of multicultural value choice, It is easy to accept new information and the influence of various cultures in society, and it is psychologically and psychologically changeable. This is the ideological characteristics of college students. With the deepening of global integration, on the one hand, western advanced science and technology cultural management has entered China and penetrated into various In the field, various consumerism and hedonism in the West have also been introduced into our country, which have severely impacted our traditional consumption concepts (strong regulation of family and personal consumption for hard work and frugality; Xingle's attitude to life) has a negative impact on contemporary college students 'consumption outlook. Most of the living expenses of college students come from families [2], and the supply of families is limited. At this time, online loans came into being and the convenience of campus online loans (convenient application, Lending quickly) solves the problem that college students want to spend ahead but their own family condition and actual conditions Contradictory issues. Similarly [2], in the era of credit consumption, college students blindly use consumer credit products such as credit cards, Huayao, and JD.Uncivilized collection methods also step by step into the abyss, and even lost precious lives.

1.2.3. Luxury consumption

Various Western consumerism, hedonism, money worship, and introduction into China, China has become the leading market for the rapid growth of global luxury goods. Luxury goods are defined internationally as "a type of product that exceeds people's survival and development needs and has unique , Scarce, rare and other consumer goods [3], "also known as non-necessities. College students' pursuit of luxury brand symbols is far higher than the demand for higher than the use value of goods. Luxury consumption is a kind of high-end consumption behavior. Some students are betrayed by China under the influence of Western consumerism, hedonism, and money worship Traditional diligence and thrift, ideological consciousness gradually declines, and the pursuit of spiritual ideals becomes increasingly void. The traditional comparison of learning, comparison of thinking, comparison of realm, becomes comparison to eat, to wear, to consumption ability, to consumption level, and the result is abandonment of schoolwork, and even some dropouts, a waste of life.

1.2.4. Impulse consumption

Impulse consumption refers to purchases that customers have not planned or consciously performed in advance due to external factors. Impulse consumption has the characteristics of being unconscious,unplanned [3], and motivated by the outside world.

The rapid development of e-commerce such as Taobao, Tmall, and JD.com has brought great impact to traditional shopping. Everyone 's consumption has no time and space constraints. There is a computer, and even a single mobile phone can complete the consumption. Consumption becomes very simple. In the era of big data, as long as you have searched for an item or service, the e-commerce platform will continue to push relevant information and continuously promote promotional advertisements. Although college students are mostly adults, their self-control ability is still compared to other adults People are weak [3], and the page design of the e-commerce platform is rich in color, novel and attractive, and the promotion methods of the e-commerce platform are also various. "618", "Double Eleven", "Double Twelve", "New Year's Day", "Direct Discount", "Send on full", "Buy 1 get 1 free", "Match package discount", "Collection coupon" , "Pay attention to good gifts", "Draw free tickets", "reduction on full" tricks, various names, people will be unknowingly attracted, will have the idea of losing money without buying.

2. Guide “post-00” College Students to Establish Correct Consumption Outlook

2.1. Strengthening Family Guidance to College Students' Consumption Views

After 40 years of reform and opening up in China, the socialist market economy has developed rapidly, and China's consumer life has been greatly enriched. It has also greatly affected our consumption patterns and consumption concepts. The future goal of Chinese social development is common Wealthy, but at present the polarization is still quite obvious. On the one hand, Some of the children who became rich first advocate hedonism and consumerism. They completely put away the diligence and simplicity of the Chinese nation and ignore the traditional values of diligence and thrift. On the other hand, children with less wealthy families, because many parents think that their children study well, and try to satisfy them materially[4]. The consumption level of these students is also inconsistent with the actual situation of the family, ahead of schedule. For college students, if the family can plant the correct concept in the child's mind before the child's concept of consumption is formed, it will be very beneficial to the development of the correct concept of consumption. The initial education of college students was provided by the family. The parents were the child 's first teacher. What kind of environment the child grew up in has a direct impact on the formation of his information consumption outlook [4]. Therefore, the family 's guidance on university students 'consumption outlook is strengthened from the source. As for cultivating college students' healthy and healthy consumption outlook [4], parents should provide support for their children's rational consumption and legitimate consumption behaviors during college, and promptly guide the poor consumption orientation in a timely manner. In daily life, focus on leading by example, preaching by example, and setting a good example for children.

2.2. Strengthen Education of College Students' Consumption Outlook

12 months a year, college students have to study in school for 10 months. University is the main place for classmates to study and live. To a certain degree, its influence has surpassed the family [5]. College students from birth to college, family, society, environment The formation of his concept of consumption has had a great impact. Some people may ask this question, an adult, his concept of consumption has been formed [5]. Now in college, he can be educated and guided to make it correct and scientific. Is it rational consumption? The answer is yes, we must start from these aspects: First, strengthen the renovation of the campus and surrounding environment, create a rational consumption campus environment, strive to form a positive campus culture, and provide college students with diverse forms of spiritual and cultural communication and learning [6]. Platform, carry out lively and interesting campus consumer culture theme activities, and integrate scientific and noble consumer concepts into the main body of campus culture,Secondly, we should also actively explore a professional education model of consumerism and incorporate consumerism education into the curriculum of colleges and universities.

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