Research on College Students’ Consumption Problems and Countermeasures

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Abstract. Based on the analysis of college students’ consumption structure and consumption behavior, the thesis puts forward the idea about how to guide students to establish individualized, civilized, scientific consumption idea and to promote the overall development of college students and cultivate excellent talents for the society.

College Students’ Consumption Problems
College students is a special consumption group. The consumption structure mainly embodies in the school supplies, books, the necessary living expenses, communication network, traveling expenses and so on. While in the process of this consumption, because there is no extensive consumption experience, College students often face some consumption problems.

Consumption Misunderstanding
First, college students like to compare with other. As long as other own something, they also want to possess them; second, college students pursue brand and reputation. But due to the lack of money, they reduce the food spending to meet them; third, college students spend money without restraint and they pursuit high quality life; forth, consumption without purpose. Most college students will buy things they like while do not consider whether it is useful for them.

Unreasonable Consumption Structure
The main cost of college students’ consumption consists in two aspects. One is in life, the other is in study. In living expense, “food” is the main cost in the basic necessities of life-- food, clothing, shelter and transportation. College students are likely to spend money in entertainment rather than study. And this point shows that college students’ consumption structure is unreasonable.

Spendthrift in Love Relationship
Many college students consume extravagantly when they fall in love. They even think that if you don’t buy some fancy things, it means you two are not true love for each other. And this consumption concept leads to the purchasing of mid-range brand good, as well as the high-profile brand goods. They will have a huge consumption on holiday. Most of them consider that love needs luxuriant material to insure.

The Influence Factors of the Current College Students’ Consumption Problems

Subjective Factor
Subjective reasons mainly include the uncertainty of consumer demand and induced character, the impulsive and imitative consumption behavior, as well as the fashion-ability and conformity of consumption motive.

The uncertainty of consumer demand and induced character. The uncertainty of consumer demand and induced character will make college students get lost in the process of consumption. They will buy something which they may not use or need in the actual life under the influence of
the external environment. And this directly leads to the unreasonable consumption structure of college students.

The impulsive and imitative consumption behavior. Students who just enter into college, the small society, are very sensitive to a large number of advertising information, celebrity and so on. So when merchants promote the sale of goods to college students through advertising, celebrity endorsements and other ways, the college students usually tend to buy those products impulsively.

The fashion-ability and conformity of consumption motive. Contemporary college students are very interested in and very keen to pursue fashion. This is a very difficult thing to get satisfaction for college students because they only have expenditure and without income. They buy the goods not for need. They are just to imitate others. And this kind action is called conformity. Because the commodity itself may be not be worth for college students, so this kind of consumption motive will cause the unreasonable consumption structure of college students.

Objective Reasons

In the aspect of society. With the development of society, more and more new technology products has been created continuously. And these kinds of products can stimulate students, because college students have a better ability to accept new thing than average people. However, the prices of these kinds of new technology products are usually not cheap. Hence, students may spend much money in them, and that will cause serious unreasonable consumption structure.

In the aspect of family. Parents’ words and deeds more or less will influence the growth of their kids since their kids were born. So, parents are the first teacher of children. Nowadays, most of the students are the only one kid in their family, so parents spoil them and do their best to meet their kids’ material demand. Even some parents are not rich, they still will try to meet children’s requirement only for not to let their kids lose face in front of their schoolmates. In fact, without reasonable consumption plan, children will form the habit of wasting. The reason why children spend money without limitation is that they do not know how hard their parents make money. In addition, in some family, if the parents do not have a reasonable consumption concept, no wonder their children can’t form a good consumption habit.

In the aspect of education. As country pays more attention to education in recent years, the college ideological and political education work make an achievement. Even so, because of many kinds of uncertain factors, a lot of universities are lacking in the ideological education for students in the traditional way, such as management of thrifty, the spirit of hard working and plain living and so on. In students’ daily management, the school believes that students spend their own money, and the unnecessary waste is related on the students their own self. So, most universities pay no attention to this issue. Most colleges do not open the courses like reasonable consumption, financing techniques, money management skills and so on, and that leads to the lack of education on consumption.

Guiding Solution to Rational Consumption for College Students

Development of Individual Consumption

American sociologist Dai Shihui thinks that if the commodity economy continuous develop and expanse, it can increase the consumer’s choice of goods, so as to improve the living standard. Nowadays, our society is a human-oriented society, therefore, for the consumption of college students, we should also depend on students themselves. We should respect the consumption personality of college students according to the characteristics of the college students’ own consumption psychological development. Thus, we should not to restrict the normal consumption of college students, instead, we should let students develop their own personality if conditions permit.

Elimination of Bad Consumption Actions

Bad consumption psychological types include conformity, mind of rivalry, and aesthetic psychology of seeking discrepancy. Some western economists think that the first process of consumer psychology is the desire to consume. And consumption desire can never be satisfied. If a
desire is fulfilled, there will be a new desire to appear. So college students should learn to resist temptations. Only in this way, can the consumption be more reasonable and scientific.

**The Advocacy of Civilized Consumption**

Civilized consumption asks us to consume reasonable and to pay attention to study and physical and the mental health development of consumption, rather than consume the entertainment. Through the advocacy and learning on civilization, it can make students set up the correct scientific consumption values and know what is the reasonable, moderate, healthy and scientific consumption concept, and know what is harm for their mental health and what is the scientific concept of consumption, so as to guide them a correct and reasonable consumption behavior. By campus propaganda, the teacher’s teaching, we can spread the reasonable, moderate, healthy and scientific consumption concept to college students. Only in this way, can we build the whole college students’ consumption atmosphere.

**The Promotion of Scientific and Moderate Consumption**

Nowadays, most of the students grow up in a family without needing to worry about anything. All their things are operated by their parents and they do not live independently. So, they do not have a scientific understanding about the consumption. They very lack of financial experience. Therefore, we must improve students’ understanding to society and to themselves, correct and guide their consumption concept so that to make their consumption more rational, scientific and more moderate.

**Strengthening the Education of Students’ World Outlook and View of Life**

Judging by the appearance, consumption is a kind of personal behavior. But from the deeper level, a person’s consumption behavior is the reflection of their outlook on life and value. Only the correct outlook on life and value can guide the college students a reasonable consumption concept. So in the college education, teachers can through teaching the Ideological and Moral Cultivation Class to spread the correct outlook on life and value so as to guide them to establish a reasonable consumption concept. And colleges can let the students to pursue the valuable life and know about their parents’ painstaking in life so that to learn to be grateful and understand rational consumption is good to themselves and to their family as well as to the society and set up a correct scientific rational consumption concept to promote college students’ comprehensive development.

**To Improve Students’ Psychological Regulation Ability**

In the rapidly expanding stage and under the social psychological pressure, college students are affected by the external environment and generate unstable psychological factors. They vent their emotions and consume to achieve mental compensation. Therefore, colleges should carry out some enlightened method such as psychological counseling, group counseling to improve students’ ability to vent the negative emotions and help to ease their consumption in a bad mood.

**Conclusion**

The writer thinks that college students should set up a healthy consumption concept. First, we should do a good job in strengthening the relative education on the college students’ consumption view. Second, we should create a good consumption environment for college students to set up the scientific consumption and live a simple life and don’t be extravagance and waste.

**References**
