A Research about the Consumption Situation of the Junior Middle School Students’ Birthday in Jinan

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Abstract. With the improving of life level and income of families, middle school students’ expectation about their birthdays and the methods of celebrating their birthdays have been changing. Thus, the analysis about the consumption concept of contemporary middle school students seems important. This report based on the data which got in the way of questionnaire. Reflecting the way of celebrating birthday and the consumption of the first grade junior middle school students in a school of Jinan are mainly the content of this report.

Introduction

The consumption structure of a person can reflect his demand structure. His consumption view [1, 2] can give expression to his outlook on life, values and choice of life-style. According to the study about the consumption view of the first grade junior middle school students in a school of Jinan, We can find their opinion about the consumption [3] in their birthday. Realizing the way of costing money in birthday party and focusing on the consumption view of contemporary middle school students [4, 5] will help us understand what think in their mind. Guiding middle school students to establish a correct consumption view can be a part of moral education [6, 7]. And it does also can be a indispensable part of moral education.

Nowadays, with the improving of life level, the children’s birthday has caused more attention of family members than before. But they unrealistically compared with birthday party and the luxurious gifts for birthday that also has caused parents and teachers’ anxiety. Are there these actions which broken the principle of parsimony as one of traditional virtues? What do the middle school students thought of the way to celebrate their birthdays? To solve the problems, I randomly asked 174 students to answer the questionnaire and analyze the result.
Purpose of Investigation

Respondents

I randomly asked 98 boys and 76 girls of the first grade junior middle school students of Jinan.

Investigation Method

Questionnaire is designed by myself.

The Result of Investigation

The Expense of Celebrating Birthday

As is shown in the result of investigation, the consumption of birthday which middle school students pay for themselves and their friends has raised. But ignoring the influence factor such as the improvement of life consumption at birthday is not obvious. Most of students haven’t touched the warning line of extravagant consumption.

I get the analyze from the questionnaire. As is shown in figure.1, the number of students, whose expense is under 200 yuan account for 55%, whose expense is between 200 yuan and 500 yuan make up 36%, the number of students whose expense is between 500 yuan and 800 yuan make up 7%, and above 800 yuan account for 2%.

Figure 1. The expense at birthday.

The Expense about Boys and Girls

As is shown in figure.2, I get the analysis about boys’ expense. About 62% of boys spend money under 200 yuan at their birthday, about 24% at 200 yuan to 500 yuan, 10% at 500 yuan to 800 yuan, and about 4% of boys whose expense at above 800 yuan at their birthday parties.

The expense of girls shows in figure.3. About 46% of girls spend money under 200 yuan at their birthday, about 47% is between 200 yuan and 500 yuan, the expense at 500 yuan to 800 yuan account for 4% and 3% at above 800 yuan.
From the consequence of the analysis, we can obtain that difference between the expense of boys and girls seems negligible. Taking the situation into consideration that the first grade junior middle school students’ age is between 11 and 13, and they are only child, we find that parents pay their attention to girls as well as boys.

The Situation about the Number of Guests Who Take Part in Birthday Party at One’s Birth

The number of students who take part in birthday party at one’s birth shows in figure 4. About 49% students have 1-5 guests in their birthday party, about 41% have 6-15 guests, about 5% have 16-25 guests, and about 3% of students have more than 25 guests in their birthday party.

The Relation between the Number of Guests and the Expense

As is shown in figure 5, most of students’ cost at under 200 yuan whose number far more than whose cost at 200 yuan to 500 yuan, and the number of the cost at 500 yuan to 800 yuan is rare, when the guests are 1-5. The number of students whose cost at under 200 yuan is mainly equal to the number of whose cost at 200 yuan to 500 yuan, which far more than the rest, when the guests are 6-16. The number of whose cost at 500-800 yuan and over 800 yuan has obvious rate, when the guests are 16-25. So we can figure out that the expense rising as the increasing number of guests.
According to the analysis, most of middle school students obey the principle of everything within our capabilities and focusing on the quality rather than quantity in the respect of expense and income. The average expense and the number of guests who take part in birthday reflect the fact that the average expense of middle school students is acceptable and they can afford the amount. Besides, they have the correct understanding of the significant of birthday. Being thankful for their parents and obeying the principle of frugalness also can be found from their behavior. There are evidences of waste in some of the spending, but the phenomena are few among the students. The majority of students can correct their improper behavior after the education.

**Consumption View**

![Figure 5. The relation of guests and expense.](image)

Green column—the number of students of expense under 200 yuan. Blue column—the number of students of expense between 200 yuan and 500 yuan. Yellow column—the number of students of expense between 500 yuan and 800 yuan. Red column—the number of students of expense over 500 yuan.

There are 18 students whether have divergence with their parents about the way of celebrating birthday couple with the expense and the answer is yes when asked, which about 10% of all students. The expense of 18 students is far more than the average, which reflects that they have hazy boundary of expense and waste. The trend of consumerism will brings a serious of negative influence, which is harmful to establish a healthy character of students. There are 88% of students obey the principle of frugalness, which illustrates most of students have the consumption view of frugalness. This consumption view rightly guarantees the prosperity of our nation. Not only the view of industriousness can make money, but also frugalness can save money that they should establish by the contemporary middle school students.

The consumption level of birthday is directly proportional to the expense of daily life, which can be clearly obtain the result of investigation. Thus, the expense of birthday can be seen as a part of daily cost, and it is hardly seen as a reason of waste of students. The fraction has high expense as well as their daily cost, which is caused by the life level of family and
consumption. So the necessary view is to correct the personal consumption view rather than the attitude of birthday.

The Significant of Birthday

According to the result of the investigation, the birthday of students universally causes heavy attention. About 95% of students celebrate their birthday every year, and 98% of students argue that their parents pay attention to their birthday. To the contrary, many students didn’t have urgent expectation for their own birthday. There are 36% of students have high expectation for their birthday, and 14% have no interest in their own birthday. Some students have insipid urgent for their birthday, which account for the 50%. At the respect of the way of celebrating birthday, about 96% student have no interest in comparing the scale and the luxuriousness of birthday party. About 85% have great fun in taking part in others' birthday party. And 89% didn’t think it’s a burden of others' birthday celebrating way for them. Above all, most of students pay attention to their birthday, and their family also support their birthday party. Most of respondents can get enough attention and love from their family in the modern life. Besides, they also focus on others’ birthday, which force the conversation, increase the friendship with each other among them. It’s beneficial for them to establish a harmonious relationship of the world.

I have to point out that most of respondents have correct opinion of the love from their friends and family, who have no the emotion of self-conceit and arrogance. According to the investigation, we find students prefer the spiritual aspects such as “get together” to celebrate the gift and birthday party, which reflects the fact that they prefer the way to make friends and promote friendship to enjoy the happiness of love rather than the vanity and arrogance. It is clearly seen that the contemporary middle school students pay more attention to the spiritual aspects of the birthday than the material demand. With this opinion, they hardly waste money and unrealistically compare with each other.

Summary and Advisement

We can get the conclusion that this school has a healthy consumption ethos and students have correct consumption view of birthday couple with reasonable consumption concept and surrounding. Although there are no trend of the irrational expense for birthday, we should alert ourselves every time and restrain ourselves by the correct consumption view.

At the age of information of the contemporary middle school students. The junior middle school students should have an incorrect consumption view to establish the healthy and correct consumption.

Firstly, the middle school students should build the reasonable consumption view, neither frantic saving nor extravagant waste. Neither let them bear poor nor purse treasure. The view should be considered the acceptable degree of students as well as the practical capability of wealth in each family.

Secondly, the family and school have their responsibilities of creating healthy surroundings for the middle school students. In the family, parents should set a positive example to their children. In the school, teachers should teach students the correct consumption view with story or practical action.
Last but not least, the pattern of consumption can reflect the level of civilization. Thus, the consumption view of middle school students should accord with the social civilization. The correct and healthy consumption view must be rooted in the mind of middle school students.

According to the analysis of the data which from the questionnaire, we basically understand the way of celebrating the birthday and the expense. Students have reasonable patterns of spending money at birthday and they have established the correct consumption view. Most of them know their parents’ birthday when they were asked. And the view of “my birthday is my mom’s suffering day” are also rooted in their mind, which reflects their grateful heart. About 96% of students have the rational consumption. Though the investigation, I firmly believe that the middle school students are full of life-affirming force.

References