

Study on the Influence of Growing Environment on College Students' Consumption Habits

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Abstract

With the students of three different levels of colleges and universities in Hunan Province, China as the research object, using the form of four-option Likert scale, 285 students from three colleges and universities were investigated. The assessment includes four aspects: family environment, learning and education environment, social environment and individual psychological tendency. Correlation analysis based on consumption tendency, family education and learning environment. The results show that college students as a student period and social work linked to a transitional stage, a variety of values and world outlook fully formed and stable period. With the prevalence of consumerism and the marketing propaganda of online we-media, the consumption habits of many college students have changed due to the influence of surrounding areas, which makes the consumption habits of college students variable. However, college students' consumption behavior and habits are still relatively stable and complex.

Keywords

Growth Environment; Consumption Behavior; College Students'.

1. Foreword

With the prevalence of consumerism and the marketing propaganda of online we-media, the consumption habits of many college students have changed due to its influence, making their consumption habits variable. Therefore, the consumption behavior of college students is uncertain. It is beneficial for college students to form good consumption habits by studying the influence of growing environment on college students' consumption habits and assuming the path of environment shaping through labor practice. Therefore, it is of great significance to study the consumption habits of contemporary college students to solve the abuse of campus loans and the emergence of new consumption economic growth points. Therefore, the subject carried out an empirical study on the factors influencing college students' consumption habits. Based on the previous research, this paper discussed the influence of family, education, society, network and other factors on college students' consumption behavior.

2. The Family Environment Initially Shapes the Consumption Habits of College Students

Family is the beginning of everyone's education environment, from birth to marriage divorced from parents, people have formed lifelong habits that are hard to change. As the first carrier of everyone's contact with the world, the family has formed a lot of behavior habits and ideological value identification in the imperceptible influence of parents. Everyone is educated and influenced by their parents from childhood to daily life. At the same time, when the world outlook and values are not formed, they often learn from their parents' behavior, especially in consumption.

Table 1. Questionnaire on the family environment affected by college students' consumption habits

College students' consumption habits affect the family environment	subtotal	The proportion	Effective m
The family has a good income and plenty of pocket money	53	18.6%	285
Parents give pocket money and teach values	238	83.5%	
Parents tend to enjoy consumption	161	56.5%	
Parents educate their children about cost performance	127	44.56%	

According to the questionnaire survey, from the family income. Families with considerable income and more disposable pocket money tend to ignore commodity prices and consume according to their own preferences. When family conditions meet the corresponding development needs of students, students tend to put more emphasis on the consumption of development. When the family conditions only meet the basic consumption of students, in order to meet their own development and other needs, students through social practice to exercise their own skills and obtain funds for development, most of these students are relatively frugal. The resulting hierarchical consumption will cause some students' inferiority complex to a certain extent, and inferiority complex will bring some retaliatory consumption in many cases. So buy something beyond your means to fill your satisfaction and balance the psychological gap between yourself and others. Hierarchical consumption brings different consumption motives, resulting in the corresponding complexity of students' consumption behavior.

In family education, if parents are more casual in consumption, do not pay attention to actual value and demand, and have a weak concept of money, children are prone to emotional and unsatisfactory consumption. Parents pay too much attention to the education of children's consumption concept, too much emphasis on rational behavior of consumption and restrain children's legitimate demand. When children grow up to college students, there will be two extreme consumption phenomena. One is that they are discouraged from their normal and beneficial demands because of the price of their consumption objects and dare not consume in the right and appropriate places and make reasonable value judgments. Subsequently, students have low self-esteem and depressive personality development, poor ability to accept new things and fear social activities. Another is characterized by, enter the university, students with independent allocate the cost of living, students spend long repressed desires and interests get release and outlet, so for the thing that oneself like retaliatory consumption, appear more emotional and not rational consumption, consumption more does not things within their own needs.

3. The School and Surrounding Environment Affect the Consumption Habits of College Students

School is another important environment for students' behavior, but the surrounding environment also has an impact that can not be underestimated. School is unified, institutionalized management place, primary and secondary school students in the process of growing up in a unified place to pursue their own differences and unconventional, unconventional will often bring the mentality of comparison, so that many students will spend their pocket money to some unnecessary places.

Table 2. Questionnaire on the surrounding environment of the school

School Surrounding Environment	subtotal	The proportion	Effective m
Retail traders	235	82.46%	285
Milk tea restaurant	169	59.3%	
Wen gen stationery	210	73.68%	
Training institutions	100	35.09%	

According to the collected questionnaire, 82.46% of commercial activities around the school are retail vendors, 73.68% are cultural and creative stationery stores, 59.3% are milk tea restaurants and 35.09% are training institutions. 80% of students also tend to consume in milk tea shops and cultural and creative products. Taste of milk tea is the main factor to attract students to consume, but in the unified place, the universal consumption and taste of milk tea will bring inner satisfaction to students who are still in the formation of three views, and will also bring recognition of the relationship between classmates. Similarly, many students often have more cultural and creative products in their bags than they can use. Take classroom notebooks for example. The exercise books issued by the school are in a uniform style, but the notebooks used by students to take notes in class have their own characteristics. Students often like to collect novel things, but these cultural and creative products can not be used well after consumption. The attraction of novelty products and the mentality of comparing with others will drive students to carry out certain emotional consumption, which will also have an impact on the formation of students' three views and gradually form habits. Businesses around the school also cleverly take advantage of students' lack of self-control, placing some novel toys and cultural and creative products in places that attract students' attention and attract students to consume. Milk tea shop is every now and then to carry out preferential activities and launch new products to attract consumption. The school educates students in the values of thrift and reasonable consumption through thematic class meetings and lectures, striving to form reasonable and healthy consumption concepts. Such activities let students have their own judgment on value and explore for reasonable consumption. As a result, students are in a state of dynamic balance in the consumption of school and surrounding environment, basically in a state of rational consumption, but they will still carry out emotional consumption for things they are interested in.

4. The Network Environment Further Promotes the Formation of College Students' Consumption Habits

For college students, as digital natives, online life is as natural and necessary as breathing. Therefore, the network environment has a significant impact on college students' consumption habits, which mainly includes four aspects, as shown in the figure below.

Table 3. Questionnaire on influencing factors in the networked social environment

The influencing factors of network social environment	subtotal	The proportion	Effective m
E-commerce promotion activities	173	60.7%	285
Surrounding the star	220	77.19%	
Live webcast with goods	219	76.84%	
Recommended by social platform bloggers	202	70.88%	

It can be seen from the above table that the social and network environment will exert incomparable influence and guidance on the students of the three viewpoints in the process of their growth, and promote the students to form a complete identity of value and consumption

concept. The continuous development of the Internet era has expanded the way for students to know the world and opened up their horizons, so that many green and healthy consumption concepts into the hearts of students, but also makes some bad consumption concepts have an impact on students. The Internet has given birth to new consumption methods such as online shopping, live broadcasting and goods delivery. Such consumption methods allow many novel things to enter students' horizons. A large number of things and goods make it difficult for students to grasp during the growth period, and they are prone to irrational emotional consumption. However, a large number of commodities with high sex ratio will further promote students to compare commodities and make value determination and demand judgment, which will also help students form rational consumption in this process. In recent years, streaming stars have become quite influential among young students. Movies and TV series produced by stars, peripheral products and star support clubs are all encouraging star-obsessed students to support their "love beans" consumption, which is often irrational and emotional consumption. The consumption habits of stars will also make students imitate and learn. Because of the love of a certain star, a random product can often be sold at several times the price, because the love of stars will make many star-obsessed students carry out unreasonable consumption. The same is true for the surrounding and co-branded hot IP addresses. The products will be snapped up as soon as they are launched, and most of them are students in the growth stage.

In fact, the phenomenon above is due to the prevalence of consumerism on the network, the rise of short-sightedness to let everyone see the good life of others also come to the phenomenon of following the trend of consumption. Some bloggers argue that their own happiness is the most important thing, encouraging people to spend, and getting a lot of unnecessary things to buy with the video. Other bloggers like to give their audience away products that are cost-effective, encouraging them to spend their money wisely and put it to good use. In addition, when college students enter the university, they are exposed to more new things and the expansion of interpersonal relationships. Those who do not properly regulate their own economy will have their own economic problems. In order to meet their own development needs and psychological satisfaction, they are embarrassed to seek funds from their parents, so they tend to borrow from the Internet. Some non-compliant online lending services have encouraged irrational consumption of college students, such as their emotional feelings, so that college students have recognized consumerism and hedonism, prompting college students to enter a vicious cycle of consumption. Whether positive or negative network influence, students will imitate or practice, college students' consumption habits are gradually improved in this process, forming their own unique style and characteristics.

5. College Students' Personal Psychological Tendency is the Decisive Factor to Form Consumption Habit

Every college student has his own unique psychological tendency towards the growing environment, which urges students to form their final consumption habits or ideas. Psychological tendency can be explained by external tendency personality, sense of responsibility personality and internal tendency personality.

Externality personality as the dominant students, they are more active, more curious and the ability to explore outside. This type of students' consumption is more dominated by social activity consumption. They engage in social activities not in a general way but in a hierarchical way. Entering college, students have a lot of free time and have the chance to contact more people and occasions. Activities between school and society will stimulate students to learn skills and abilities conducive to their future development, and self-development through social interaction is a good way. At the same time of expanding my ability, I will also broaden and deepen my social network. In contrast, extroverted students spend less on general social

activities and reduce their social environment to lay a platform for their ability to expand. For example, extroverted students are more inclined to eloquence performance, personal skills and other training courses or activities beneficial to their own ability development, and are more willing to consume on social networks.

Different from the extroverted students, the students dominated by the sense of responsibility do not have the strong curiosity and exploration desire of the extroverted students. They tend to conduct cost-performance comparison and self-responsibility proofreading to make consumption. They will take "their own needs" as the priority value identification standard, and then make consumption based on "whether it suits them". Compared with other personalities, they have more rational consumption concept and judgment standard.

Students with introverted personality tend to have fewer social activities and like to spend money on things they like, such as animation and game consumption in the "nerd" culture. Students in this category are generally in a relatively rational consumption state, but tend to be more impulsive and emotional than the first two types of students when they like things.

6. Discussion on Guiding College Students to Form Rational Consumption Habits

6.1. Social Context

The contemporary network environment has brought indelible influence to students' values and consumption ideas. The state not only carries out good publicity of consumption concept in curbing the development of consumerism, but also carries out corresponding legal construction. [1] The online loan threshold is low, and the online installment consumption is easy to lead to the atmosphere of excessive consumption, while students are not enough to deal with such temptation in the growth process. By incorporating online shopping staging into the credit investigation system and using laws to restrict the age and identity restrictions that can be staging, the effective method is not only applicable to students but also to other groups. [2] But the law is a rigid requirement in the system, the change of consumption concept still needs a social background to influence the background. Therefore, it is necessary to restrict and manage the culture of star artists and Internet celebrities, and shape the atmosphere at the social and cultural level, so as to promote positive and correct values.

In addition, there is another way of thinking about fast efficiency -- shaping the atmosphere of the game. The current social environment is still based on the concept of consumption value as the mainstream of consumerism, and the education of rational consumption is still in a passive situation. With the rise of e-sports and the popularity of online games in recent years, more and more value concepts are spread and learned in games. For example, the war games of battlefield series let players understand the cruelty of war in the process of experiencing war, and promote the concept of anti-war price and peace value. Sandbox simulation games like Minecraft foster people's creativity through the free construction of players' imagination; Production and management games such as Dyson Ball Project let players make good use of limited resources to create unlimited possibilities and stimulate people's desire to explore and cultivate business ability. Nowadays, games have become an indispensable part of value propaganda and cultivation, because children's nature is to play and play, so it is a good way to make good use of students' love for games to cultivate values.

Games have one advantage that news, short videos and other media can't match, and that is environment shaping and rendering. Games require players to immerse themselves in the world they offer to experience the joy and ideas they convey. This is why some good games are called the "ninth Art," art that can be experienced. The relaxed environment created by the game makes it easier for students to immerse themselves in it, and students are more likely to choose

such an educational environment. The success of the game "Chinese Parents" is a good example. Each choice has a different result, and each result is positive or negative to tell children and parents what they should learn. In order to cultivate students' good consumption habits, such games can be developed so that students can learn those good values in a variety of economic simulation environment. The simulated environment can be family, school, company and other places, and the simulated roles can be leaders, employees or even students themselves. Such simulation can often harvest unexpected effects. In addition, the popularity of games will create an atmosphere in the social environment. For example, the most popular e-game event today - League of Legends Global Finals promotes a spirit of struggle, perseverance and indomitability, not only in the game but also in those e-campaign players. Games are a successful form of social atmosphere, just as good consumption habits can be guided by games.

6.2. Environment in Education

Schools are important occasions for the education of the three viewpoints, but most of the existing schools only focus on formal education such as lectures rather than making targeted education according to students. [3] The way of education that only stays in class meetings and lectures often makes students feel bored and resistant, which makes education counterproductive. Targeted education should add educational concepts into practical activities, let students feel the hard-won money and hard work in the experience of labor practice, let students experience the risk of finance in the simulation of financial education, and let students learn thrift in the simulation of the economic situation of poor families. Carrying out such kind of practical education, breaking away from the traditional way of indoctrination and preaching, and combining teaching with learning, in practice, students can learn to cherish more and more conducive to the realization of the educational concept.

6.3. Small Family Environment

Family cultivation is the key occasion of three views, parents' behavior and thinking mode will cause students to identify and imitate. Most parents tend to attribute education to educational institutions such as schools, rather than educating their children by heart. Education for children only exists in oral lectures. Like formal values teaching in schools, preaching has little effect on results. They say that churches suppress students' normal needs, and that when preaching goes beyond a certain point, it can cause students to rebel against their parents' proper values. The growth of students is a process of constant imitation and continuous learning around, should be the right way for parents to children should be more appearance, with their own demonstration, to guide the students. A family with a good family style does not educate their children much, but their children are more comprehensive in all aspects of development. Parents correct their own values and bad habits will guide students to develop their habits appropriately. For example, parents do not just talk about their children's consumption concept, but take students to experience the consumption scene and understand the process of product production in practice. In this process, students will form their own views on money and value identification, which will help students form correct consumption views and habits.

6.4. Personal Microenvironment

The environment plays a very important role in shaping people, but we cannot ignore the acceptance and identification of individual ideology to the environment. Delaying gratification learning is an effective and practical way for students to develop healthy spending habits. After the habit of delayed gratification is formed in consumption behaviors, college students can be encouraged to form self-discipline consciousness in more aspects and control their own behaviors when they meet various temptations. [4] Individuals can make consumption plans, consumption records and other records to make them think rationally about their consumption

behavior. Calmly and carefully making plans and consumption records will often delay the satisfaction brought by students' consumption impulse. In social, educational and family settings, we envisage practical ways of educating students. For individuals, the detailed information of commodities and the difficulty of obtaining money in practice will make students think more in the process of consumption. In the process of thinking, students can restrain their consumption impulse and thus prolong their satisfaction. While students' normal needs are not inhibited, other healthy consumption concepts are gradually cultivated.

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