

The Influence of Consumerism Culture on Young People's Consumption Behavior

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ABSTRACT

Consumerism emphasizes that while people satisfy their basic needs, they still pursue material goods, pay attention to brand values, fashion elements, etc., indicating that these can match their spiritual pursuits. Young people have been living and studying in campus environments for a long time, with limited social experience and immature values. They pay attention to fashion trends in their daily consumption process and generally develop advanced consumption ideas. They do not have independent economic capabilities. This means that young people often fall into the dilemma of consumerism thinking, develop incorrect consumption views, and have deviated value orientations. This article is dedicated to the current situation of young people's consumption views under the trend of consumerism, in order to guide their consumption views with Marxism.

Keywords: *Consumerism culture, Young people's consumption, Consumer behavior.*

1. INTRODUCTION

The consumerism trend originated in Western society and is an ideology formed during the development of capitalism. It shapes and popularizes consumer values in society to meet the interests and needs of capitalists. This trend believes that pursuing consumption can highlight surplus value, obtain spiritual enjoyment through consuming more goods or services, and make it the only pursuit in life. With the development of the times and the advancement of the Internet revolution, there is close exchange of ideas in different regions, and intelligent technology tools further promote consumption. E-commerce platforms and online payment tools have created more consumption scenarios, and people's consumption channels are constantly increasing. At the same time, the government actively promotes loose monetary policies, emphasizes the importance of expanding domestic demand, drives the dual circulation of domestic and foreign markets, and stimulates people to explore economic development potential through consumption. Therefore, consumerism has the conditions to spread in China. The culture of consumerism has had a huge impact on young people's consumption concepts, resulting in some negative consequences. The influence of

consumerism on people is unintentional and subtle. Therefore, it is necessary to strengthen the correct guidance of young people's consumption concepts.

2. THE CONSUMPTION CHARACTERISTICS OF YOUNG PEOPLE UNDER THE TREND OF CONSUMERISM

2.1 *Focusing on Material Consumption and Neglecting the Hedonistic Value Orientation of Spiritual Consumption*

The monthly living expenses of young people in China mainly include the following aspects: the first is meeting their food needs, in addition to covering communication expenses, social expenses, leisure expenses, and self-development expenses. From this, it can be seen that the consumption structure of young people is relatively diverse, with more social and leisure needs, such as birthday parties, circle dinners, communication expenses, etc., all of which can maintain social connections. Compared to others, young women consume more in clothing, beauty, and other areas. In addition, consumption for love is a common manifestation of consumption among young people in their loving stage, and they may spend a large amount of money

in a short period of time. Some young people value spiritual enjoyment, pursue luxury goods that can present their social status, or actively participate in high-end leisure places, expressing that material consumption can provide a sense of pleasure for themselves and seek a sense of belonging in society. Therefore, they pay great attention to material consumption and have a high desire for consumption.

2.2 *Symbolic and Comparative Consumption That Pursues Famous Brands and Fashion*

The reason why young people pay high attention to branded products is that luxury goods can provide them with a sense of spiritual satisfaction, making them more psychologically comfortable. The characteristic of luxury goods can elevate the holder's social status and make them appear prestigious, thus exerting a greater influence on group purchasing. For young people, branded products have symbolic significance, and the entire consumption process represents a certain meaning. College students are prone to a conspicuous consumption mentality, with a large proportion of brand consumption and fashion consumption. From the previous discussion, it can be understood that college students often seek circle acceptance in order to gain a sense of collective belonging, and often use consumption as a way to achieve identification. Therefore, they often consume out of a competitive mentality, buying products with low demand, and blind consumption is not uncommon.

2.3 *Unplanned Proactive Consumption*

Advance consumption generally refers to the inability of existing income levels to support the expected purchase of products or services, and therefore the adoption of methods such as installment payments and prepayments to complete consumption. This indicates that overconsumption has a certain degree of blindness and is a manifestation of pursuing pleasure. Firstly, even if their purchasing power is constrained, some young people often adopt installment payments and credit card payments for consumption, which are typical advanced consumption methods; Some young people also demand from their elders to satisfy their own consumption desires. From the previous discussion, it can be understood that consumerism is prevalent in Western society, which is an externalization of capitalists pursuing profits as much as possible. They believe that the goal of life

is to consume material products in order to obtain spiritual happiness, and products can only maintain the motivation to continue production after consumption. Therefore, merchants will try various sales methods to stimulate people's consumption enthusiasm. In recent years, more and more "campus loans" and "online loans" have stimulated the purchasing desire of young people, and even some young people are "heavily in debt" as a result, causing them to develop an extreme consumption view of "willing to borrow money to buy".

2.4 *Lack of Rational Impulse and Casual Consumption*

Price reasons and the influence of others have become the main reasons for young students to consume ahead of schedule. The above two reasons often do not match the actual needs of young students, and they lack rationality when making purchases. They often make purchases due to impulse or lack of comprehensive consideration. The entire psychological activity of young people participating in market promotions can be sorted out: firstly, they develop a herd mentality and have a mentality of taking advantage of small gains, followed by a fear of regret and habitual consumption. In addition, some students develop loyalty to a certain brand and have a very high enthusiasm for consumption. Overall, young people lack thinking in their consumption process, are greatly influenced by emotional factors, and rarely consider consumption direction based on actual needs and objective economic capabilities. They do not pay much attention to whether a certain product is truly needed, and are easily influenced by external factors.

3. THE HARM OF CONSUMERISM TO YOUNG PEOPLE

3.1 *Consumerism Making the Value Orientation of Young People Increasingly Utilitarian*

Consumerism has an impact on the formation of people's ideological concepts in the process of popularization. Consumption itself has become alienated and is not an individual means, but gradually transformed into a project or exists in a value-oriented way, combined with corresponding carriers, externalizing individual ideology. Under the influence of long-term consumerism, some young people have developed a lack of scientific

values, as follows: the first is materialism, which refers to the phenomenon of being "surrounded by things" and the dominance of product consumption; The second is money worship, which means that young people have a serious hedonistic mentality, obvious profit-oriented consumption, and a deviation in value orientation. Under the influence of these erroneous values, the value orientation of young people is becoming increasingly utilitarian, their ideals and beliefs are becoming more mediocre, and their lifestyles are becoming increasingly secularized.

3.2 Distorting the Consumption Concept of Young People and Going Against the Traditional Virtue of "Frugality"

Chinese traditional culture emphasizes "advocating frugality", which has always had a huge impact on the Chinese people, involving daily consumption, lifestyle, and value shaping. With the development of the times and the deepening of global economic cooperation and exchanges, China's social consumption concept has undergone certain changes, especially among young people whose consumption concepts are close to those of the West. There are often phenomena such as comparative consumption and conspicuous consumption, and their strong awareness of advanced consumption has led to young people easily falling into consumption traps. Some young people unilaterally express the need for pleasure in life, taking material consumption and spiritual enjoyment as their life goals, or emphasizing that excessive frugality cannot stimulate market demand, restrict individual development, and is also not conducive to economic construction.

3.3 Hindering the Formation of a Healthy Personality Among Young People

At present, personality problems among young people are gradually becoming more serious, and consumerism is a major reason for this phenomenon, leading to incorrect values and ideological fluctuations in the growth process of young people. Influenced by hedonism and materialism, young people have a serious individualistic mentality, extreme self-centeredness, excessive consideration of personal desires, and great neglect of collective interests and the interests of others. These young people have serious selfish thoughts, strong dependence, and lack of self-motivation, resulting in insufficient personality independence and a lack of motivation to deal with

and solve problems. Some students from families with poor foundations are often prone to a competitive mentality or develop feelings of inferiority, gradually developing negative personalities and deviating from their values. In order to pursue their own consumption desires, some young people lose self-control.

4. RELATED SUGGESTIONS

4.1 Enhancing the Consumption Awareness of Young People

Firstly, it is a must to enhance the consumption awareness level of college students and guide them to understand the essence of consumerism. College students lack social experience, and when making consumption decisions, they should consider their actual needs and implement consumption behaviors based on economic conditions. But in some cases, these young people, considering "face" or seeking vanity, are prone to developing unreasonable consumption desires, leading to excessive spending or having to consume for various reasons, resulting in severe overconsumption. Some young people lack restraint in their consumption, leading to a consumption alienation mentality and frequent overconsumption. Many consumption behaviors exceed their ability, which has a negative impact on their own development. Social environment, campus atmosphere, and other factors can easily influence students' consumption attitudes, and the decisive factor in generating consumption behavior is still individual cognition. It can be seen that it is necessary to enhance the consumption awareness of young people and help them shape a scientific consumption concept.

Secondly, from a practical perspective, it is necessary to actively promote the correct consumption concept and encourage young people to actively resist negative ideologies. Schools can optimize course content by offering courses such as financial guidance and shaping consumer attitudes, adjusting students' consumption plans, and helping them reduce unnecessary consumption. On the other hand, one important reason why young people are influenced by consumerism is the influence of networking, especially the use of smartphones, which provides a platform and convenience for their consumption behavior and methods. Social organizations and university campuses should encourage young people to actively participate in sports activities that are "far away from phones and towards practice", guiding them to become well-

rounded young people in morality, intelligence, physical fitness, and aesthetics in the new era.

4.2 Guiding Young People's Consumption and Purchasing Behavior

From the previous discussion, it can be found that young people's consumption trends show characteristics such as comparison and advancement, and the proportion of fashion consumption has increased. This is closely related to individual "vanity psychology" and materialism, hoping to gain "identity" recognition through consumption. External factors generally refer to the external environment that affects students' consumption decisions, and young people are generally influenced by the "herd effect", with consumption behavior driven by the masses. Regardless of the factors that affect individual purchasing, fundamentally speaking, it can present the "herd mentality" and "habitual thinking" of young people, leading to a lack of rational thinking in consumption, which belongs to typical emotional consumption. As an external educational environment for young people, colleges and universities should not only be well aware of the impact of herd behavior on their purchasing behavior, but also actively create a good campus cultural atmosphere, correctly guide young people to form reasonable financial and monetary concepts, cultivate their interests and hobbies, and make them understand that pursuing material symbols of goods cannot bring them true satisfaction.

4.3 Standardizing Online Shopping Platforms and Payment Methods

Firstly, network technology and artificial intelligence technology contribute to economic development and social progress, demonstrating their advantages, but there are also some drawbacks. Some young people are very dependent on Internet software, and their daily activities cannot be separated from mobile intelligent terminals. This requires young people to understand that the internet can enrich people's consumption patterns, but it does not directly change the nature of market transactions. Therefore, consumption still needs to be based on their own reality and rational thinking before making purchases. Merchants use online means and adopt diversified marketing strategies to stimulate individual consumption enthusiasm, in order to improve market activity, which can easily have a certain impact on individual consumption behavior. Second, the coverage of online payment

market continues to expand. Alipay, WeChat payment and other tools have entered thousands of households, making college students' consumption more convenient and freer from time and space constraints. China can consider regulating market payment methods from a legislative perspective, such as prohibiting credit cards for college students and strengthening online payment supervision. In addition, the phenomenon of "campus loans" should be severely punished, and the management mechanism of online transaction platforms should be improved to avoid excessive consumption by young people.

5. CONCLUSION

The spread of consumerism has had a certain impact on young people's consumption concepts. Although consumer rationality is still recognized, the proportion of entertainment and social consumption continues to rise. Many young people have developed selfish and materialistic thoughts, which put them under significant economic pressure and have an impact on their personal integrity and future growth. Therefore, it is necessary to improve the consumption cognition ability of young people, guide their consumption behavior, and improve the management of online shopping payments from three aspects.

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