

Research on the Phenomenon of Consumption Alienation of Contemporary College Students and Its Solution

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Abstract

With the development of my country's productivity and the increase of residents' income, the consumption level of my country's residents continues to increase. As a consumer group of the younger generation, college students, due to the immature consumption concept, the inducement of mass media and the inducement of marketing strategies, and the existence of consumption concept education In the consumption behavior of college students, where the phenomenon of consumption alienation is becoming more and more obvious, analyzing the causes of the phenomenon of consumption alienation of college students and exploring the path of elimination is of significance for college students to construct a scientific and reasonable consumption concept and promote the overall development of college students.

Keywords

College Students; Consumption alienation; Resolution path.

1. Consumption and Consumption Alienation

Consumption is an important part of human practice in contemporary society, and it is also an indispensable link in economic and social operations. It is both the starting point and the end point. Together with production, distribution and exchange, it constitutes the production and reproduction process of human society. The concept of consumption can be divided into a broad sense and a narrow sense. The broad sense refers to the consumption of social production materials and personal means of living. Regarding the narrow sense of consumption, scholar Lin Baipeng proposed in the "Consumer Economics Dictionary" that the narrow sense of consumption is only Refers to the consumption of life, that is, the process and behavior of people's production and reproduction in order to meet their needs in various aspects, and thus the use and consumption of various labor products (including labor and spiritual products).

To study the behavior of consumption alienation, we must first understand the connotation and essence of consumption alienation. Alienation refers to the process in which things deviate from their original intentions and gradually develop in the opposite direction of their own in the process of development, and eventually become things that are contrary to their own essence. Marx's works did not directly put forward the concept of consumption alienation, but in his works such as "Das Kapital" and "Manuscripts of Economics and Philosophy in 1844," he explained the four aspects of "labor alienation", that is, laborers are the same as labor products. Alienation, the alienation of labor itself, the alienation of the nature of human beings and their own, and the alienation of the relationship between people, which have important guiding significance for us to understand and define the concept of consumption alienation.

The purpose of consumption should be to satisfy their own survival and development. Through the practical activity of consumption, people obtain the use value of commodities to meet their own survival and development needs and realize their yearning for a better life. However, with the development of productivity and various consumption Under the influence of ideology, the use value of some commodities is no longer the first factor considered in people's consumption

behavior. The symbolic meaning of commodities has become the driving force of consumption. Commodities are given symbolic special meanings. People's true and false needs to be deceived as production. The subject and the subject of consumption are enslaved by the commodities produced and created by themselves. Commodities are in a dominant position in the entire consumption process, subverting the subject-object relationship between people and things in consumption activities. This phenomenon is the phenomenon of consumption alienation. Blind consumption, herd consumption, symbolic consumption and other consumption phenomena are common in college students' consumption behaviors. Explore the phenomenon of consumption alienation in college students' consumption behaviors, analyze its causes and propose ways to eliminate them, attach importance to the construction of a scientific and rational consumption concept, and promote the overall development of college students It is of great significance.

2. The Manifestation of the Phenomenon of Consumption Alienation of College Students

2.1. Blindly Follow the Trend in Consumption

I must have something that others have. This is a concrete manifestation of blindly following the trend of consumption. Nowadays, some college students are involved in blindly following the trend of consumption in the process of purchasing products or enjoying services. These college students did not consider their own consumption ability in the process of consumption. They bought unnecessary consumer goods and caused unnecessary consumption of resources. The consumption concept of blindly following the trend is a wrong behavior, and it also brings a certain economy to the college students. pressure.

2.2. Leading Consumption of Debt

With the continuous development of the times, there have been many payment methods that allow you to enjoy first and then repay. For example, Ant Huabei, Jingdong Baitiao, etc. These payment methods of enjoying first before repayment have brought great convenience to college students, but they have also increased the financial pressure of college students invisibly. Because students lack an independent concept of consumption, they often choose to consume ahead of time in the process of consumption. However, most college students do not have an independent source of income, which is an important reason why many college students borrow from some non-compliant platforms and eventually fall into the repayment trap. This has had a huge impact on students' personal life and study.

2.3. Exaggerated Symbolic Consumption

In the early days of the founding of the People's Republic of China, the level of productivity in my country was low, and residents' consumption was only at the level of food and clothing. With the reform and opening up and the development of the socialist market economy, the progress of science and technology and the unprecedented increase in productivity, the income and consumption levels of Chinese residents have increased significantly. , The demand for consumption not only stays at the level of satisfying the needs of warm and saturated life, some products with high quality and high prices are increasingly favored by consumers because they can demonstrate taste, identity and even a symbol of wealth. A distinctive feature of exaggerated symbol consumption is that what people pay attention to is not the use value of the commodity, but the special attention to their identity, status, and taste brought about by the use of the commodity, so as to satisfy themselves in social aspects and other aspects. The need for a sense of luxury.

The phenomenon of exaggerated symbolic consumption has become more and more obvious in my country's consumers, and this consumption phenomenon has become increasingly

prominent among the consumer groups of college students. The pursuit of "brand-name" products, luxury goods, and limited-edition products among the consumer groups of college students does not essentially stem from the pure demand for the use value of the commodities, but instead pays for the "symbolic" brought about by the commodities, that is, to own the products. Commodities can get "symbolic" satisfaction in terms of taste, identity, status, etc. Such commodities are regarded as a class label, especially in social situations, which can satisfy consumers' high-end status and status, and thus they are sought after by everyone. What they consume is not the item itself, but the suggestive meaning brought by the possession of the commodity, such as identity, class, and taste. This phenomenon is separated from the original purpose of consumption to meet the real needs of people and promote the overall development of people. A phenomenon of consumption alienation. Aware of the existence and impact of this phenomenon of consumption alienation, it is of far-reaching significance to guide college students to establish a correct view of consumption, and to develop a correct outlook on the world, life, and values.

3. Reasons for the Phenomenon of Consumption Alienation among College Students

3.1. The Immature Consumption Concept of College Students Is the Root Cause

The immature consumption concept of college students is the root cause of the phenomenon of consumption alienation among college students. The consumption concept determines the value judgment and choice of consumers, and directly affects consumption behavior. The college student group has not formally entered the society due to lack of life experience and Social experience, world outlook, outlook on life, and values are still in the development stage, and mature consumption concepts have not yet formed, and their judgment and self-control ability are not mature enough. They are extremely vulnerable to various unreasonable consumption concepts during consumption and appear blind. Consumption alienation phenomena such as follow-up consumption and exaggerated symbolic consumption. In addition, college career is a transitional stage from student status to social group. There is a contradiction between the ideological desire for freedom and the inability to be independent of economic ability, and the phenomenon of advanced consumption by college students. Also more and more prominent.

3.2. The Inducement of Mass Media and the Inducement of Marketing Strategies

In recent years, with the rapid development of the Internet, the mass media based on the extensive coverage of the Internet has exerted an increasingly important influence. Brand advertising channels have become more diversified and more and more flooded in people's daily lives. Among them, subtly stimulating consumer demand and affecting consumer behavior and choices. High-end consumer products such as "tiny cans of tea" can quickly open the market and be favored by consumers, which is largely due to The promotion of various media has shaped the high-end positioning of "small pot of tea masters" to induce consumers' purchase demand. E-commerce promotional advertisements are all over the Internet platform, all stimulating the purchase needs of consumers. In recent years, the blogger recommendation and live broadcast delivery industry has developed rapidly. With the help of Taobao, Tik Tok, Weibo, Xiaohongshu and other platforms, a kind of The new sales method has more directly stimulated consumer demand. The majority of college students are loyal users of these Internet platforms. Brands such as "Perfect Diary" and "Huaxizi" all use e-commerce advertisements, live broadcasts, and bloggers. Recommendations and other marketing methods are successful. It is undeniable that this method has opened up new sales channels and promoted consumption

growth and economic development. However, it should also be clearly recognized that this method has created many unrealistic needs for consumers. If a mature and rational consumption concept has not been formed, it is more likely to be induced by various advertisements, and there will be blind consumption and excessive consumption.

3.3. There Are Deficiencies in Consumption Education

The fact that college students have not developed a scientific and reasonable concept of consumption is the internal factor that causes the phenomenon of alienation in the consumption behavior of college students. In the education of various channels such as family schools, there is to a certain extent the problem of insufficient attention to the education of consumption concept of college students. The group of college students is in a stage of transition from middle school to social life, from parental guardianship to independent life, family education It plays an important role in guiding the construction of college students' scientific and reasonable consumption concept. The lack of education for children's diligence, frugality and rational consumption in family education is bound to have a direct impact on the construction of college students' consumption concept. With the development of my country's economy and the improvement of family income levels, while parents provide their children with better living conditions, there is also a phenomenon of overspoiling and over-riching their children. Parents' concepts also directly affect the consumption outlook of college students.

Education has a subtle, lasting and far-reaching impact on people. Ideological and political courses are a key course for colleges and universities to implement the fundamental task of fostering people. It is also a basic channel for college students to build a scientific and reasonable consumption concept. However, the current ideological and political teaching system Insufficient attention is paid to consumption education, and school theme education and campus culture publicity also lack content to guide college students to construct a scientific and reasonable consumption concept. College campuses are the main places for college students to study and live daily, and consumption concept education is not well integrated into school education. Among them, it also affects the construction of college students' scientific and reasonable consumption concept to a certain extent.

4. The Path of Resolution

4.1. In-depth Study and Comprehension of Marxist Consumption Concept

Marxism requires us to arm our minds and guide practice with scientific theories. Scientific theories have important guiding significance for practice. It is a basic and fundamental way to eliminate the phenomenon of consumption alienation in the current university student population and construct a scientific and reasonable consumption concept. .

It is necessary to earnestly understand the consumption concept in the theoretical results of Marxism in China with academic qualifications. Comrade Mao Zedong pointed out in his "On Agricultural Issues", "We should educate everyone in cities and villages across the country to have lofty goals and aspirations. Is it a kind of ambition to eat, drink, eat and drink all of it? This is not a ambition. You must be diligent and thrifty, and make long-term plans." [1] Advocate the people to adhere to the fine style of hard work, thrift and hard work.

Comrade Deng Xiaoping once profoundly pointed out: "We can only gradually improve our lives on the basis of developing production. It is wrong to develop production without improving our lives. Similarly, it is wrong to improve our lives without developing production, and it is impossible. " [2] The consumption level of residents must be compatible with the development level of productivity, which is a healthy way of consumption that promotes sustainable development.

Comrade Jiang Zemin pointed out in the article "Vitalizing the Spirit of Hard Struggle": "Material poverty is not socialism, and spiritual emptiness is not socialism. Socialism must not only enrich the material life of the people, but also enrich the spiritual life of the people" [3] Consumption is not only an activity that meets the needs of residents for material materials, but also an activity that meets residents' spiritual and cultural consumption. At the same time as consumption, attention must be paid to the coordination of material civilization and spiritual civilization.

In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out that promoting the formation of green development methods and lifestyles is an inevitable requirement for the implementation of the new development concept. It is necessary to promote the promotion of green consumption and promote the formation of a modest, green, low-carbon, civilized and healthy lifestyle. And consumption patterns.

Contemporary college students should thoroughly understand the essence of Marxist consumption concept, consciously construct a scientific and rational consumption concept, clarify that consumption should be people-oriented, clearly that consumption serves their own survival and development needs, exert their own initiative, and consciously reflect on their own consumption concepts and consumption behaviors. The phenomenon of consumption alienation in consumption consciously stays away from the behavior of consumption alienation; it is necessary to inherit the fine tradition of diligence and thrift, hard work, implement the new consumption concept of green consumption, and consciously practice Marxist consumption concepts in daily consumption activities.

4.2. Give Full Play to the Important Role of Colleges and Universities in Consumer Education

College education has an important influence on the development of college students' consumption outlook, and the important role of college ideological and political courses and campus cultural environment on college students' consumption outlook should be brought into play. The ideological and political course is a key course for colleges and universities to implement the educational goals of Lide and fostering people. General Secretary Xi Jinping pointed out that "Marxism is formed and continuously developed in practice. Social classes are combined." [4] Ideological and political theory courses are the key courses to implement the fundamental task of Lide's cultivation of people, and have important guiding significance for the development of university students' world outlook, outlook on life, and values. The phenomenon of consumption alienation of college students has become increasingly prominent, which has a negative impact on the overall development of college students. Ideological and political courses should optimize the teaching system, enrich relevant content about guiding college students to build a scientific and reasonable consumption concept, and conduct a scientific and rational interpretation of the phenomenon of consumption alienation. Strengthen the ability of college students to distinguish the phenomenon of consumption alienation, and at the same time guide them to pay more attention to the overall development of their personal development. Only by enriching the inner world of college students can the pleasure brought by consumption be weakened and the phenomenon of consumption alienation better resolved. At the same time, the campus cultural environment has a subtle influence on college students. It is necessary to make full use of the influence of the campus cultural environment to increase the content of the cultivation of the concept of consumption in the campus cultural propaganda, and disseminate it through various channels such as campus activities, theme class meetings, and publicity boards. The scientific and rational consumption concept guides college students to recognize the phenomenon of consumption alienation and consciously practice the Marxist consumption concept in consumption practice.

4.3. Pay Attention to the Education of Family Consumption Concept

Family education has an important influence on the formation of college students' behavior habits and ideas. Parents must first be aware of the important role of the consumption concept in the overall development of their children. College students not only have the identity of children, but are also a group that is about to move towards independent social life. The construction of a scientific and rational consumption concept is vital to the future development of the college student group. Parents should give full play to the education and guiding role of the family for their children's consumption outlook, teach by example in daily consumption behaviors, and take practical actions of moderate consumption and rational consumption. Specifically, in daily consumption behaviors, advocate green consumption, and pay attention to the use value of commodities, the refusal of face-to-face consumption, etc., take practical actions to guide the construction of college students' consumption outlook. At the same time, it is necessary to guide children to correctly understand the pleasure brought by consumption. University is an important life stage for self-improvement. It is necessary to guide children to study hard to comprehensively improve their overall quality and enrich their spiritual world. Only in this way can they better stay away from the so-called excessive consumption brought about by consumption. Happy trap.

4.4. Strengthen the Government's Guidance of Consumer Public Opinion and Supervision of the Consumer Market

The government should strengthen the guidance of consumer public opinion, promote a scientific and moderate consumption concept in the whole society, promote the concept of sustainable development in the whole society through the use of media, newspapers, broadcasting and other communication methods, and guide the whole society to form a scientific and rational consumption trend. At the same time, the government should strengthen supervision of the consumer market, improve relevant laws and regulations, and resolutely crack down on all kinds of induced consumption and false propaganda, so as to create a good consumption environment for the entire society.

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