

Social Psychological Study on the Abnormal Consumption of Contemporary College Students

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Abstract: Contemporary college students are different from the past college students, and the consumption concept has changed greatly. This is one of the main characteristics of market development. However, due to the rapid development of the market, the contemporary college students' own economic level is not enough, and in order to better pursue the market's consumption trend, the current college students have already presented abnormal consumption. Some college students will choose to spend ahead of their time. In college students' life, they will also compare with their classmates. As a result, college students will consume more than their own ability, thus generating loans and even falling into the borrowing trap, which will bring certain threats to the personal safety of college students. In order to effectively solve such problems, the best way is to fully study the psychology of abnormal consumption of college students. This article will start with the harm of the abnormal consumption of contemporary college students, and comprehensively launch the social psychology research on the abnormal consumption of contemporary college students.

1. Introduction

Abnormal consumption of college students refers to the bad consumption of college students. The main characteristics of these consumptions are the behaviors of blindness, comparison, and follow-up. These behaviors are mainly caused by the vanity of college students in college life, which brings serious economics to college students. burden. Many college students can't afford such consumption. They often pass on the consumption to the family, which leads to greater family economic pressure. It is an irresponsible behavior and does not meet the ideological and moral standards of contemporary college students. It is necessary to understand the causes of abnormal consumption of college students, so as to correct the behavior of abnormal consumption of college students and promote the transformation of college students' consumption concept. The details are as follows:

2. The Harm of Contemporary College Students' Abnormal Consumption

2.1. The abnormal consumption of contemporary college students will cause the university students to have excessive economic burden.

At present, the main harm of college students' abnormal consumption is the excessive economic burden. After most of the college students have abnormal consumption, the expenses are often far greater than the economic situation of college students, and college students generally do not want their own face. Choose to improve your consumption concept. In the eyes of most college students, the concept of money supremacy has been formed. Once you return to life without money, college students will gradually become decadent [1]. Therefore, these college students will continue to borrow money, borrow money, and ask for money from their homes to maintain their luxury consumption. This has not only brought an excessive economic burden to college students, but also formed a certain economic burden on the families of college students. Especially for poorer families,

college students have no support at home and can only choose to borrow.

2.2. The abnormal consumption of contemporary college students will cause the loss of economic concept of college students

At present, the second hazard of college students' abnormal consumption concept is that college students will lose their economic concept, which will lead college students to step into the abyss of consumption. Due to the high degree of development of the current online loan platform, college students can easily obtain a certain amount of credit in the network. Although these quotas are not large, because of the nature of their recurring loans, most college students will choose constantly. The borrowing, which leads to the increasing amount of borrowing, eventually forms a cycle of borrowing, and every time college students need to pay a certain amount of borrowing costs. In the end, in order to solve the bills of snowballing, college students can only continue to borrow money. In the long run, they have begun to lose their economic concepts and are hard to extricate themselves in the whirlpool of borrowing [2].

3. The Main Situation of Contemporary College Students' Abnormal Consumption

3.1. Contemporary college students' abnormal consumption mainly has blind consumption

At present, one of the most important problems in the abnormal consumption of college students is blind consumption. Many college students are not clear about their needs, so when choosing items, they generally think that better products are better quality, which leads to blind consumption. For example, some college students generally choose a more expensive Apple mobile phone when choosing a mobile phone. It is not because of the real demand for the function of the Apple mobile phone, but because of the price reason, it is considered that Apple's mobile phone is better. This is the idea that Chinese traditional good goods are not cheap. In fact, these college students do not need these functions themselves, and some cheap mobile phones can also meet the needs of college students. This is a manifestation of blind consumption. This is also true in clothing purchases, especially for female college students.

3.2. Contemporary college students' abnormal consumption mainly has follow-up consumption

At present, most of the college students in China are mainly following the trend of malformed consumption, that is, some products become popular and must be purchased. Mainly because the current marketing methods are very rich, always can impress college students, let these college students buy some of the content they can not use. For example, some cosmetic brands launch a lot of commemorative products every year. These commemorative products are far more expensive, but because they belong to the most popular products, college students often choose to buy such things. In particular, a series of products endorsed by celebrities, college students will directly purchase items in order to chase stars. This makes the consumption of college students very unreasonable. This is also the main direction for college students not to consider their own economic situation.

3.3. Contemporary college students' abnormal consumption mainly has comparison consumption

Contemporary college students generally have the situation of comparing consumption, that is, I have something that others have, and it is better than others. In the mutual comparison, college students need to consume a lot of financial resources to maintain their so-called status. Especially in the comparison of consumption, they often stimulate each other, causing huge financial losses on both sides of the comparison, and even inciting contradictions between the two sides. At the same time, in order to ensure that the comparison is effective, the two sides who choose to compare will stay in the high-priced fields such as mobile phones, computers, luxury goods, etc., which is unbearable for college students themselves. Moreover, in the process of comparing mobile phones and computers, there are often wasteful situations. When their own mobile phones and computers can be used, they are chosen to be abandoned.

3.4. Contemporary college students' abnormal consumption mainly exists in borrowing consumption

At present, the consumption of college students' borrowing is very obvious. The main borrowing and consumption content is completed on the online loan platform. There are also two general use funds: the first use is to purchase some luxury goods. College students generally have a passionate pursuit of expensive mobile phones. Most college students choose to borrow money to buy mobile phones to meet their own needs. Since the funds in the borrowing and consumption are all borrowed, most of the college students themselves will not care too much about the use of these funds. The second is used for daily consumption. College students are curious about many things, so there will be a phenomenon of borrowing and spending. For example, some places with high consumption are often difficult for college students to consume, but college students are very curious about this, and they use borrowing and consumption to enter high-consumption places, such as bars.

4. Social Psychological Research on the Abnormal Consumption of Contemporary College Students

4.1. Contemporary college students' abnormal consumption is mainly due to the influence of herd mentality

At present, one of the main problems of the formation of malformed consumption among college students in China is the influence of herd mentality. The emergence of herd mentality stems from two main reasons: the first reason is to better integrate into a group. In order to better integrate into a certain group, many college students tend to choose to be close to the consumption of these groups. If you join a basketball group, you need to buy a pair of good enough basketball shoes to make yourself better. Into this group. For the same reason, if you want to integrate into a rock club, you first need to buy a guitar. Therefore, in order to make yourself look like a certain type of person, college students will choose to buy some of these types of needs, but they have little demand. This is a wrong concept of consumption. Joining the basketball team doesn't mean you have to have a good pair of shoes, mainly to have a heart that loves basketball. The second reason is to cover up your own deficiencies. The biggest characteristic of herd mentality is to make herself become like everyone else, at all costs. This is because there are certain deficiencies in her own. In order to cover up these defects better, there will be a herd mentality. If my basketball skills are not good, but I really like basketball. Often this type of person chooses to join the basketball club, and will choose another route - buy a pair of good enough shoes, preferably the best sneakers of all. This is to express their love for basketball from the strength of consumption, but also to cover up the shortcomings of their limited basketball skills. But this method is wrong from the beginning.

4.2. Contemporary college students' abnormal consumption is mainly due to the influence of consumerism

At present, college students' memory consumption has also been influenced by consumerism. At present, there are two contents that have great influence on college students in the influence of consumerism: the first is to emphasize the concept of advanced consumption. At present, most of China's consumerism trends have begun to emphasize advanced consumption, that is, through borrowing and other means of consumption. In the concept of advanced consumption, the college students are repeatedly warned, and the young time is very short. If you can't choose what suits you in your youth, then you will have no interest after you are old. This is life. Missing. In essence, this concept has certain truth, but it is by no means a foothold for advanced consumption. Advance consumption refers to the rational use and better access to wealth. Rather than simply focusing on hedonism. However, most of the college students understand that they are hedonistic, which has led to the situation that the consumption is not self-sufficient. The second is to emphasize the concept of quality consumption. In the current consumerism trend in society, the main emphasis is on the idea of quality consumption, that is, to emphasize that people should improve their living standards and pay attention to the quality of consumption. Mainly to advocate people to buy some high-level

items. In the concept of quality consumption, the promotion of purchasing a high-quality product allows you to enter a new level of life and thus a better life. In fact, this situation can be established, but it is often determined according to people's living conditions. It is not that consumption promotes the improvement of the level of life, but that the improvement of the level of life promotes consumption. The relationship between the two cannot be reversed, but college students have generally reversed this relationship.

4.3. Contemporary college students' abnormal consumption is mainly due to the influence of social culture

The current social culture has a very serious impact on the abnormal consumption of college students. The main point is that the current social culture emphasizes the following two points: The first point is that money is supreme. Money supremacy has become a current social culture. Most people will continue to work hard for money, and in order to get more money, they can give up their dignity and the bottom line. This makes many college students think that money is everything. This kind of thinking is deeply rooted in the minds of most college students. Therefore, most college students think that having money is very important, and the key to wanting to have money is to have a good circle of contacts. In order to better integrate into these social circles, you need to buy some items that match the upper-level network of people to find a way to cut the entrance. This kind of thinking is in line with business ideas, but it is not suitable for college students, especially the economic conditions of college students are limited and it is difficult to bear. Can afford this content. The second point is that consumption determines social status. At present, the thoughts implemented in society are also the social status of consumption. The main reason is that the service industry is doing better. The higher the level of consumption, the better the services enjoyed. Especially in some luxury goods stores, the service far exceeds the ordinary stores, so in order to feel this vanity, it will often stimulate college students to consume. College students also believe that this top-level service is the embodiment of social status, but in fact, these are just additional content of consumption. Social status is not promoted by your consumption, it depends on your personal value. So this is a misleading of current social culture.

4.4. The abnormal consumption of contemporary college students is mainly due to the impact of the gap between the rich and the poor in society

At present, the gap between the rich and the poor in the society is the most stimulating content for college students, mainly because the family situation among college students is uneven, which leads to some students who are backward in life, who are often looked down upon in colleges. These college students want to cover up their own. Family origins tend to carry out consumption far beyond their own ability, mainly to prove that others can see their own ability. In fact, this is not a consumption power, but a deformed consumption. The direct impact of the gap between the rich and the poor on college students has two points: The first point is embarrassment. The gap between the rich and the poor is too large, and poor college students will naturally marry these wealthy college students. They think this is unfair and ignores the efforts of rich college students. In the case of embarrassment, these poor college students will want to work hard to narrow the gap between them and rich college students, so they begin to squeeze their own families, let the family pay more for this economy, satisfy their own guilt, and even It is using some bad means. This creates a deformed consumption. The second point is envy. Poor college students always have an envious attitude towards wealthy college students, and those expensive items have become the dream of poor college students. Many college students choose to borrow money, which is to buy a lot of things that they think can represent their dreams, and thus pay a lot of economy. But in fact, these products are generally just daily necessities, and can not carry the dream of poor college students. After discovering this, poor college students will continue to borrow and consume, and eventually make themselves seem to be rich, in fact, they are spending their own future.

5. Conclusion

In summary, there are certain problems in the concept of consumption among contemporary college students in China, mainly based on the degree of freedom of university life, and the phenomenon of comparison between students has emerged, especially some blind follow-up consumption, which has brought a very large economy to college students. burden. At present, the highly developed online lending platform allows college students to effectively borrow money, which further stimulates the consumption of college students. In the end, college students have developed because of their consumption habits, and it is difficult to completely leave the whirlpool of lending, leading to the future. Both life and work have been greatly affected. At present, the most effective way is to start from the psychological activities, gradually improve the consumption behavior of college students, and solve the life pressure of college students.

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