

The Influence and Response of Online Consumerism on College Students' View of Marriage and Romance

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Abstract: Internet consumerism is an extension of consumerism in the network, which has the nihilism of consumption content, the stratification of consumption behavior, and the popularization of luxury consumption, which affects college students' marriage value cognition, marriage behavior ethics, and marriage and love interaction experience, thereby affecting the shaping of the correct view of marriage and love. We should start from the four parties of individuals, schools, families, and society, strengthen media literacy education to improve discernment, pay attention to family education guidance to enhance affinity, create a good social environment to enhance demonstration power, and guide college students to cultivate a positive and healthy view of marriage and love.

Keywords: Online consumerism; University student; View of marriage and love; Effect; Cope

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College students' view of marriage and love is a collective term for college students' views on love and marriage relationships and the business strategies adopted, and is an important influencing factor for college students to obtain spiritual happiness, build a harmonious family, and create a happy life. In recent years, with the rapid popularity of online consumption behaviors such as live streaming goods, the consumerism has rapidly spread on the Internet, which further reflects the nihilism of consumption content, the stratification of consumption behavior, and the popularization characteristics of luxury consumption, further dissolving the network subjectivity of college students, making college students constantly consume and satisfy empty desires in the illusory online world, resulting in the polarity of the Internet and reality being reversed. Internet consumerism not only affects college students' consumption view, but also quietly changes their view of marriage and love.

1. The adverse effects of online consumerism on college students' views on marriage and love

1.1 Influencing college students' perception of the value of marriage and romance

Beautiful love is desirable, and the concept of marriage and love established by college students should be like-minded, have common beliefs and pursuits, and understand the responsibility and dedication of love in hard work. However, under the influence of online consumerism, college students tend to be more inclined to or simply rely on material interests and each other's economic conditions when choosing a mate, fantasizing about relying on marriage to change the shortcut of life trajectory, and producing concepts such as "it is better to do well than marry well"; Some college students are confused by the overwhelming consumption propaganda, hold the fascination with the so-called "light luxury" and other quality of life, and draw the excellent qualities such as struggle, thrift, and sharing happiness and hardship to the opposite side of marital happiness, and there is a materialization and secularization tendency in the choice of marriage and love.

1.2 Influencing the marital behavior and morality of college students

College students are in the stage of establishing the foundation of correct marriage morality and sexual morality, and should gradually realize the commitment, protection and respect that love brings. "True love is neither superficial love passively confused by appearance, nor material love swayed by money status, but simple love based only on lovers."^[1] However, under the influence of online consumerism, some college students take whether they "suffer" and "take advantage" in the process of interaction between the two parties as the only criterion for evaluating marriage and love behavior, and beautiful love has become a kind of carnal consumer goods in their values, which not only damages their physical and mental health, but also brings double damage to reputation and physiology to others.

1.3 Influence college students' marriage and romance interactive experience

First, the Internet's overwhelming various love festival consumption brainwashing propaganda, bringing too materialistic forms of love makes both parties feel miserable; Second, some college students pay too much attention to the immediate consumption enjoyment, ignoring the long-term planning of both parties, This kind of fast-food love greatly weakens the emotional experience of both parties; The third is the virtual online dating and tip-based love model, which has long been contrary to the original form of marriage and love, but behind the hot love in the virtual world is the endless emptiness in the real world.

2. The cause analysis of the alienation of online consumerism and the concept of marriage and love among college students

2.1 Inducement of online social media

Online social media refers to the collective term for various types of online platforms with interactive functions, including chat tools, blogs, forums, online shopping platforms and even news websites that can be commented. Some online social platforms completely ignore the social responsibilities of the media industry for their own interests and traffic, openly carry out "popularity" and "sudden wealth" on the communication platform, timely pleasure, money supremacy and other views of dissemination and display, and overly vulgarize and entertain the expression and content of love with innocence first. "Some consumer anchors and Internet celebrities have advocated consumption trends, induced college students to reshape consumption standards, and changed the consumption patterns of college students."^[2] Resulting in college students' cognition of the real world and the online world being different, gradually losing themselves under the information bombardment and consumption induction, thereby deeply binding beautiful love with consumption levels, keen to imitate the wrong fantasy of fashion consumption, advanced consumption, excessive consumption and even loan consumption to obtain love, and its love standards and mate selection standards are unconsciously controlled.

2.2 College students' own screening ability is insufficient

On the one hand, online consumerism often has the characteristics of popular symbolization, inducing college students to blindly follow the trend through fashion and trends, coupled with their own thinking ability and lack of discernment ability, so that college students are simply based on material conditions when making decisions about love and even marriage Dilute the emotional experience and sexual ethics in love, and it is often easy to put forward mate selection standards that do not meet their own reality, so as to satisfy curiosity and interest for new things, and cannot rationally look at various problems such as love communication, marriage life, and family life in marriage. On the other hand, college students' own circles often have similar ways of thinking, living habits, and consumption pursuits, and are more tolerant of comparative consumption and competitive consumption in the process of sharing love "experience", so that online consumerism spreads rapidly among college students.

2.3 Lack of education on daily views on marriage and love

Starting from the main body of marriage education, schools and families have an equally important position. However, from the actual situation, the family often only pays attention to the academic growth of children. As the main position for the cultivation of college students' "three views", colleges and universities also lack guidance for college students' marriage and love in daily ideological and political education, cannot correctly guide college students to correctly view the relationship between consumption and love, and do not pay enough attention to guiding college students to identify and resist the trend of online consumerism. These factors have adversely affected the shaping of college students' view of marriage and love, causing college students to gradually lose their lofty pursuit of beautiful marriage and love in the consumption of circles, symbols, and comparisons.

3. The educational strategy of college students' view of marriage and love under the influence of online consumerism

3.1 Strengthen media literacy education and improve discernment

The current online media is not only a medium for transmitting information, but also an important tool for spreading anxiety and manipulating people's desire to consume, "In the impact of consumerism on college students' views on marriage and love, the rendering of mass media has undoubtedly played a role in fueling the waves." "[3] In this context, contemporary college students should pay attention to the cultivation and improvement of network media literacy, learn to screen and select information in the face of various types of consumer-style marriage and love views, learn to reflect on their own bad consumption behaviors, rationally look at the shortcomings and shortcomings caused by factors such as growth environment, family foundation, and their own quality, abandon one-way appearance attraction and money-power attachment soap-style marriage, learn to base on their own reality, based on objective foundation and common life ideal to pursue suitable marriage.

3.2 Pay attention to family education and guidance, and enhance affinity

Family is the survival and growth of college students to rely on, on the one hand, parents should actively cultivate their children's diligent and thrifty, green and healthy consumption habits in family life, stop excessive consumption desires, and help their children establish a healthy and ecological consumption concept. On the other hand, we should set an example of mutual help and common struggle in family life, guide children to learn to pursue happiness in life in struggle, and keep love alive in mutual admiration and help, so as to incorporate the yearning for beautiful love and the pursuit of rich material life into personal life struggle planning.

3.3 Create a good social environment and enhance exemplary power

First of all, we should actively take advantage of the timely and effective characteristics of online communication, and communicate and exchange on marriage and romance topics through online platforms that college students love such as public accounts and Tiktok, so as to cultivate them to establish a positive and healthy view of marriage and love. Second, we should strengthen the supervision and management of self-media, as well as strengthen the constraints and norms of information dissemination platforms, and increase the punishment of some individuals or media who are keen on creating gender antagonism and hashtags by improving legal provisions and other means, and effectively improve the professional ethics of online media publishers. Third, the rectification and review of entertainment platforms and the fandom should be strengthened, and some bad cultural phenomena that erode college students' views on marriage and love, such as blind comparison, anxiety, and hedonic worship, should be promptly corrected and shielded, so as to enhance the sense of morality and responsibility of the media, and guide college students to develop a positive view of marriage and love.

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