

# Research on the leading path of contemporary college students' green online consumption view 1 Based on the survey of college students' online consumption in Weifang City

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**Abstract:** Under the concept of green development, how to take high-quality development as the goal to cultivate rational consumption and green consumption concept of college students has become an important issue for colleges and universities to shape the correct three views of college students and promote their physical and mental health development. In the era of the Internet, college students occupy an important position in the network consumer groups, this paper from the blind conformity, online entertainment, platform debt, network addiction Angle, analysis of contemporary college students online consumption behavior and problems, from the internal and external environment of college students, elaborated the factors affecting college students online consumption, And around the four dimensions of adhering to the ideological and political orientation of courses, strengthening social supervision and publicity, enhancing family responsibility awareness, and paying attention to self-consumption education, it gathers the strength of school, society, family, and individual to build a four-in-one green online consumption concept leading mechanism.

**Key words:** college students; Green consumption concept; Network consumption; Lead the way

## Introduction

In the era of vigorously building ecological civilization, the concept of sustainable development has penetrated into all aspects of social life and work, and gradually become people's consensus. With the vigorous development of the Internet and e-commerce, the consumption concept and consumption level of contemporary college students have undergone new changes. Some students no longer only pay attention to the price of products, and are even prone to blind consumption, impulsive consumption and excessive consumption, forming bad online consumption concept and consumption behavior. Therefore, it is urgent for colleges and universities to combine college students' online consumption behaviors and strengthen the leadership of green consumption concept.

## 1. Online consumption behaviors and problems of contemporary college students

### (1) Blindly following the crowd

More contemporary college students grow up in a good living environment, have a strong ability to accept, can quickly understand and master online consumption patterns, and have personalized consumption preferences. However, due to the three perspectives of college students are not fully mature, coupled with the lack of strong self-control ability, they are easy to be influenced by the surrounding students in online consumption, and think that only by consuming luxury goods can they realize their life value. Therefore, in the process of online consumption, some students have a strong sense of vanity and comparison, and pay attention to big brands, blindly compare clothes and cosmetics, and unilaterally pursue the symbolic meaning and symbolic value of consumption. Despite the lack of consumption power, some students will blindly follow their classmates, buying popular goods, brand-name products and luxury goods, falling into the dilemma of comparison consumption, show off consumption, face consumption, which will not only bring a burden to society and family, but also conducive to the future physical and mental health development.

### (2) Online entertainment consumption

In the Internet era, various livestreaming, film and game software emerge one after another, and various novel dating functions, livestreaming malls and game props stimulate college students' eyes. From the perspective of online consumption structure, many students attach great importance to online entertainment consumption. Attracted by various commodity information and online anchors, some students spend a lot of money and time on online entertainment and shopping, failing to properly grasp the consumption scale, which seriously affects their physical and mental development and daily study life.

### (3) Platform debt consumption

Compared with the past, the living expenses of contemporary college students are more, more and more college students pursue a better and high-quality life, and the consumption structure is no longer limited to life, education and learning supplies, but will be transferred to live, beauty, tourism and other fields. However, some students are weak in green consumption awareness, put carpe diem in the first place, fail to establish a financial concept, and are easy to make consumption behaviors beyond the scope of economic affordability. As a group lacking sustainable income, in order to meet the growing consumption desire, some college students will choose lending platforms to obtain opportunities for advanced consumption, and take this as the standard for enjoying a happy life and quality of life, which will not only lead to weak emotions, but also waste a lot of resources.

### (4) Indulge in online consumption

In the era of booming e-commerce, many platforms have opened online live sale functions, creating convenient conditions for college students to shop. Faced with a wide variety of popular clothes and decorations, some college students are easily addicted to online

consumption channels, spending a lot of money to buy products with low practical value, reducing daily expenses, and even going to the illegal road.

## **2. Influencing factors of online consumption behavior of contemporary college students**

### **(1) Internal factors**

On the one hand, students need to solve themselves. After entering the university campus, some students fail to find a platform to show their self-worth and express their will, and it is difficult to establish a good social relationship with others. They lack enthusiasm in social practice, club activities and studies, and tend to enhance their self-satisfaction and self-identity through online consumption. On the other hand, students need to fill their free time. Because some students have not yet formed a clear study and career plan, can not scientifically arrange extracurricular time, easy to appear spiritual emptiness, they will kill time through online shopping, and even affect the normal life and study.

### **(2) External factors**

In the open network environment, college students can stay at home and use mobile phones to quickly complete payments and transactions. Influenced by social materialism culture, they are prone to excessive consumption and impulsive consumption. On the one hand, some merchants have strong promotional offers. As some college students are not able to distinguish information, various promotional advertisements with visual impact in mobile phones have become a major factor to induce students to consume. Faced with novel product functions and styles, some college students are prone to impulsive consumption and buy unnecessary goods. On the other hand, installment payment and the stimulation of online credit. In the new era, various consumer platforms have launched credit and installment business, which provides opportunities for college students to consume ahead of time and overspend. Especially on dates such as “618” and “Double 12”, some students are difficult to resist the temptation of products and appear ahead of time.

## **3. The green network consumption concept of contemporary college students leads the path**

### **(1) Adhere to the ideological and political orientation of the course and cultivate the concept of green consumption**

First of all, colleges and universities should focus on the ideological and political orientation of the curriculum, reasonably excavate ideological and political elements, build a green consumption course system, integrate green consumption concept into ideological and political courses, public courses and professional courses, and combine the cultivation of green consumption concept with classroom teaching. For example, teachers use the network marketing course teaching activities to develop ideological and political resources in green consumption around the themes of green lifestyle, beautiful China and green development, build an educational system of curriculum ideological and political education and practical education, and expand the breadth of ideological and political education for college students. Teachers can also use various professional disciplines, such as consumer psychology, combined with the course teaching content, to issue green consumption theme research activities, so that students can focus on the project theme, prepare the research content in advance, and bring it into the class to share and discuss, and innovate the green consumption education model. Secondly, colleges and universities should strengthen the construction of teachers, organize green consumption concept training activities, invite ideological and political teachers, counselors and teachers of professional courses to participate, improve their green consumption concept education quality, and build a communication platform based on green consumption concept, guide the majority of faculty and staff to gather green education efforts, and jointly understand and learn green consumption concept. To explore the integration of education and teaching management with green consumption concept, form a scientific and effective education model, and accumulate effective education experience. In addition, colleges and universities should give full play to the advantages of campus big data, promote comprehensive one-stop express station services, include students' express delivery records into the scope of big data information collection, and timely transmit the data of students who shop excessively frequently to counselors, so as to provide conditions for counselors to carry out consumption early warning and heart to heart communication, so as to cultivate students' identification with green consumption concept.

### **(2) Strengthen social supervision and publicity, and advocate green online consumption**

Public opinion and environment affect college students' online consumption concept. First of all, government departments should strengthen network management, with the goal of cracking down on campus loans and preventing harmful network information, improve the laws and regulations on network marketing and management, and formulate detailed provisions on network environment management. In the supervision of online consumption, the government departments should establish a special regulatory body, which is responsible for reviewing the e-commerce merchants of various online platforms, enhancing the integrity awareness of merchants, creating a good consumption environment for college students, and severely cracking down on bad online loans, creating a clean and healthy social network consumption atmosphere. Secondly, the mainstream media and new media should realize the characteristics of social values and cultural diversity, take the initiative to shoulder the social responsibility of improving the public's cultural literacy and shaping the public's spiritual character, regard the promotion of socialist core values and leading the new fashion of healthy network as the key points of publicity, and promote the social atmosphere of diligence, thrift and green consumption. Specifically, each media platform should release the main task of green consumption, encourage media personnel to plan various types of columns and news topics around the concept of green consumption, spread the concept of green consumption through the use of diversified media publicity channels, guide college students to establish healthy consumption, rational consumption and green consumption concepts, so that they can actively resist blind consumption and comparison consumption behavior. To promote the formation of green network consumption concept. Among them, the media management department

should focus on the orientation of green consumption, strengthen audit and supervision, control the communication content of over-consumption and over-consumption, rectify and standardize the publicity content of mass media, vigorously promote and disseminate the concept of green consumption, and better cultivate the correct concept of online consumption of college students.

(3) Enhance the awareness of family responsibility and guide students' consumption concept

Family education plays an important role in personal study, life and lifelong growth. First of all, colleges and universities strengthen the contact with parents, through the establishment of home-school cooperation education platform, guide parents to integrate the concept of green consumption into the construction of family tradition, and cultivate students' rational consumption awareness. In order to avoid students' comparison psychology and blind pursuit of big brands, parents should play a leading role in the process of online consumption, firmly oppose blind consumption and extravagance, set a rational consumption example by practicing the concept of green consumption, and imperceptibly edify students' correct consumption values. Secondly, college counselors should contact parents regularly, through the joint analysis of college students' recent online consumption level and main trends, to understand their consumer demand, consumer behavior and consumption concept, timely find unreasonable and unhealthy consumer behavior, and timely carry out heart-to-heart communication work, guide college students to improve the quality of consumer spirit, form a rational consumption concept, and enhance their green consumption awareness. In addition, parents should take the initiative to participate in labor education activities, carry out parent-child labor education activities, lead their children to participate in labor practice, so that they feel the hard-won money, cultivate college students' sense of diligence and thrift, and combine their performance in the labor process, give correct and reasonable evaluation, help students restrain negative behaviors, maintain a positive attitude toward life, Stay away from the misunderstanding of online consumption.

(4) Pay attention to self-consumption education and practice green consumption behavior

First of all, college students should exert their subjective initiative and take the initiative to establish a rational consumption concept. Before online consumption, college students should make reasonable consumption plans according to the family situation and actual level, control unreasonable consumption desires and behaviors, and avoid the burden to the family due to vanity and comparison. Secondly, college students should start from the actual situation, rationally treat online consumer products and online loan platforms, cherish personal credit information, balance the relationship between personal ability and desire, and avoid irrational consumption and entering the debt trap. In addition, develop good financial habits. In daily study and life, college students should establish a sense of financial planning, formulate a detailed daily consumption plan, make a list of income and expenditure, and combine the realistic learning and development needs, analyze the cost of online shopping, targeted online shopping, and form a good habit of online consumption and savings. Finally, college students should enhance their awareness of self-management and take the initiative to pursue a healthy lifestyle. In the face of difficulties in study and interpersonal communication, college students should take the initiative to seek help from teachers and peers. By participating in various campus activities and social practice activities, college students should enhance the friendship with classmates, cultivate personal interests and hobbies, find the path to realize self-worth, constantly improve the physical and mental pleasure and spiritual satisfaction, and stay away from the addiction of online shopping.

#### 4. Concluding Remarks

To sum up, increase the efforts to lead the green network consumption concept, and become a way for colleges and universities to cultivate the correct consumption concept of college students and lead them to the green life road. Therefore, colleges and universities should cooperate with the society, families and college students and give full play to the leading role of diversified education by implementing the ideological and political tasks of the curriculum, strengthening social supervision and publicity, enhancing the awareness of family responsibility, paying attention to self-consumption education and other ways, which can not only guide college students to inherit the traditional virtues of hard work, diligence and frugality, but also get out of the misunderstanding of advanced consumption, comparison consumption and excessive consumption. To form a correct green consumption concept and rational consumption mode, but also to reduce unnecessary resource consumption, practice the concept of green consumption, and contribute to the construction of low-carbon economy and ecological civilization.

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