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Cultivation of correct consumption view of technical college students

Youbo Liu¹

1. Hangzhou First Technician College

Abstract

Contemporary technical college students generally exist excessive consumption, borrowing consumption phenomenon. How to develop the correct consumption view is an important problem to let students realize the difficulty of earned money; cultivate students' correct consumption view through home-school cooperation; create the correct consumption view atmosphere in the campus; teachers teach by words and deeds, set up the consumption model, and strengthen the concern for students with poor families.

Keywords: technical school; consumption view; education

Consumption concept is the concept of consumers that use a kind of value judgment to measure things and guide consumption. It is people's general attitude and basic view on the consumption level, consumption mode, consumption content, consumption target and consumption mode involving the whole consumption activity. As the subjective form of the choice and decision of goods, consumption concept is an important part of personal values, which reflects the knowledge level, moral status, individual taste and humanistic spirit of consumers[1]. Teacher is a profession facing the sun, we should give corresponding education in students' morality, behavior habits and other aspects. Students in technical colleges generally have a certain misunderstanding of the word "consumption", and the head teacher should let the students have a correct understanding of the word "consumption".

1. Student consumption status

(1) Survey of student consumption situation

The work of the head teacher needs to pay attention to skills, in the need to understand the consumption of all the students in the class can not take the way of direct inquiry, to make full use of the weekly class meeting class, the second class of grade one and students can have in-depth communication and talk about the time to ask the situation.

1. Students' campus consumption survey

During the school period, students mainly spend the food expenses of three meals a day, most of which are about 150 yuan a week, and the consumption level is again about 200 yuan. Less than 100 yuan are mainly students from difficult families, more than 200 yuan of families are relatively rich, the only child and single-parent family situation accounts for the majority.

2. Survey of student online consumption

Due to the development of Internet technology, students have developed the habit of online consumption, and even all daily necessities are purchased through the Internet. Due to the small profits and quick turnover in online shopping, students often appear to hoard small quantities of snacks. Due to the deviation of cognition, students in technical colleges rely too much on electronic products, and often appear in game recharge.

(2) Analysis of the current situation of students' consumption concept

First, students begin to live in technical colleges, with impulsive, blind and random curiosity in consumption. Countries around the world are getting closer and closer, and the close ties enable students to communicate with foreign cultures and values faster and more freely. Under the influence of some negative social trends, there are some problems in the development of students' values. In the case of price imbalance, students tend to consume in large quantities, comparative consumption, blind consumption and psychological consumption, which is not conducive to establishing a correct consumption concept.

Second, the school and family education is insufficient. Many students have a certain understanding of the consumption before entering the school, because they are influenced by the parents in the family, and the correct parents' consumption view is very important to shape the students' consumption view. The difference of education level is the inevitable reason of the conflict between the old and new ideas. The new and old ideas will produce some problems, which affect students to form a correct concept of scientific consumption. Family is the space where students live for the longest time, and it plays an important role in shaping the consumption concept.

2. Analysis on the cultivation path of students' correct

consumption view

(1) Guide the students to carry out the self-education of the correct consumption concept

Starting from the reality of comprehensive quality education and scientific utilization of resources, in the process of cultivating students' ecological consumption concept, we need to mobilize the enthusiasm of students to optimize resource integration and pursue healthy, green and rational consumption. For example, can encourage students to reduce unnecessary waste of resources, control the production of residual waste, in daily life as much as possible to reduce unnecessary consumption, meet their appropriate demand, can guide students to their own consumption records and regularly check it, in order to understand their consumption of time, timely remind students rational consumption. In this way, students can develop the habit of correct consumption for a long time, so as to form the concept of correct consumption.

(2) Give full play to the guiding role of consumption concept education in colleges and universities

As the main place to carry out educational activities, it is of great significance to improve the means of college education and strengthen the consumption concept of colleges and universities. As a basic educational institution, technical colleges must pay attention to all aspects of student education at every stage of students' development. Therefore, in the field of consumption, colleges and universities must cultivate a correct understanding of students 'consumption, and promote students' growth and talent training. To carry out consumption culture education, enrich students 'knowledge of correct consumption concept, promote the development of students' healthy consumption and consumption behavior in practice, create a good cultural environment for students, and inculcate correct and scientific consumption concept.

(3) Create an external environment for students to establish a correct view of consumption

The values that shape students themselves depend not only on school and family education, but also on social conditions. With the improvement of social living material conditions and the spread and penetration of foreign ideology and culture, students 'consumption concept is very easy to be affected by social conditions. The social and economic work methods should be actively promoted, and families play an important role in shaping students' correct consumption concept. In the process of cultivating students 'correct consumption concept, we should make full use of the subjective initiative of family education. However, due to the virtuality and diversity of the network, some corrupt culture and negative information values have become potential threats to students' development. Therefore, we should make full use of the Internet

this "double-edged sword".

(4) Cultivate students' financial management ability

Due to the different life experiences and life experiences of students, there are significant differences in the economic level, consumption trend, consumption ability, consumption skills, consumption concept and so on. They should objectively evaluate their economic situation, and organize their consumption scientifically and reasonably. According to China's economic situation, there must be a scientific consumption orientation, choose the consumption mode suitable for the ability, and choose according to the ability to pay. Not only can you not spend more than you can pay, but you can't spend more than your credit card. Finally, we should objectively evaluate the economic situation, consciously develop our own financial resources, and promote the adaptation of their consumption behavior. Modern students should consciously strengthen their own financial culture construction, rationalization of consumption expenditure is a necessary condition to obtain financial resources. In the process of daily consumption, in addition to the decision to learn the required financial knowledge, you can also establish a regular personal consumption account. The details and direction of consumer spending clearly indicate what is unnecessary, what can be avoided, and what is necessary.

3. The guiding measures of moral education to students' consumption view

(1) Alternate work and study

Apart from the students from poor families, most of the students in technical colleges mainly rely on the living expenses of their parents. In this way, the students think that the source of living expenses is relatively easy. Lead to the formation of extravagant consumption habits, because of the family emotional parents think that there is a certain debt, often in the cost of living expenses on this issue to make compensation. This situation even more leads to this kind of students to develop a bad consumption concept. Work-study alternation, this system has many beneficial points for students.

Students in technical colleges, due to little social experience, think it is easy to make money. Schools and teachers should allow other students to get paid for their work, guide them to make money through work, and let them know how difficult it is to make money. Only through personal understanding can they know that it is not easy for the parents and that they should not spend money at will. The following measures are recommended. Schools and teachers are able to create more opportunities for legitimate income, improve their employability, and encourage students with appropriate skills to develop entrepreneurship in schools.

(2) Home-school mutual assistance

Most of the reasons why students develop bad consumption views are related to family factors. Due to the high disposable living expenses given by parents, students have the idea of nowhere to use, forming a consumption deviation. In the class, the head teacher should understand the source channels of students' living expenses, and obtain the cooperation and recognition of parents to reduce the disposable amount of students from the root. Make students in extravagant spending, so as to slowly correct the incorrect consumption view. Students' expenses are mainly borne by their parents. Students' consumption concept is closely related to the family education environment. For students, parents' words and deeds have an important impact on them. Therefore, parents must set an example, play a leading role, develop good consumption habits, reduce material losses, and adhere to a scientific and reasonable way of life. In order to meet the needs of children, we must control the expenditure of money to a certain extent, pay attention to money, and consciously cultivate children's economic awareness. Parents need the right advice to help them establish rational consumption concepts.

(3) Teach them by words and deeds

Teachers shoulder the sacred responsibility of teaching and educating people, which requires teachers to have lofty professional ethics and set an example. The imitation of teenagers is very strong. Teachers, as the people who get along with teenagers for the longest time, are often regarded as their own imitation objects by teenagers. When the teacher himself has a good view of consumption, the students will take the teacher as an example and a goal, and gradually correct their bad view of consumption. As educators, teachers can only communicate with students when they act at the personal level and develop good consumption habits.

Teachers should have the ability to find, in daily learning life, the teacher in charge to actively jade students communication, understand the specific situation of the students, and to understand in the communication with students' consumption concept, if found that students exist consumption concept deviation, to timely communicate with students, through the typical way for students, let the students form the correct consumption concept. Beat their consumption events to share with the whole class, to praise and set up a model. Form a scientific education method with the point driving surface, with a small number of students to drive the majority of students.

Difficult students in the class proportion is very small, but this group of students can not ignore, should be given more care. Due to family and environmental factors, difficult students are often psychologically vulnerable. We should pay attention to the protection of privacy of students when helping them, and the information and list of students from poor families should not be published in the class.

4. Conclusions

Modern students' consumption view has distinct characteristics of The Times and personality characteristics. In the modern student world, there are irrational consumption concepts, such as money worship and consumerism, but we cannot deny the basic principles of healthy and reasonable consumption of modern students. From the above analysis, it can be concluded that the existence of this negative consumption concept is the result of many main objective factors. We should create a consumer education environment that connects family, society, media, student education and self-education, and prepare well for the healthy growth of modern students.

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