

The Influence of Internet Economy on High School Students' Consumption Concept

Anqi Xiang*

Wuhan-Britain China School, Wuhan, Hubei, 430000, China

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ABSTRACT

With the rapid development of Internet technology, the Internet economy has gradually penetrated into every aspect of people's life. The group of high school students has increasingly become an important part of the Internet consumption market, and its consumption concept is also deeply influenced by the Internet economy. Based on the analysis of the development status of the Internet economy and the characteristics of high school students' consumption concepts, this article analyzes the double impact of the Internet economy on high school students' consumption concepts. On this basis, it expounds how to guide high school students to form the correct consumption concepts under the Internet economy from the three dimensions of school, family and individual.

1. Introduction

“Internet plus” has been mentioned in China's government work report every year since 2015. In the government work report in 2019, premier Li Keqiang even proposed to “comprehensively promote ‘Internet plus’ and transform traditional industries with new technologies and new models”, indicating the importance the country attaches to the development of the Internet. With the emergence of the Internet, Internet economic activities are gradually infiltrating into various fields of social life, and are deeply loved by high school students who are extremely concerned about the Internet and pursuing fashion trends. High school students are in a critical period of the formation of world outlook, outlook on life and values, and their consumption concepts are easily influenced by the subtle influence of the Internet economy. Therefore, based on the current situation of Internet de-

velopment and the characteristics of high school students' consumption concepts, this paper reveals the advantages and disadvantages of the Internet economy, which is of great significance to guide high school students to form a correct consumption concept.

2. Analysis of the Current Situation of Internet Economy and High School Students' Consumption Concept

The Internet economy has developed rapidly in recent years, and the consumption of high school students is increasingly dependent on the Internet economy. However, the consumption of high school students still has some characteristics such as immature mind, susceptible psychology and misleading ideas. The analysis of the development status of Internet economy and the characteristics of high school students' consumption concept can lay a realistic foundation for a bet-

*Corresponding Author:

Anqi Xiang,

Wuhan-Britain China School, Wuhan, Hubei, 430000, China;

E-mail: Xiangping123@126.com.

ter understanding of the impact of Internet economy on high school students' consumption concept.

2.1 The Development Status of the Internet Economy

Internet economy is the sum of all economic activities based on the Internet, and it is a new economic phenomenon when information technology and network technology have developed to a certain stage.

In today's era, it mainly includes five types: e-commerce, online finance, instant messaging, search engines and online games. The rapid development of the Internet economy has greatly improved the efficiency of people's processing and utilization of information, and promoted the Internet economy to penetrate into all walks of life and constantly transform into new productive forces, thus driving the continuous development of the economy.

Since the 1990s, with the wide application and vigorous development of Internet technology, human society has entered a new era. According to the latest survey data from the China Internet network information center, by March 2020, China's Internet users totaled 904 million and the Internet penetration rate reached 64.5%, an increase of 4.9 percentage points over the end of last year. Among them, the number of middle school students is the largest, accounting for 19.3%. High school students and those with the same education background account for 22.2% of the total number of Internet users, ranking the second. The huge number of Internet users among high school students is an important part of China's booming consumer market and has laid a solid user base for the development of the Internet economy.

2.2 The Characteristics of High School Students' Consumption Concept

First of all, high school students are not mature enough in consumption. High school is an important period for the formation of people's world outlook, outlook on life and values. It is also a key stage for the development of high school students' personality and sociality. In this period, the income of high school students mainly comes from their families, and the consumption level is subject to the income level of the families and the high level of different family environments

In middle school students, their consumption concept will also be different. Although high school students have initially formed some consumption knowledge, consumption habits and consumption attitudes through their families, schools and peer groups, their consumption mentality is still relatively immature and in urgent need of maturity due to their lack of experience and incomplete understanding of consumption.

Secondly, high school students' consumption psychology is easily affected. High school students usually spend most of their time at home and school. They have little contact with the outside world and only one contact group. They have limited time, energy and channels to obtain other information. However, the stage of high school students is also the stage of the vigorous development of the psychology of curiosity, and the consumer psychology is easily affected by subjective and objective factors, resulting in the psychological consumption of following the trend of the crowd, the psychological consumption of seeking differences in pursuit of distinctive, and the psychological consumption of keeping up with the comparison of advertising brands.

Finally, high school students' consumption concept is easily misled. Because high school students' mind is not mature enough and their psychology is easy to change, it is easy for them to lose themselves in the face of complicated things and dazzling commodities. Under the tide of Internet economy, it is difficult for high school students to distinguish the consumption concepts and values advocated by the Internet from the things hidden behind various ideas, and they are easy to be misled and go astray. Not only that, high school students who lack the correct guidance from their school and family on the concept of consumption are more likely to make the concept of consumption into the erroneous thinking, which leads to the wrong consumption behavior.

3. The Internet Economy on High School Students' Consumption Concept of the Double Impact

The Internet economy is a double-edged sword for high school students. From a favorable point of view, the Internet economy provides high school students with a more convenient consumption process, more diversified consumption methods and a better way to meet their own consumption needs. From an unfavorable point of view, the Internet economy tends to blur the moral boundary of high school students, to waste their consumption, and to compare their consumption psychology.

3.1 The Positive Impact of Internet Economy on High School Students' Consumption Concept

First, the consumption process is more convenient. With the rapid development of the Internet economy, mobile payment has become more perfect, making the entire consumption process of high school students fast, convenient, safe and efficient. Compared with the past, with the popularization of QR code scanning payment methods such as WeChat and Al-

ipay and the assistance of supporting Internet financial products, more and more high school students have moved from traditional cash payment to cashless life. From the generation of consumption needs to the end of the consumption process, the time of the whole process is greatly shortened and the efficiency is greatly improved, so high school students can have more time to devote to their study.

Second, consumption patterns are more diverse. When the Internet economy has not been so popular, the consumption capacity of high school students is limited and the consumption mode is a little monotonous, which is mainly used to meet their own basic needs. However, with the development of the Internet economy, the consumption pattern of high school students tends to be diversified. High school students can not only buy online to meet their needs for food, clothing, housing and transportation, but also choose to consume online games, online literature, online music, online videos, live streaming, take-out, social applications and online education.

Third, consumer demand will be better met. On the one hand, the group of high school students has no income, and their income mainly comes from their parents, so their consumption level is subject to their pocket money. On the other hand, the stage of high school is the stage of rapid growth of consumer demand, if you want to completely meet their own consumer demand is very difficult to do. The emergence of the Internet economy has solved this problem to a certain extent. A wide variety of commodities, exciting advertising, accurate big data push, high-quality personalized services and affordable prices have made the high school students unable to stop and their consumer demand has been better satisfied.

3.2 The Negative Impact of Internet Economy on High School Students' Consumption Concept

First, consumption tends to be wasteful. Faced with various consumer goods and featured services emerging on the Internet, it is difficult for high school students with weak self-control to control their consumption desire. Coupled with the exciting advertising and discount marketing strategy, the high school students' consumer demand is growing, consuming many unnecessary products and services. However, due to the influence of income level, many high school students begin to use such Internet financial products as hua bai and borrowing bai for overdraft consumption, resulting in a sharp increase in economic pressure on students and their families. Failure to repay the loan as scheduled will also affect students' future credit.

Second, consumer psychology tends to keep up with the joneses. In the traditional offline consumption mode, the consumption channels and scope of high school students

are limited, while the development of Internet economy and express delivery industry has broken the time and space limit of consumption. Students with good family conditions and more pocket money will learn to consume some new things, which will soon become popular in their own small circle. Under the influence of peer pressure, they will cause the appearance of the psychology of keeping up with the joneses. Some students are influenced by the psychology of keeping up with the joneses, and some unhealthy phenomena will appear, such as food consumption looking at advertisements, clothing consumption looking at famous brands, entertainment consumption looking at popularity, and human consumption looking at adults.

Third, moral boundaries tend to blur. Internet economy not only exerts a subtle influence on high school students' outlook on money and consumption, but also exerts a great influence on their values and morals. On the one hand, the Internet economy is market-oriented and the pursuit of economic benefits is the goal, which will bring a lot of potential risks and negative information to the high school students, such as network violence, information leakage, network fraud, blindly chasing stars, live broadcast rewards, and game recharge and so on. On the other hand, the self-identification ability of high school students is still in the development stage, and the moral boundary will become more ambiguous, which will lead to the so-called "moral crisis", which is not conducive to the healthy and comprehensive development of high school students.

4. Under the Internet Economy High School Students' Consumption Idea Guidance Suggestion

While the Internet economy brings great convenience to people, it also highlights various risks and challenges. How to make use of the advantages and avoid the disadvantages, how to correctly guide the high school students' consumption concept needs the school and family to work together, and more importantly, high school students need to set up the correct, rational, green and economical consumption concept.

4.1 School: Theoretical Education, Practical Experience

School is not only a treasure house for high school students to learn scientific and cultural knowledge, but also a cradle for high school students to develop their world outlook, outlook on life and values. Teachers are also engineers of human soul, playing an irreplaceable role in correctly guiding high school students' consumption

concepts. First of all, schools can rely on the ideological and political courses to ask ideological and political teachers to better teach knowledge about consumption and strengthen the guidance of theoretical education. Secondly, the school can hold a series of lectures such as preventing network addiction and network fraud, and subtly guide high school students' consumption concept by making propaganda boards and putting up propaganda slogans. Moreover, each grade and each class can use their spare time to organize and carry out some online charity sales and offline volunteer service activities, so that students can realize the advantages and disadvantages of the Internet economy and the hard-won money in practice, and achieve the combination of theory and practice.

4.2 Family: Lead By Example and Strictly Control

Family is the haven of high school students, but also the material security of high school students' consumption; Parents are the best teachers of children, but also the guide to the formation of children's consumption concept. Children are a mirror of their parents. The consumption concept of high school students also reflects the consumption concept that parents have been holding in the growth of students to some extent. Therefore, parents should first of all lead by example with their own practical actions to practice the correct concept of consumption, high school students will consciously or unconsciously imitate their parents' way of consumption after osmosis. Secondly, high school students are already teenagers with certain cultural knowledge. Parents can speak in their spare time about the hardships and fatigue of acquiring money, teach some Internet financial management knowledge and its risks, and let students fully realize the risks of consumption on the Internet. Finally, when parents find that high school students have extravagant and wasteful consumption behaviors, such as seeking differences and keeping up with the joneses, they should, on the one hand, strengthen their persuasion and education and understand the reasons based on their emotions. On the other hand, the frequency of surfing the Internet and the amount of pocket money beyond basic needs should be strictly controlled, and the normal study and life should not be affected due to the addiction to Internet consumption.

4.3 Students: Moderate Rationality, Green Economy

The blacksmith also needs to own hard, under the background of the Internet economy to establish the correct concept of consumption in the final analysis or to rely on high school students themselves. First of all, high school students should moderate consumption, on the one hand,

to their own economic capacity to bear the scope of consumption, never to meet their own vanity and excessive consumption of psychological comparison, more cannot be hidden from parents and teachers desperate to use the online loan platform overdraft consumption; On the other hand, we cannot lag behind the consumption, in order to save money and tighten our belts, so that our basic living needs cannot be met. Secondly, high school students should be rational consumers. They should be clear about what types of goods and services they need. They should not blindly follow the trend or follow the crowd. In addition, emotional consumption should be avoided. In the face of the sugar-coated shells of network anchors and online games, we should maintain composure and be a calm consumer. But also to coordinate the balance between material consumption and spiritual consumption, more use of the Internet online learning convenience, use its massive resources to meet their own spiritual needs, do elegant consumers. Third, high school students to green consumption, on the one hand, in the purchase of goods to pay attention to screening, to the fake and shoddy products to resolutely protect their rights in a timely report, practice the principle of green consumption at the source; On the other hand, for durable goods to reuse, multiple use, to avoid the only temporary novelty impulse consumption. Not only that, when throwing away the used consumer goods, we should pay attention to the garbage classification, to avoid environmental pollution, such as recyclable clothing can be donated to the poor areas for recycling. Finally, high school students should economize on consumption, carry forward the traditional Chinese virtues, take pride in hard work, and take pride in luxury and luxury as a shame^[1-4]. When online consumption meets your own needs, learn how to manage and rationally use your pocket money, and develop the consumption concept of diligence and frugality. Always remember that parents make money is not easy, always with gratitude, in the life of thrift, hard work in learning, with a better future return parents.

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