

Influences of Hedonic Consumption on Business and Individuals' Quality of Life

Yingming Qu^{1,a,*}

¹College of Foreign Languages and Cultures, Xiamen University, Binhai Street, Xiamen, 361005, China

a. 11920192203617@stu.xmu.edu.cn

*corresponding author

Abstract: With the improvement of people's living standard, hedonic consumption gradually prevails in the society. In life, in addition to utilitarian and practical consumption, people will also pursue hedonic consumption that brings a variety of senses, emotions and pleasure. Hedonic consumption is people's consumption to satisfy their own sensory experience. It values material satisfaction and ignores spiritual satisfaction. Over the years, researchers have studied hedonic consumption and found that the popularity of hedonic consumption has an impact on businesses and individuals. By using the methods of literature search and data collection, on the basis of examining the definition and development of contemporary hedonic consumption, this paper explores the reasons for the breeding and spreading of contemporary hedonic consumption, analyzes the characteristics and manifestations of hedonic consumption, and analyzes the stimulation of hedonic consumption on businesses and the negative impact of hedonic consumption on individuals. Social and business levels suggest how to deal with hedonic consumption.

Keywords: hedonic consumption, quality of life, economy

1. Introduction

With the rapid development of modern economy and the improvement of social material living standards, hedonistic consumption has become a trend. Under the premise of emphasizing the realization and satisfaction of individual desire as the first, hedonistic consumption constantly impacts the society from all aspects. Contemporary hedonism is based on the mass culture movement and is closely connected with the market economy and technological progress [1]. Under the stimulation and temptation of various media, hedonistic consumption constantly influences the economic development of the social environment and people's ideas. On the one hand, hedonistic consumption accelerates economic development by stimulating consumption, but at the same time, it also changes people's consumption psychology and behavior. At present, hedonistic consumption has become a way of life for some people, as well as the expectation or fantasy of more social masses, representing a certain trend in social progress [2]. Hedonism brings all kinds of carpe diem impulses, so that people lose the simple moral consciousness in the subconscious. However, with the increasingly fierce hedonistic trend of thought in the contemporary society, people are very easy to be misled by hedonistic consumption in the aspects of life consumption and lifestyle choice, which we must analyze and judge, for hedonic consumption, we should not only reflect on the gain and loss of

modernity itself, but also rethink and deeply grasp the internal relationship between modernity and the generation of hedonism.

2. Hedonic Consumption

2.1. Introduction of Hedonic Consumption

2.1.1. Definition of Hedonic Consumption

Holbrook and Hirschman first defined hedonic consumption, believing that hedonic consumption refers to multi-sensory imagery, fantasy and emotional arousal generated by consumers when using products. Consumers obtain emotional user experiences through the use of certain products and services that create appropriate experiences, feelings, and emotions such as pleasure, excitement, fun, joy, and happiness in addition to their functional utility. Hedonic consumption involves using the subjective utility and intrinsic attraction gained from purchasing and consuming a brand or product to experience the evocative feelings and emotional states gained from personal rewards and gratification. Wong and Ahuvia propose that hedonic value stems from the individual motivation to indulge, indulge or reward oneself. Hedonic consumption aims to satisfy personal values, such as self-esteem so consumers' life behaviors are reflected in their consumption decisions. Alba and Williams proposed that the key to the hedonic component is whether the individual feels pleasure when consuming the item. The pleasure comes from two sources. The first is the inherent properties of the good or service itself. For example, the dessert itself brings more pleasure than mustard [3]. The second is the interaction between the use of goods or services, such as the pleasure of talking to someone while traveling, or even bargaining with a salesperson when buying something. In a word, hedonic consumption pays more attention to consumer experience and feelings.

2.1.2. Background and Development

The idea of hedonism in western capitalist countries can be traced back to the city-state civilization of ancient Greece, and the hedonism thought in this period is regarded as the earliest beginning of hedonism. After the development of the Renaissance and the period of free competition of capitalism, hedonism began to gradually penetrate into the life of capitalist society. Especially after the end of World War II, capitalist society went through a 20-year golden development period from 1950s to 1970s, and hedonism gradually began to bring great influence to all aspects of society [4]. From the perspective of the world, hedonism, as an ideology, has already existed in the countries with relatively developed capitalist civilization, and has constantly impacted most countries in the world.

Ancient Greece advocated happiness, people believed that "the world is beautiful, life is happy. People live happily in this world. It's a symbol of the Greek spirit." Hedonism was first proposed by the ancient Greek materialist philosopher Democritus. It emphasizes that the purpose of life is to pursue happiness, takes the amount of happiness as the measure of moral value, and regards pursuing pleasure and avoiding suffering as the criterion of moral judgment. Hedonism is divided into two forms: psychological hedonism and ethical hedonism. The former advocates the desire for happiness, while the latter includes two forms: emotional hedonism and rational hedonism. Hedonism of classical ethics developed into hedonistic theory of happiness in modern times. Feuerbach, as the representative figure of "individual hedonism" and "happiness theory" in this period, perfected the theory of happiness as the theoretical form of hedonism. In Feuerbach, the desire to pursue personal pleasure is moral when combined with the right to recognize the happiness of others. Thus, hedonism in classical ethics can be regarded as the theoretical source and internal driving force of contemporary hedonism.

The Middle Ages was an era of absolute domination of asceticism, which was in contrast to the heathen doctrine of ancient Greece. Asceticism believed that people were born with original sin, and pursuing the enjoyment of the body without believing in God could not obtain the salvation of the soul. In the Middle Ages, Christian theology, as the only ideology of Western society, distorted people's desires, and the value of life could only be reflected in the course of abstinence and atonement.

However, the Renaissance that followed advocated rationality and science and completely abandoned Christian theology. It exposed the hypocrisy of feudal ethics and Christian Taoism and attacked the ignorance and cruelty of asceticism. It centered on people and called for individual freedom and independence and equality for people within the scope of religion, emphasizing humanism of individual development, which liberated human nature unprecedentedly. Under the influence of humanism, hedonism in ancient Greece began to move towards its extreme form -- hedonism. For the vast majority of people, the whole meaning of life is to satisfy their own desires and enjoy life intemperately. In this period, Bacon, as the founder of modern British empirical ethics, established morality on the basis of natural laws such as "white love" and "natural desire", and believed that the pursuit of individual interests and personal happiness is the expansion and preservation of this essential desire. Later, Hobbes, Locke and Mandeville further developed and perfected Bacon's ethical thought, and they all took hedonism and egoism as their ethical home. The Renaissance set off the anti-feudal humanistic trend of thought of the emerging bourgeoisie. It is human's inalienable natural right to dominate nature and pursue happiness, and it is human's right to enjoy happiness to pay attention to human nature, people's secular life and secular enjoyment. Therefore, the Renaissance revived the hedonism in ancient Greek ethics while reviving the ancient Greek and ancient Roman cultures.

Then in the 17th century, the rapid development of capitalist society and economy provided a rich material basis for the spread of hedonistic consumption. In the period of capital accumulation, when material wealth is generally scarce, restraining human consumption desire means making it possible to expand reproduction. Therefore, asceticism, which emphasizes abstinence, is regarded as a virtue. If consumption exceeds daily needs, it is not only considered as a waste of the capital needed for production, but also involves the problem of moral evaluation. Asceticism "justified" the extravagant consumption of the aristocracy while providing religious impetus for the continence of the majority. However, when the social wealth is transferred from the minority to the majority of people, the majority of people control the social wealth and do not consume, the expansion of reproduction will be in crisis, so hedonism instead of asceticism becomes the inevitable promotion of mass consumption, and eventually the "religious impulse" representing abstinence and temperance is replaced by the "economic impulse" brought by scientific and technological rationality and the development of modern civilization. Since the 18th and 19th centuries, utilitarianism has become the main theory and moral principle of the bourgeoisie, and "principle of maximum happiness" has become the ultimate goal of human beings. Utilitarianism, hedonism and the life idea advocated by capitalism happen to coincide, and the hedonistic outlook on life gradually becomes the spiritual tool of the ruling class of capitalist society to fool the public. People believe that the enjoyment of life is to maximize the pursuit of material and sensory happiness, so far, the ancient Greek hedonism after the revival of the modern bourgeoisie developed into a far-reaching hedonistic outlook on life.

2.2. Causes of Hedonistic Consumption

2.2.1. Economic Factor: Negative Effect of Market Economy Development

The development of market economy is based on a certain relationship between supply and demand. On the one hand, only when people have a demand for products can they have supply. On the other

hand, supply will stimulate people's new consumption demand. It can be said that supply and demand relations determine the development of economy, market economy itself is a kind of consumption economy. In the market economy, labor force, knowledge, information, culture, etc. are branded with the brand of commodities, and only through the exchange of commodities can the value be reflected. Therefore, money becomes the yardstick for people to measure value, and the money relationship becomes the essence of all relations in the market economy society. The market economy emphasizes free competition for the purpose of pursuing profit. It measures the result of competition with the benefit of economic input and output, supports individual pursuit of money, status and power, and provides the possibility of enjoyment. One way to realize value maximization in market economy is to provide abundant material consumption for hedonists through the principle of value exchange, so that hedonists can obtain the satisfaction of enjoyment through the exchange between material and spirit.

There is no doubt that hedonism has experienced a long evolutionary process from its germination to popularity. No matter what form it takes, its existence and development are guaranteed by the maturity of material conditions. In primitive society, the idea of hedonism was generated among those who possessed the excess wealth of the society, while the trend of thought of hedonism with a certain theoretical basis and social influence was the result of the progress of productive forces, especially the development of market economy. In the capitalism era of free competition, capital accumulation played a huge role in the proliferation of social wealth, which undoubtedly provided a material guarantee for the formation of early hedonism. Nowadays, the rise of market economy has provided various places for people to enjoy themselves, and the production of cultural products has been increasingly commercialized. The materialism and hedonistic attitude and lifestyle advocated by mass culture have been deeply developed. The improvement of material living standards has made the income of most people proportional to consumption, and the consumption structure has undergone fundamental changes. The consumption type has passed from subsistence type to enjoy type.

2.2.2. Institutional Factor: Social Consumption Demand Deviating from Value

When Marx elaborated on the general relationship between production and consumption, he said, "Without production, there is no consumption; But if there is no consumption, there is no production, because then there is no purpose to production." Generally speaking, the ultimate goal of production is consumption, but the premise must be clear whether this kind of consumption is "the consumption of need" or "the consumption of desire". Need consumption refers to people's normal requirements for the necessary conditions of life, and is the direction of human psychological activities to certain material states. The reasonable needs of people to consume for life have certain subjective motivations and inherent natural requirements. It is through the pursuit of realistic perceptual objects that people realize their natural forces and vitality, and these needs come from people's instincts. Therefore, the general material demand belongs to the "consumption of need"; On the other hand, the desire for psychological satisfaction is a kind of unnatural desire. Because "it lacks the support of economic rationality and moral legitimacy, it is regarded as irrational and improper consumption behavior". "A desire that can be satisfied is not a desire, but just a link in an infinite desire series. Because a specific desire that has been satisfied will immediately give way to a new, larger desire", "hedonistic consumption view is exactly this kind of "consumption of desire".

There is no doubt that the development of productive forces brings rapid economic development, the relative surplus of consumer goods and the transition from a productive society to a consumer society. Consumerism in consumer society deviates consumer demand from value. It pursues endless consumption and believes that consumption of material wealth is the way to achieve happiness. What people consume is not the use value of commodities and services, but the symbolic meaning of

commodities. In fact, it is the great temptation to compromise things in the state of merchandise display.

2.2.3. Psychological Factor: Individual Attaches Importance to Their Own Value, Subject Consciousness Awakening

No matter in the West or in the East, the transformation of people's ideological values, especially ethics, undoubtedly provided a certain theoretical basis and psychological support for hedonism. Capitalist countries experienced the asceticism of the Middle Ages until the Renaissance, when bourgeois thinkers opposed the asceticism of the Middle Ages with the idea of "people-oriented" and advocated that everyone was equal and free and everyone had the right to pursue happiness. Later, in the 19th century, British utilitarianism took the pursuit of individual happiness as the highest standard to measure morality and goodness. In contemporary capitalist countries, hedonism for material possession and enjoyment has become a common trend. The concept of consumerism has been emulated all over the world, while negative values such as individualism, money worship and hedonism have severely tested the value of collectivism. The emphasis on individual liberation, self-development and individual interests has become the values held by most people, and hedonism has become a fashion and trend of the society.

Due to the lack of the consciousness of expanding reproduction, people waste their wealth through enjoyment. It can be said that the market economy promotes economic development but ignores the psychological guidance of people. Under the stimulation of "hedonism", the moral judgment of the public is weakened, the dominant values held by people are changed, and individuals attach importance to self-value and self-realization, leading to a serious tendency of individualism. Some people even think that the restraint of behavior has lost its necessity. A society that operates on the basis of self-satisfaction is bound to lose all moral judgment. Everyone believes he has the right to what he wants. Thus, it can be seen that the individual's attention to their own value and the awakening of subject consciousness are the psychological basis for the universal existence of hedonism in contemporary society.

2.2.4. Social Factor: Mass Culture and Negative Guiding Effect of New Media

With the continuous advancement of globalization, Western consumerism culture spreads rapidly in the world. The combination of consumerist culture and mass media can influence people's basic values and moral beliefs by rendering the symbolic meaning of commodities through media. At present, the rise of mass culture makes consumption gradually expand to the field of leisure, superficial sensory enjoyment replaces inner spiritual experience, and the wind of depravity spreads to a considerable extent, contributing to the formation of contemporary hedonic consumption. Mass culture makes use of media to produce cultural commodities, mainly in the form of movies, TV plays and commercial advertisements. It makes image communication become a more authoritative information medium instead of language. In the process of marketization, popular mass culture plays an important role in the whole cultural market. However, compared with other modern cultures, popular culture highlights cultural individualism and hedonism. On the one hand, it constantly strengthens its sensory stimulation and recreational functions to attract the public; on the other hand, what popular culture lacks is its due moral rationality and ideological depth. Popular culture has shown people a huge consumption space. Coupled with the negative guiding effect of new media, people are immersed in the world of consumption. Just like the most powerful representative of today's mass culture -- advertising culture, the role of advertising is no longer just to stimulate material consumption, but subtly affect people's moral concepts and social atmosphere [5]. Nowadays, some advertisements inappropriately encourage high consumption, advocate the lifestyle

of celebrities and rich people, and emphasize that advanced consumption is a part of the good life of the public. Over time, the concept of hedonism hidden in popular culture will be consolidated in people's consciousness.

2.3. Behavior Tendency of Hedonistic Consumption

2.3.1. Formalism of Conspicuous Consumption

Formalism of conspicuous consumption refers to the consumption behavior that enables others to understand the money power, power and identity of consumers through consumption, namely the social and economic status of consumers, so that consumers can win honor and obtain self-satisfaction. In this case, the meaning of consumption is not only the consumption of consumer goods to meet the physiological needs of individuals, but also includes the non-productive payment made by individuals in order to obtain social recognition. This payment behavior is affected by the change of social and economic structure, and further affects people's consumption behavior, so that consumers, regardless of their economic affordability, always try to improve their consumption behaviors to show off components, to highlight their economic statuses, so as to avoid being rejected and despised by the social group.

2.3.2. Imbalance of Deficit Spending

Under the domination of hedonistic values, people tend to position their life value on the maximization of material consumption, at the same time, the level of social consumption into the standard of evaluating the value of life, advocating carpe diem, thus leading to unbalanced consumption. It is mainly manifested in the following aspects: the transcendence of material enjoyment and the relative lag of spiritual and cultural consumption in consumers' consumption behavior and consumption outlook. In the spiritual and cultural consumption, consumers pay more attention to entertainment consumption, light development consumption and intellectual consumption. In the material consumption, they pay too much attention to the material brand and take the material as the symbol of self-value. A large part of the consumers who pursue material pleasure tend to consume ahead of time. Advanced consumption refers to the high consumption of consumers in the process of consumption, apart from their actual economic ability, to show off their own value with high-consumption items. These consumers spend far beyond their actual economic means, such as buying luxury goods and frequenting high-cost places [6]. The desire of consumers is in the stimulated state, blindly chasing fashion, excessive pursuit of fashion and brand, self-centered, regardless of their own economic situation and family burden, the expansion of consumption desire and economic ability to bear the burden form a contradiction.

2.3.3. Vanity Fashion Consumption

Vanity fashion consumption makes consumers excessively pursue brands and fashion. Consumer fashion expresses the desire of consumers to be recognized by the society and the affirmation of self-identification. At the same time, consumer fashion is also a kind of "symbol consumption", that is, the consumption of "group membership" represented by fashion symbols. In the pursuit of fashion consumption, the value and practicality of the item are no longer reflected in the purchase and use of the item. Fashion consumption expresses the creation and maintenance of a certain social relationship, which reflects the consumers' desire to be accepted by the "target group" and the emotion and demand of synchronizing with the target image requirements of the society. Due to the improvement of self-awareness, today's consumers have a clear self-orientation for the pursuit of brands. They hope to gain happiness through the consumption of famous brands, and to show off their wealth and their

ability and value through the consumption of fashion, so as to arouse the public's attention in the modern society that focuses on economic value, and obtain more opportunities to stand out. Consumers' identification and realistic expression of fashion consumption have a great vanity component.

2.3.4. Consumer Lack of Spiritual Value

In the prevalence of hedonic consumption today, people who pay attention to the comfort and abundance of material life and are good at satisfying their desires are often regarded as normal and healthy people, while those who pay attention to the pursuit of spiritual values are difficult to be understood by people. When consumers regard consumption as their theme of life, turn the purchase of goods into a ritual of life, make unnecessary changes to the material products that can still be used, and take the possession of consumer goods and enjoyment as the means to make up for the spiritual emptiness, they will move towards the irrational consumption. This kind of self-value constructed through irrational consumption behavior is necessarily the value of hedonism.

Human consumption behavior can be divided into demand based consumption and desire based consumption. In a meaningful social life, consumption activities should only meet people's basic needs. However, consumer behavior, on the one hand, is dominated by personal life ideal and value, on the other hand, it is affected and restricted by economic development level and social environment. When people base their happiness or degree of satisfaction with life on the relationship between subjective needs and material abundance, the balance of consumption will be broken. Once the desire exceeds the life instinct and enters the psychological level, it is an infinite demand. At this time, the society will no longer be regarded as the natural combination of human beings, but become a mixed place for individual to pursue their own satisfaction, and consumers will move towards the value pursuit of hedonism. At the same time, when people's basic needs are satisfied, the consumer society will also create infinite and diverse needs, inducing people to enjoy luxury. Luxury is a kind of irrational desire; its essence is indulgence and pleasure. It can be seen that hedonic consumption stimulates the consumption of luxury goods and increases the purchasing power of luxury goods, thus promoting the development of the luxury industry.

3. Influences of Hedonic Consumption on Business — Retail Industry and Luxury Industry

3.1. Retail Industry

In the field of marketing, Holbrook first proposed the concept of shopping value. He believed that the value of shopping only refers to the acquisition of functions and goods, which is too narrow. In fact, some consumers' purchase of products has nothing to do with the products themselves, and the symbolic, pleasure and aesthetic experience customers get in the consumption process is also very important. Customers will make value judgments based on hedonistic values [7]. The customer's original experience of feeling happy will be enhanced by the pleasure brought by hedonic consumption. The hedonic value of consumers in shopping reflects the potential entertainment and emotional value. Consumption with hedonic value focuses on entertainment and playfulness, and pursues the potential entertainment and emotional value of shopping, rather than the specific actual function of the product itself. Impulse buying, motivated by hedonic shopping, is becoming more and more common. In recent years, many marketing scholars have acknowledged the importance of impulse buying. In recent years retailers have paid more and more attention to the hedonistic nature of the retail shopping environment. Although hedonic shopping motivation is endogenous, consumers' positive perception of retail store environment will stimulate their hedonic shopping motivation. Due to the economic development and the increase of per capita income, shopping for pleasure has been

gradually recognized by consumers. Hedonic shopping stimulates people's consumption and promotes the rapid development of retail trade

People are now more likely to highlight the negative consequences of impulse buying. In fact, consumers may regret impulse purchases in the short term, but excessive self-control can lead to greater regret in the long run. Therefore, hedonic shopping motivation and impulse buying are conducive to reducing consumers' excessive self-control level, improving consumers' satisfaction and happiness in shopping, and finally achieving the goal of stimulating consumption and expanding domestic demand. Government departments should take advantage of consumers' hedonic shopping motives and seek advantages and avoid disadvantages through policy formulation and public opinion guidance, so as to ultimately increase the proportion of consumption in driving economy. For retail enterprises, it is of great practical significance to design a retail environment based on hedonic shopping motivation.

3.2. Luxury Industry

Hedonistic consumption can stimulate the consumption of luxury goods and promote the development of luxury industry. The consumption of luxury goods is a kind of consumption for consumers' own enjoyment. The prevalence of hedonism encourages people's vanity and hedonic consumption behavior. Modern society is an era of high consumption. Some people show off their rich life by showing off high-priced goods to satisfy their own hedonism and vanity. Under the influence of money worship, hedonism, consumerism and other ideas, some people's value orientation is more inclined to yearn for luxury life. People tend to buy expensive luxury goods in order to show their economic and social status. Of course, it is suggestive of luxury goods consumption advertising also played a considerable role. The most direct result of hedonistic consumption and ostentatious consumption is the prevalence of consumerism. Luxury goods are regarded as something only a few people can really afford. Since the advent of the Internet in modern society, the information gap between people has been smoothed out, which in turn has resulted in a personal psychological gap. In addition, the diversity and complexity of modern society make people frequently switch between different identities in the society. As each person is in more and more situations on different occasions, it is necessary to deal with interpersonal relations on different occasions. According to individual psychology, all people's troubles come from interpersonal relationships. Therefore, consumption for the purpose of maintaining decency is very necessary for different interpersonal situations. After all, everyone wants to have a good reputation. In this case, hedonic consumption captures this key point and inculcates the value of possession as good, which points to the social status and higher quality of life that all people aspire to have. Hedonic consumption is a derivative of capitalism. In a world dominated by capitalism, the majority of people in the society will consume for the purpose of pursuing decency and desire unrestrained material comforts, which in turn will let the idea of hedonism sneak into people's hearts.

4. Influences of Hedonic Consumption on Individuals' Quality of Life

4.1. Attaching More Importance to Material Consumption than Spiritual Consumption

Hedonic consumption makes people show the tendency of heavy material consumption and light spiritual consumption in life. Many people are willing to spend huge sums on luxury hotels and jewelry, but hesitate to buy a literary classic. However, in the field of spiritual consumption, there is an obvious tendency to attach more importance to sensory stimulation than to spiritual transcendence. People are crazy about movies, novels, disco, rock and roll, but not many have the patience to read "Les Miserables" or "War and Peace" or the interest to see classical symphonies. Popular entertainment is thriving, but high culture is languishing. And the prevalence of hedonic consumption

makes people often blindly pursue high-end and brand in consumption, but ignore whether the internal quality of goods and external packaging is commensurate, so that manufacturers will focus on commodity packaging, often outside the gorgeous packaging cover up the inferior quality of the inner. Under the influence of hedonism, the trend of luxury in the consumption field became popular. Eating is not just about nutrition, but trying to keep up with the Joneses. It's not just about keeping out the cold and being elegant, it's about being stylish and expensive in order to show your economic status. Hedonistic values aiming at greed of individual desire and indulgence of behavior trigger the crisis of the overall spiritual emptiness of human beings. People try their best to exaggerate the satisfaction of material desire and spiritual pleasure, leaving collective interests behind, and advocate extreme individualism deviating from the normal track of social development. Undoubtedly, it will bring devastating consequences at the cost of short-term comfort.

4.2. Lack of Faith and Morale

Nowadays, with the increasing influence of hedonism, idealized and romantic value orientation is in fierce conflict with reality. People become more and more impetuous, no longer immersed in the persistence of ideal, but increasingly choose reality. They hope to maintain a materially higher or at least not lower than others' standard of living. As a result, economic income is not used primarily for the accumulation of future development, but for personal consumption. People believe that *carpe diem* is the modern way of life. They advocate making money hard and spending money freely. Under the erosion of the mass culture dominated by hedonism and consumerism, the whole society has formed an impetuous atmosphere, a considerable number of people's spirit is empty, the loss of ideals, beliefs and subject consciousness, and the idealized and romantic value orientation is in fierce conflict with the reality, which leads to the gradual weakening of people's original positive ideals and beliefs.

Hedonic consumption also erodes outlook on life and values. If people indulge in hedonic consumption for a long time, they will be invaded by some unhealthy cultural ideologies, and the idea of pursuing hedonism and advocating material life will appear. As a result, people will inevitably deviate their world outlook, outlook on life and values and blindly chase for the satisfaction of material desires. Teenagers in particular, due to their physical and mental characteristics, they are more likely to accept the influence of new things at the same time of social change, attach importance to and pursue the comfort and enjoyment of life. Young people's psychology is not fully mature, the ideal life goal for the future has not been formed, and the lack of real life experience, and the hedonistic life mode provided by the real society temptation them to regard this way of life as the ideal life goal to be praised [8]. Hedonism ascribes the purpose of cultural development to the sensory stimulation pursued by entertainment and recreation, and the pursuit of sensory pleasure as the value goal must dilute the ideals and beliefs of young people, dissolve the morale, resulting in spiritual degradation and personality fragmentation.

4.3. Distorting People's Values

The consumption behavior with the pursuit of sensory pleasure as the value goal will affect people's physical and mental health. Hedonism attributes the purpose of cultural development to entertainment and recreation, while entertainment and recreation pursue sensory stimulation and irrational cultural enjoyment, which will undoubtedly have a great impact on people and lead to the fragmentation of personality and the distortion of human nature. At present, hedonism is breeding and spreading in the society, which seriously dispels traditional values [9]. The invasion of non-mainstream cultural ideology has a certain impact and harm on the formation of people's healthy consumption ethics. Indulging in food, drink and entertainment for a long time, taking possession of consumer goods and enjoyment as the means to make up for the spiritual emptiness, the self-value constructed through

such irrational behavior will inevitably affect the reasonable positioning of values, forming hedonistic values blindly pursuing material satisfaction. From the point of view of individual self-development and perfection, hedonism makes it very easy for people to wear away their positive spirit in a long period of peace and superior material conditions.

5. Suggestion

5.1. Suggestions for Education

5.1.1. Suggestions for Family

Parents are the first teachers of children. Whether children can grow up healthily is closely related to family education. As the basic unit of social life, family restricts people's consumption psychology and behavior to a large extent. Family consumption has a certain uniqueness, each family has its own consumption planning, habits and characteristics, so the family consumption concept will have a subtle impact on children's consumption concept. Parents want their children to live a better life, but giving them things too easily creates teenagers who don't know how to wait or how to restrain their desire to consume. It can be said that the irrational consumption of some teenagers and parents one-sided value expectations have a certain relationship. For most families, children grow up in superior material conditions and spoiled environment [10]. Many parents cannot spare time to accompany their children due to busy work and social activities. Financial support becomes the way for parents to make up for their debts and show their love. Long-term indulgence and spoiling not only meet children's economic needs, but also strengthen children's consumption vanity, and a good family atmosphere, the right way of education and the role of parents are undoubtedly the key to the formation of good consumption habits of children. Therefore, to help teenagers to establish a healthy consumption ethic should start from a small place, parents should set an example, plan consumption, set a good benchmark for children, teach teenagers to correct their unhealthy consumption behavior and consumption mentality, at the same time to understand the child's economic expenditure and use. Parents should also pay attention to the training of children's economic independence consciousness, while providing them with normal economic support, we should also fundamentally change their on-demand thinking mode, instill correct consumption concepts and knowledge in the growth process of teenagers, so that they can develop a frugal and simple life style, overcome the vanity psychology of showing off and comparing with the Joneses, and not spoil children economically. Parents should help them establish scientific and healthy consumption ethics and reasonable consumption habits.

5.1.2. Suggestions for School

Young people are in the campus, the school bears the important mission of cultivating qualified talents and is the main position of students' study and life, so the school plays a vital role in the education penetration of young people. Nowadays, many schools attach importance to knowledge inculcation and skill cultivation, but often neglect ideological and moral construction. The education of students' consumption psychology and consumption concept is not objective and comprehensive, and generally lack of educational content to guide young students to consume reasonably and put an end to pleasure. As a result, quality education lacks effectiveness, and students are easily influenced by social environment to form wrong outlook on life and values, which is especially prominent in the consumption concept and irrational consumption behavior of teenagers. Due to psychological and age factors, teenagers do not have the ability to control their consumption desire, and their awareness of money planning and management is obviously insufficient, so they are easy to fall into the trap of hedonic consumption. Therefore, schools should make use of the advantages of concentrated and compact classroom teaching to carry out ideological and political education for young students,

especially the education of consumption ethics, actively guide students to analyze their own irrational consumption, improve the ability to control money, adhere to the principle of moderate consumption and green consumption, and oppose not only asceticism to depress consumption, but also hedonism to promote consumption. Enhance their political sensitivity and discernment, and cultivate their sound personality and noble moral sentiments.

Education plays an important role in the formation and perfection of young people's personality, among which ideological and moral quality education is undoubtedly the forerunning of guiding young people to form healthy ethical concepts. Therefore, schools must put moral education in the first position of education, establish clear guiding ideology, expand the extension of moral education, so that moral education work with other educational activities more closely. Schools should avoid taking moral education as empty theoretical preaching, and apply theories to analyze problems in relation to students' actual life. By carrying out some social practice activities, the contents of the socialist core value system are integrated into students' practical activities, so as to find the meeting point between individuals and society and enable students to achieve value identification subjectively. Taking the socialist core value system as its own code of conduct; Guide young people to complete tasks independently according to feasible plans and steps; carry out colorful campus activities; improve students' artistic accomplishment and appreciation ability; cultivate students' labor ability and practical ability; improve individual comprehensive quality, so that students have a full spiritual world instead of indulging in hedonistic grandiose. At the same time, the surrounding environment of schools should be effectively rectified to prevent Internet cafes, video game halls and other entertainment venues from promoting the appearance of consumerism and hedonism among young students. The education practitioners should strive to form a good culture of consumption ethics in the small society of schools. In addition, school education should be closely combined with family education and social education.

5.2. Suggestions for Society

Modern media has a decisive influence on people's life today, it plays a certain guiding role on people's psychology and behavior. In today's world where hedonism is prevalent, advertising, represented by gorgeous packaging and modern publicity methods, makes people accept the cultural attitudes and lifestyles misled by consumerism in the process of contact with advertising products. Moreover, the massive rendering of film and television works accelerates the spread and diffusion of hedonism. Under the principle of expanding market economy, the mass media is full of the concept of fashion and enjoyment, which will subtly guide people to follow high-end products and false consumption, and also become the direct incentive for some teenagers to pursue trendy and blind consumption. Resisting the encroachment of consumerism and hedonism requires not only the efforts of families and schools, but also the strong support of the society to create a healthy social environment.

The extensive influence of the network undoubtedly has a huge impact on the moral norms of the real society. In the face of the complex information flow on the network, the relevant departments of the state must standardize the behaviors of mass media, strengthen the management of the media, take practical actions to purify the social consumption environment, effectively control and stop the spread and publicity of luxury, hedonism and other concepts in some advertisements. Relevant technical departments should assume their responsibilities and control the source of information through technical, administrative, legal and other means to keep the information healthy. At present, professional media organizations such as TV stations, newspapers and radio stations not only have powerful and reliable information sources, but also professional media are most likely to become authoritative information publishers. People are easy to form dependence and trust on mainstream media, and people are eager to obtain necessary information from news media. Therefore, the

mainstream media should actively publicize the new situation in the current ideological field through abundant channels, and make use of the advantages of the media to let the correct guidance of public opinion lead the social trend of thought. At the same time, the present study appeal to promote healthy and rational consumption policies in the whole society, carry forward the spirit of hardship and simplicity, guide people to oppose hedonism in the current society, oppose blind consumption and herd consumption, establish scientific consumption concepts, and guide people to correct their consumption mentality with healthy and upward public opinions. The whole society, through the joint efforts, could create a civilized and moderate consumption concept in line with the harmonious social atmosphere.

5.3. Suggestions for Business

Hedonism can stimulate people's consumption. People's purchase motivation is controlled by many variables, many of which are unrelated to the products they buy. In the process of shopping, unexpected money-saving shopping will make consumers feel happy. However, saving money alone cannot make people feel happy. Only finding cost-effective and suitable commodities can make people feel happy, so shopping hedonism will also be generated. If businesses only provide basic products and services, it is difficult to win the competition. Only by guiding consumers' hedonic shopping attitude and providing differentiated products and services for consumers with different consumption attitudes, can they win the competition. For example, retailers in the retail industry can not only attract consumers with strong hedonic motivation to make impulse purchases by creating a hedonic retail environment, but also make customer segmentation based on multidimensional hedonic shopping motivation, and then establish corresponding marketing communication and retail environment design strategies, so as to ultimately improve customer loyalty and repurchase intention. Pleasurable emotions not only directly affect consumers' purchase intention but also indirectly affect consumers' purchase intention through consumer trust. Arousing emotions only indirectly affect consumers' purchase intention through consumer trust. Therefore, a better understanding of the differences in consumers' hedonistic behavior patterns during the shopping process can provide more support for merchants' promotion decisions and other management decisions.

6. Conclusion

Hedonic consumption is the consumption of people in order to satisfy their sensory experience. Hedonic consumption is the consumption produced by people in order to meet the need of enjoyment. After satisfying the needs of survival, people will ask to satisfy the needs of their enjoyment. Through this study, it is found that the formation of hedonic consumption is mainly due to economic, institutional, psychological and social factors. Hedonic consumption is a higher level of consumption, consumers tend to fashion consumption and vanity consumption. For example, people consume high-grade food, entertainment products, some high-grade cultural products and services, because these consumption materials can meet people's needs of comfort, happiness. Hedonic consumption can promote economic development by stimulating consumption. But at the same time, hedonic consumption will also bring negative effects to individuals, such as neglecting spiritual satisfaction and bringing some psychological problems to people. In this regard, schools and families should reduce the negative effects of hedonic consumption by educating teenagers, and enterprises can make reasonable use of hedonic consumption to improve their own development. How to balance the negative and positive effects of hedonic consumption is a topic to be further studied in the future.

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