

The current situation of Chinese family education consumption expenditure changes

Yuge Liu

Jiangxi Normal University, Nanchang, Jiangxi, 330000, China

Abstract. In order to improve the quality of talent training, let the young students in all aspects of ability and literacy are further improved, the parents in the family education consumption expenditure of the capital has shown an increasing trend, which makes the family education consumption expenditure gradually become an important part of the family consumption expenditure. Under the background of the issuance and implementation of the double-reduction policy, the educational ideas of parents and schools are constantly innovating, and parents also pay more attention to the rationality of education consumption. By analyzing the characteristics of the current family education consumption expenditure and the factors that affect the family education consumption expenditure, we can work out a more reasonable family education consumption expenditure strategy and provide a better education consumption idea for the majority of parents.

Key words: double reduction policy; Family education; Consumer spending.

1. Introduction

The reason why parents are willing to make a large investment in education is that they hope to create a better external education environment for their children by providing them with necessary financial support, help their children cultivate abilities and qualities in all aspects, and make their children become high-quality talents to meet the needs of the society. But in fact, the excessive consumption of family education will bring a certain burden to the parents, which will not only affect the quality of the family's daily operation, but also bring work pressure to the parents. Under the background of education and teaching reform, it has become the focus of researchers to control the consumption expenditure of family education in a scientific and reasonable way. Only by further grasping the overall characteristics of our current family education consumption expenditure can we make targeted optimization strategies.

2. The characteristics of family education consumption expenditure

2.1 The consumption demand of children is constantly increasing

With the rapid progress of social development and economic construction, children in the new era have better material conditions in their daily life and study, which will affect the establishment of children's consumption concept. In order to satisfy their material or recreational desires, many teenagers prefer their parents to provide them with rich financial support. The continuous development and innovation of information technology has also changed the original learning and living mode to some extent. Compared with the traditional learning and life style, the learning and life mode supported by information technology can get rid of the trouble caused by low efficiency and high investment. For example, in the process of learning resource collection and collation, once it is supported by information technology, the process will become extremely rapid. It can greatly save students' labor cost and time cost in the process of searching information resources. However, the support and application of information technology has raised the entry threshold of daily study and life. In order to successfully use information technology and a series of smart electronic products, parents have to spend more money to meet their children's consumption needs in electronic products and the use of information technology. Over time, the family education consumption expenditure has shown a trend of increasing amount, which is one of the main characteristics of the current family education consumption expenditure.

2.2 Children account for a higher proportion of consumption

Under the background of the promulgation and implementation of the double reduction policy, the possibility of expanding family education consumption expenditure through external channels has been controlled. However, with the prohibition of education and training institutions, parents' anxiety about their children's study and life has not been released, and even becomes more serious with the implementation of the double reduction policy. Under the increasing pressure of competition, some parents are under the false impression that extra tutoring is necessary to make their children excel. Therefore, under the background that it is impossible to help their children review their lessons and consolidate their teaching knowledge through regular training, parents will spend more money to buy a series of educational products that can replace after-school tutoring, hoping to enhance their children's competitive strength in academic work. This is actually a kind of pathological consumer psychology, in the long run, teenagers are prone to trigger depression and anxiety. However, the commercial teams that produce and sell educational products are likely to seize the sick consumer psychology of parents, which will eventually lead to an increase in the consumption expenditure of family education, which is another characteristic of the current consumption expenditure of family education.

3. Factors affecting family education expenditure

3.1 Factors of per capita household income level

The per capita income level of different families has obvious differentiation characteristics, so the amount of education expenditure of different families also has obvious difference. From this point of view, family income level will become an important factor affecting family education expenditure. Under normal circumstances, the per capita income of a stable family will not change greatly in a short period of time, so the amount of expenditure on education of a stable family is relatively stable. Compared with families with low per capita income level, families with high per capita income level are more willing to put most of the funds into their children's education consumption. Therefore, per capita income level is positively correlated with household consumption expenditure. This is because families with a high per capita income level have a more comprehensive awareness of guiding their children to cultivate abilities and qualities in all aspects in addition to paying for basic education. However, most families with low per capita income do not have a high level of education themselves, so they tend to meet their children's needs for basic education as their daily goal. But in reality, the income level of most low-income families is only enough to meet the basic educational needs of their children.

3.2 Children's level of education

Children's education level will also affect the family's education expenditure to a certain extent. Compared with compulsory education, high school and college education cost more. Therefore, once the children enter the high school and university stage, the family needs to spend more money on education than the compulsory education stage. Parents not only need to pay for educational and cultural consumables, but also need to help students buy more educational books and a range of other nutrients to help their children successfully complete their daily learning tasks. Therefore, compared with families whose children are in elementary or middle school, families with children in high school or college need to spend significantly more money on education consumption expenditure. Therefore, the education level of children will also affect the consumption expenditure of family education to a certain extent.

4. The optimization strategy of family education expenditure

4.1 Construct correct consultation channel to guide education consumption

Most families are aware of the importance of helping their children build a more complete external educational environment. However, due to the barriers between the industry and the education industry, it is impossible to carry out education consumption with correct and scientific concepts, and strive to obtain more considerable education services with the least investment in education consumption. In order to further optimize the family education expenditure, the government should carry out comprehensive supervision and correct guidance of the education market, together with schools and other public teaching institutions, to build a more correct education consultation channel, and timely answer questions and difficulties for parents. After fully understanding the learning status and level of students, help parents to make targeted education expenditure plans to improve the conversion rate of parents' funds in education. This can make parents' consumption in education more rational and promote the development and construction of education market in a scientific and reasonable direction. To be specific, the government can work with public education institutions to set up special service lines and establish service websites to communicate with parents in need online. Government departments can also open up a variety of education complaint platforms to obtain first-hand information about the development and construction of education in time. This will help the government to provide correct guidance in the development and reform of the education industry, optimize the consumption expenditure of family education from the side, and ease the expenditure pressure of parents on family education consumption.

4.2 Increase high-quality education resources and optimize education consumption

Youth growth is not only an important issue that families should pay attention to, but also the whole society should pay attention to. Therefore, it is the duty and obligation of the whole society to provide teenagers with better educational resources. In order to solve the problems existing in family education consumption expenditure, the government departments should optimize the supply of educational resources together with educational institutions at all levels to ensure that the supply of educational resources can meet the growth needs of teenagers. Only in this way can young people have a better macro education environment and obtain higher quality education services in the competition for educational resources in which the survival of the fittest is eliminated. In order to further optimize the family education expenditure, the country should start from the whole, through the purchase of public service products and other ways, to make the financial investment to buy high-quality education resources. This can not only further optimize the allocation of high-quality educational resources, but also further shorten the gap between urban and rural investment in educational resources and promote educational equity.

4.3 Promote the development of education services and increase public input

In addition to the above means, the gap between urban and rural education resources investment can be shortened. Public educational institutions also need to fully understand the actual situation of current educational development in the daily exercise of educational functions. Adhere to the principle of fairness and openness in the reform of educational services, in a more open and transparent way, accept the allocation of higher financial departments, through the special way to explore and innovate educational resources, which can further improve the development of educational services, quality. In addition to government financial support, the influx of social capital can also alleviate the current pressure on the development of public education to a certain extent. As a collective public welfare undertaking, youth education is closely related to the future development and construction of society. Therefore, from the perspective of social capital investment enhancement, to complete the development and construction of educational services can also create a better educational environment and background for teenagers from the side. This can play a crucial role in promoting

the cultivation of young people's abilities and literacy in all aspects and easing the pressure on family education expenditure.

4.4 Reasonably implement the double reduction policy and update the consumption concept

The promulgation and implementation of the double reduction policy is to improve students' study and life experience, relieve students' academic pressure, and promote the healthy development of students' body and mind. Therefore, in the process of the implementation of the double reduction policy, parents should not be anxious and nervous. Based on this, the government should adjust the current bad atmosphere of social competition and relieve the tension in the process of social competition through necessary intervention and intervention. Only in this way, parents will not develop bad consumption concepts. In order to improve their children's competitive strength in school work, they will increase the investment in family education without a clear idea, which will ultimately affect the physical and mental health of their children. National local government agencies should, in the context of the promulgate and implementation of the double reduction policy, formulate supporting policies related to the elimination of undesirable education consumption, so as to curb the psychological comparison between different families in children's education consumption. Only in this way can parents' anxiety about education consumption be eased.

Other functional departments of the government also need to strengthen the establishment and publicity of the correct consumption concept in the daily work process, so that the publicity work of the correct consumption concept can penetrate to the grassroots of the community, so that parents can stay away from all kinds of bad educational products that will encourage their anxiety, and optimize their own family education consumption expenditure by updating the consumption concept.

4.5 Improve the level of education services and strengthen monitoring

Compared with family education, the role of school education in the process of children's growth and development deserves more attention. Depending on family education consumption expenditure to buy additional education services, it can play a very limited role. If school teachers cannot treat every student with the principle of equality and justice in the process of daily education, and all students cannot enjoy high-quality education services, then the effect of family education consumption expenditure is likely to be unable to reach the ideal state. Therefore, improving the level of education service and strengthening the monitoring of the daily education service of public education institutions are the key to optimize the consumption expenditure of family education. Leaders of higher government departments, schools and other public education institutions need to develop more feasible supervision mechanisms to ensure that young students can receive education in an equal and just campus environment, which will also have a positive impact on their physical and mental health development.

5. Closing Remarks

In a word, the rational optimization of family education consumption expenditure can play a crucial role in promoting social stability and economic development. Under the background of the promulgation and implementation of the double reduction policy, it is the goal that parents should strive to achieve in the process of education consumption to actively change the original consumer psychology and create a good education environment for their children with a more correct consumption pattern.

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