

The Influence of Teaching Methods on the Consumer Psychology of College Students and Its Practical Strategies



Baokun Wu¹ & Chuan Tang^{*,1}

¹Chongqing Chemical Industry Vocational College, China

Abstract: With the rapid development of science and technology and the increasing globalization of society and economy, college students, as the backbone of the future society, have a far-reaching impact on the concept of consumption psychology not only directly related to their individual development, but also on the sustainable development of the whole society. However, traditional teaching methods may lag in the face of diversified student needs and an informationized learning environment. Therefore, how to more effectively guide college students to form a positive psychological concept of consumption through innovative teaching methods has become an important issue facing contemporary higher education. By deeply analyzing the influence of different teaching methods on students' consumption psychology and proposing corresponding practical strategies, this paper will provide a useful reference for the reform of higher education and promote students to be more rational and responsible in the face of the increasingly complex consumer society.

Keywords: teaching methods; college students; consumer psychology

Introduction

Teaching style is the medium to transfer the knowledge of consumer psychology to students, and through systematic and scientific teaching, students can construct the cognitive framework of the discipline of consumer psychology (Xu, 2014). The relationship between teaching methods and students' consumer psychology is closely affected by the social context, especially in today's society, students are in an increasingly complex and changing background, which has a profound impact on the relationship between teaching methods and students' consumer psychology, teaching methods are not only a means of knowledge transfer but also an important path to shape students' consumer psychology. Educators need to flexibly adjust their teaching methods according to the changes in contemporary society to better meet the learning needs of students in different cultural, economic, and technological

environments and to cultivate consumers with a global perspective and adaptability.

1. The Importance of Teaching Methods in Shaping Students' Consumer Psychology

Teaching methods play a crucial role in shaping students' consumer psychology. Traditional teaching methods emphasize the transmission of theoretical knowledge, which gives students an in-depth understanding of the basic concepts of consumer psychology. However, with the updating and development of educational concepts, innovative interactive and practical teaching methods have gradually come to the fore, focusing more on students' understanding and application of knowledge, enabling them to grasp the core concepts and principles of consumer psychology more comprehensively. Different teaching styles have a profound impact on students' way of thinking, especially in developing critical thinking. Innovative teaching styles emphasize inspiring students' thinking

Corresponding Author: Chuan Tang
Chongqing Chemical Industry Vocational College, China
Email: 674977109@qq.com

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and prompting them to develop critical thinking through interactive sessions such as case studies and group discussions. This way of thinking is not only passive acceptance of information but also active questioning and analyzing different consumer psychology phenomena. This helps to cultivate students' ability to think and judge independently so that they can be more discriminating in the face of advertisements, promotions, and other information. Practical operation and experience accumulation are teaching methods that directly affect students' ability to apply consumer psychology knowledge in practice. Innovative practical teaching methods, such as virtual experiments and field trips, enable students to apply what they have learned in simulated or real environments and accumulate through practical experience (Liu, 2019). Such teaching methods help to transform theoretical knowledge into practical problem-solving ability and cultivate students' more flexible and independent operational skills in real consumption scenarios. Through practice, students can understand the psychological mechanism of consumer behavior more deeply, laying a solid foundation for future practical applications. At the same time, the teaching method has the same significant effect on the shaping of students' values and social responsibility. Traditional teaching guides students to form positive consumer attitudes and pay attention to the ethics and social responsibility behind consumption by emphasizing the education of ethics and morality. Innovative teaching methods, on the other hand, pay more attention to guiding students to take social and environmental factors into account in their consumption, and cultivate in them a socially responsible consumer consciousness. This helps students to develop a sustainable consumption attitude in their daily lives, pay attention to the sustainability of society and the environment, and make them more responsible in their consumption decisions.

2. The Influence of Different Teaching Methods on Students' Consumption Psychology

2.1 Shaping of students' thinking and attitude by traditional teaching methods

Traditional teaching focuses on the inculcation and transmission of knowledge, which makes it

easier for students to come into contact with systematic theoretical knowledge of consumer psychology. Through lectures and the transmission of written materials, students can familiarize themselves with the basic concepts, and theoretical frameworks, and form a preliminary understanding of the system of consumer psychology. However, the traditional teaching method is relatively single and lacks interactivity, and students' thinking may be limited by the teacher's transmission, making it difficult for them to take the initiative to explore in-depth and develop their insights into consumer psychology. Traditional teaching emphasizes paper-based learning, and students are more exposed to book knowledge and less to practice. This may lead to a lack of in-depth understanding of actual consumption scenarios and a lack of opportunities for students to apply consumer psychology theories in real-world settings. As a result, traditional teaching methods may make students' understanding of consumer psychology theories stay at the abstract level, making it difficult to realistically transform theoretical knowledge into practical problem-solving abilities. Meanwhile, traditional teaching methods tend to be teacher-centered, and students are less likely to participate in discussions and interactions in the process of passively accepting knowledge. This may lead to a lack of active thinking and the cultivation of critical thinking in consumer psychology issues, and students may be more likely to accept the indoctrinated viewpoints and less likely to form independent and critical consumer psychology concepts.

2.2 The influence of traditional teaching methods in cultivating students' positive consumption psychology

Traditional teaching emphasizes the systematic teaching of the theory of consumption psychology so that students can have a more comprehensive understanding of the psychological mechanisms behind consumption behavior. Through the teaching of theoretical knowledge, students form a preliminary cognition of the consumer psychology discipline system and understand the various factors that influence consumer decision-making. However, the limitation of traditional teaching is that it overemphasizes theory, which may make students

relatively weak in their knowledge of practical application and practice level. Traditional teaching emphasizes moral ethics and social responsibility, which play a role in promoting the development of positive consumer psychology in students. Teachers often guide students to form a correct concept of consumption through moral education, making them realize that consumption is not only an individual act, but also a manifestation of social participation and responsibility. This helps to foster a more rational and sustainable attitude towards consumption, with attention to the social, environmental, and ethical dimensions of the impact. While traditional teaching focuses more on traditional ethical concepts, it may be relatively lagging behind the development of the field of consumer psychology and diversified consumer concepts. As a result, students may tend to accept traditional and solidified values in traditional teaching, making it difficult for them to cope with today's diverse and complex consumer environment (Ma, 2016). Traditional teaching focuses on the transmission of knowledge and relatively neglects the cultivation of students' practical and problem-solving abilities. Although students have mastered theoretical knowledge, it may be difficult to apply this knowledge in real consumer scenarios, and they lack proactive practical experience.

2.3 Positive impact of technology and interactive teaching

Technology teaching enriches teaching resources through the introduction of multimedia, virtual reality, and other technological means, enabling students to have more intuitive and vivid exposure to and understanding concepts related to consumer psychology. The introduction of interactive teaching mode also makes students more actively participate in the learning process, and expands their cognitive breadth and depth of consumer psychology knowledge through diversified learning resources. Technology and interactive teaching focus on student participation and interaction, prompting students to think and communicate more deeply. Through online discussions and virtual teamwork, students can share their personal views and experiences and communicate with their peers in depth (Bai, 2011). This helps to develop students' critical thinking and teamwork skills and improve their analytical and

problem-solving abilities in the field of consumer psychology. Technology and interactive teaching emphasize students' independent learning and practical operation so that they can better apply their theoretical knowledge to practical situations. Through simulated cases and virtual experiments, students can carry out practical applications in a virtual environment, improve their ability to practice, and cultivate the ability to solve real problems. This way of learning helps students understand the theory of consumer psychology more comprehensively so that they are more capable of adaptation and innovation in practice.

2.4 The influence of innovative teaching methods in guiding students' positive consumption psychology

Innovative teaching emphasizes the practical and experiential nature, and through designing real cases, field trips, and other activities, students are more directly involved in the actual problems of consumer psychology. This practical way of learning helps students apply theoretical knowledge in real scenarios and cultivate their ability to solve practical problems, thus guiding them to form a positive consumption attitude. Innovative teaching focuses on heuristic teaching, which stimulates students' active thinking and participation by posing questions and leading discussions. This helps to cultivate students' critical thinking and enables them to analyze and evaluate consumer psychology phenomena such as advertisements and marketing strategies in depth. Through interactive discussions among students, multiple views on consumer decision-making are formed, which in turn leads them to form a more rational and comprehensive consumer psychology. In addition, the innovative teaching method focuses on personalized and differentiated teaching, fully considers the individual differences of students, and meets the learning needs of different students. By providing diverse learning resources and flexible learning methods, innovative teaching can better mobilize students' interest in learning, so that each student can find a suitable learning path in the learning process. This helps to stimulate students' learning motivation and form a positive learning attitude.

3. Teaching Methods to Promote Good Consumer Psychology Practice Strategies for College Students

3.1 Interactive teaching design

The interactivity of the classroom can be effectively improved by introducing advanced technological means, such as online platforms, educational applications, and virtual reality. This interactivity is not only between teachers and students but also between students, thus forming a positive learning atmosphere. Through online discussions and real-time Q&A, students can understand and apply the relevant theories of consumer psychology more deeply, and cultivate their sensitivity and critical thinking about consumer behavior (Ma, 2011). Meanwhile, group discussion and case analysis are important components of interactive teaching. By designing specific cases, teachers can guide students to analyze in-depth practical problems and apply the knowledge of consumer psychology they have learned. This case analysis method is not only a simple application of theory, but also a cultivation of students' critical thinking and practical problem-solving. In traditional teaching methods, students are often passive recipients of knowledge, while interactive teaching emphasizes students' initiative. By guiding students to ask questions, share their views, and participate in classroom discussions, teachers can stimulate students' intrinsic motivation to learn, make them more focused on the course content, and improve their learning results.

3.2 Practical course design

Teachers combine theoretical knowledge with actual cases, and through specific case studies, students can apply the theoretical knowledge they have learned in real situations, thus deepening their understanding of the principles of consumer psychology. This practical learning approach helps to break through the constraints of the traditional classroom so that students can better transform theoretical knowledge into practical operational capabilities. Moreover, the practical course design focuses on fieldwork and research, providing students with the opportunity to interact with the real market environment. By organizing students to participate in field trips, they can experience

first-hand the changes in the market and consumer behavior, linking abstract theory to concrete practice. This kind of hands-on experience can not only stimulate students' interest in consumer psychology issues but also cultivate their ability to observe and research in real-life scenarios. Allowing students to participate in social service programs and practical activities, the practical curriculum design prompts students to take the initiative to go out of the classroom, interact with society, and understand the intersection of social issues and disciplinary knowledge. This helps to cultivate students' sense of social responsibility and innovation ability so that they can better cope with the complex and changing consumer environment in the future.

3.3 Cultivate students' critical thinking

By cultivating students' critical thinking and actively questioning and criticizing advertising information, students can gradually develop the ability to think independently, not blindly follow the crowd, and improve the wisdom of consumer decision-making. Moreover, the teaching method should focus on guiding students to debate and discussion, which helps to stimulate students' critical thinking. By participating in debates, students need to think about the problem from multiple perspectives, rationalize the pros and cons of their views, and then develop an understanding of and respect for different points of view (Zhang, 2010). This debate process not only exercises students' ability to analyze problems, but also develops their ability to identify the authenticity of information and judge its credibility, thus enhancing consumer psychological literacy. Through the designed case studies and practical problem-solving, students need to apply what they have learned to think deeply and propose reasonable solutions. This cultivation process not only exercises students' ability to solve practical problems but also cultivates their initiative and independence in the process of forming personal values and consumption concepts subtly.

3.4 Formulate study plans and goals

The formulation of a learning plan requires students to set clear learning goals in the field of consumer psychology and clarify their own academic planning and career development direction. Through the reasonable setting of study plans and goals,

students can choose relevant courses more purposefully, learn the theoretical knowledge of consumer psychology systematically, and establish a solid foundation in the discipline. By participating in the process of goal setting, students will more deeply realize the importance of learning consumer psychology knowledge for personal development, thus stimulating intrinsic learning motivation. It is important to clarify the learning objectives so that students can be more purposeful in the learning process, improve the learning effect, and lay the foundation for better coping with the complex consumer environment in the future. To develop a personalized learning plan, students can choose a consumer psychology course that meets their individual needs according to their own interests, strengths, and development directions (Tian, 2010). The formulation of learning plans and objectives not only focuses on the mastery of theoretical knowledge of consumer psychology but also emphasizes students' ability to apply consumer psychology knowledge in practice. The study plan should include practical learning activities such as real projects, case studies, field trips, etc., to cultivate students' ability to solve problems in real situations. This will help students to transform theoretical knowledge into practical ability and better adapt and cope with the complex and changing consumer environment in the future.

3.5 Establishment of feedback mechanism and personalized counseling

The establishment of a feedback mechanism is a key means for the continuous improvement of education quality. By collecting students' feedback regularly, teachers can gain an in-depth understanding of the effectiveness of teaching and discover problems and shortcomings, so that timely adjustments and improvements can be made. This cyclical feedback process helps to maintain a close match between teaching content and students' needs and improves the relevance and effectiveness of teaching. The personalized tutoring mechanism emphasizes giving full consideration to individual differences in students and meeting the learning needs of different students. By understanding each student's subject background, learning styles, and interests, teachers can formulate personalized

tutoring plans and provide academic guidance and support that better meet students' needs. This differentiated tutoring helps to stimulate students' interest in learning, improve their motivation, and motivate them to be more actively engaged in the study of consumer psychology practice. The establishment of a feedback mechanism and personalized tutoring can strengthen the communication and interaction between teachers and students. By responding to students' feedback promptly, teachers can establish a closer connection and create a positive learning atmosphere. Moreover, a scientific assessment system should be established. By regularly collecting and analyzing data on students' academic performance, subject competence, and performance in consumer psychology practices, educational institutions can more comprehensively and objectively assess the quality of teaching and provide a strong basis for future teaching improvements.

3.6 Actively encourage students to participate in social practice activities

Actively encouraging students to participate in social practice activities can provide students with broader horizons and more in-depth practical experience, so that they can apply the theoretical knowledge of consumer psychology learned in the classroom to practical situations. Through participation in social practice, students can have a more comprehensive and in-depth understanding of the psychological mechanisms behind consumer behavior, develop practical problem-solving skills, and provide strong support for better coping in the complex consumer environment in the future. Moreover, to cultivate students' sense of social responsibility and teamwork spirit into the social practice project, students will feel more intuitively the impact of their decisions and behaviors on society, to form more positive social values. The cultivation of teamwork ability is substantially practiced in social practice so that students learn to work together in a team to form a win-win working atmosphere, which is of positive significance for future career development. At the same time, broadening students' interpersonal circle, establishing actual social networks, and strengthening interactions with all walks of life, will enable students to better

understand the differences in the consumption psychology of different groups and improve the ability of cross-cultural communication (Xie, 2016). Such a social network not only provides students with more learning opportunities but also provides practical support for their better integration into the workplace and society in the future. Practical social activities also require students to use critical and innovative thinking in real-world problems. By facing various challenges and problems in real-world projects, students need to apply what they have learned to analyze them deeply and come up with reasonable solutions. This kind of practical learning process helps to train students' independent thinking and problem-solving abilities, which makes them more competitive in their future careers.

Conclusion

To sum up, the essence of education lies in cultivating students' comprehensive development, and the shaping of consumer psychology is not only related to personal quality but also to the civilization process of the whole society. In this process, teaching methods, as a medium for shaping students' consumption psychology, call for more innovation and diversity. However, the innovation and practice of teaching methods also require the joint efforts of educational institutions, teachers as well as students themselves. In the future of higher education, it is expected to see more deeply thought-out and actively practiced teaching styles being promoted, providing university students with a richer and more flexible learning experience, and enabling them to make more relaxed and informed decisions in the face of unknown consumption challenges.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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How to Cite: Wu, B. & Tang, C. (2024). The Influence of Teaching Methods on the Consumer Psychology of College Students and Its Practical Strategies. *Contemporary Education and Teaching Research*, 05(02), 85-90.

<https://doi.org/10.61360/BoniCETR242015860207>